

# 2023 Annual Conference

October 22-24 | Marriott RiverCenter | San Antonio



## Sponsorship Opportunities



Texas Association for Supervision and  
Curriculum Development  
1601 Rio Grande St., Ste. 451, Austin, TX 78701  
Ph: 512.477.8200 Fax: 512.477.8215  
[www.txascd.org](http://www.txascd.org)

# WHY SHOULD YOU SPONSOR THE 2023 TEXAS ASCD ANNUAL CONFERENCE?

## **1. WE OFFER ACCESS TO A HIGHLY-TARGETED MARKET.**

The Texas ASCD 2022 Annual Conference had over 600 attendees from the education sector. Participants include teachers, principals, superintendents, curriculum directors, school faculty, college faculty, and professional industry speakers. These attendees are community leaders, parents, committee members and decision-makers.

## **2. OUR ATTENDEES HAVE AN EXCEPTIONAL TIME AT OUR CONFERENCES – AND WILL IN-TURN EQUATE THEIR EXPERIENCE WITH YOUR BRAND.**

Our conferences are well organized. We have a diverse committee that makes sure the conference is well planned and attended. We have a dedicated staff and serious volunteers who provide the best possible experience for our conference attendees and sponsors. Attendees experience your brand via signage, publications, our customized conference app, social media, and verbal acknowledgement. They will remember your company.

## **3. WE ENCOURAGE YOU TO MAKE RELATIONSHIPS WITH OUR ATTENDEES.**

Generate new partnerships and sales! Texas ASCD wants you to use your sponsorship as a powerful tool to promote your company and stand out from the crowd. We encourage sponsors to attend the conference and network with our members. It is a great opportunity to leverage your lead generation - our attendees know other individuals with similar interests and demographics. Engaging with attendees will extend your marketing influence, long after the event. Plus, the exhibit hall is located on the same floor as the ballroom and breakout rooms!

## **4. COMMUNITY INVOLVEMENT.**

Two little words that mean so much! We empower educators to help the children of their community. Your sponsorship dollars ensure Texas ASCD can continue to be the premier influential force in learning, teaching and leadership for achievement in education. Your sponsorship ensures that attendees receive the best conference program possible, at the most affordable price. Media attention and press releases will include your commitment to the children of Texas.

## WHO WE ARE:

Founded in 1947, Texas Association for Supervision and Curriculum Development (Texas ASCD) is a non-profit organization committed to improving teaching and learning for the success of all learners. It has a diverse membership of approximately 3,000 superintendents, principals, teachers, curriculum directors, staff developers, students and professors. Texas ASCD is a state affiliate of International ASCD.

In the ever-changing world of education, Texas ASCD remains on the cutting edge of educator needs. What remains unchanged, and as vibrant today as it was in its infancy, is the commitment and dedication to lifelong learning for educators.

# SPONSORSHIP OPPORTUNITIES

## **Texas ASCD President Reception** **3 available - \$3,500**

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced and make remarks to audience (4 minutes).

## **Texas ASCD Board Breakfast** **1 available - \$3,500**

Sponsors receive verbal and logo recognition at event. Sponsors will have opportunity to be introduced and make remarks to the group (3 minutes).

## **Keynote Presenters** **3 available - \$3,500**

Sponsors receive verbal and logo recognition before, during, and after event.

## **Conference Bags** **1 available - \$3,000**

Sponsors will receive logo recognition on conference bags and event signage.

## **Welcome Reception** **3 available - \$3,500**

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced at reception and make remarks to the attendees (2 minutes).

## **Leadership Luncheon** **2 available - \$3,500**

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced and make remarks to the attendees (3 minutes).

## **Continental Breakfast** **2 available - \$3,000**

Sponsors receive verbal and logo recognition before, during, and after event.

## **Coffee Break** **2 available - \$3,000**

Sponsors receive verbal and logo recognition before, during, and after event.

## **WiFi Sponsorship** **3 available - \$3,500**

Sponsors receive verbal and logo recognition before, during, and after event. Sponsor logo will appear on app.

## **Official Conference App** **3 available - \$2,500**

Sponsors receive verbal and logo recognition before, during, and after event, and a rotating banner ad on the app.

## **Conference Bag Inserts** **\$350 per piece**

Conference bag insert sponsors can have up to 3 pieces of printed marketing materials or promotional items included in conference bags.

## **Grand Prize Sponsorship - \$1,000**

Sponsors receive verbal and logo recognition before, during, and after event, and specifically and during the prize drawing.

## **Lanyard Sponsorship - \$5,000**

Sponsors receive verbal and logo recognition, plus attendees will be wearing a lanyard emblazoned with your logo.



# CORPORATE PARTNERSHIP OPPORTUNITIES

Texas ASCD is working every day to make a difference, by ensuring educators have the professional skills to provide the rigorous and relevant learning experience necessary for student achievement. Educators, state-wide, need our assistance – and we are a 501(c)(3) non-profit association with limited staff. The task at hand is daunting, but it is possible. Will you join our mission by becoming a Corporate Partner?

In exchange for your investment in the premier source of information and resources for educators, we are proud to offer you a pathway to increased brand visibility and a highly-targeted market. Your partnership will illuminate both of our agencies' commitment to the state's educators, and ultimately, the children of Texas. As a corporate partner, you will play a vital role in communicating emerging trends, while improving and transforming the public education system. In return for helping us continue to provide the high-caliber content educators expect, we offer you a wealth of benefits, and an outstanding return on investment that is customized to meet your individual corporation's needs. See a brief overview of the opportunities for year-round recognition below, visit <https://txascd.org/corporate-partners/>.

## ALL CORPORATE PARTNERS RECEIVE:

- Recognition as Event Sponsors at the Annual Conference
- Linked logo on [www.txascd.org](http://www.txascd.org) and Annual Conference website
- Complimentary ad space on the Annual Conference app and publications, complimentary booth space, complimentary event registrations, and recognition on all event signage
- Opportunities to present to the Texas ASCD Board of Directors and Regional Affiliates
- Complimentary advertising in our three publications, the opportunities to submit articles, and so much more!

PLATINUM LEVEL (\$20,000+)

GOLD LEVEL (\$15,000)

SILVER LEVEL (\$10,000)

BRONZE LEVEL (\$5,000)

In the ever-changing world of education, Texas ASCD remains a constant resource, maintaining our vibrancy through both our unstoppable commitment and dedication to lifelong learning for educators. By partnering with your company, we can make even more of a difference. Help us as we promote educator achievement, and create lasting change for the students of Texas.

WE CAN DO MORE, TOGETHER!



# PLEDGE OF COMMITMENT

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

- |  |          |   |          |
|--|----------|---|----------|
| <input type="checkbox"/> PLATINUM Partnership (\$20,000)                             | \$ _____ | <input type="checkbox"/> Welcome Reception (\$3,500)          | \$ _____ |
| <input type="checkbox"/> GOLD Partnership (\$15,000)                                 | \$ _____ | <input type="checkbox"/> Continental Breakfast (\$3,000)      | \$ _____ |
| <input type="checkbox"/> SILVER Partnership (\$10,000)                               | \$ _____ | <input type="checkbox"/> Coffee Break (\$3,000)               | \$ _____ |
| <input type="checkbox"/> BRONZE Partnership (\$5,000)                                | \$ _____ | <input type="checkbox"/> WiFi Partnership (\$3,500)           | \$ _____ |
| <input type="checkbox"/> President's Reception (\$3,500)                             | \$ _____ | <input type="checkbox"/> Conference App Partnership (\$2,500) | \$ _____ |
| <input type="checkbox"/> Superintendent/Central Office Leadership Luncheon (\$2,500) | \$ _____ | <input type="checkbox"/> Grand Prize Sponsorship (\$1,000)    | \$ _____ |
| <input type="checkbox"/> Texas ASCD Board Breakfast (\$3,500)                        | \$ _____ | <input type="checkbox"/> Bag Insert (\$350/each)              | \$ _____ |
| <input type="checkbox"/> Keynote Presenters (\$3,500)                                | \$ _____ | <input type="checkbox"/> Lanyards (\$5,000)                   | \$ _____ |
|  |          | <input type="checkbox"/> Rotating App Banner (\$1,000)        | \$ _____ |

Total: \$ \_\_\_\_\_

**ROTATING DIGITAL BANNER AD SPECS**  
 Phone: 650 x 150 px, Tablet: 552 x 150 px  
 PNG or JPG FILES ONLY

## METHOD OF PAYMENT:

Amount Enclosed: \$ \_\_\_\_\_  Check  Please Invoice  Master Card  Visa  AmEx

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder signature required: \_\_\_\_\_

Please fax or e-mail your signed contracts by August 31, 2022 to:

Texas ASCD  
 1601 Rio Grande, Suite 451  
 Austin, TX 78701  
 Fax: (512) 477-8215  
 E-mail: [lstubbins@txascd.org](mailto:lstubbins@txascd.org)  
 For more information call:  
 (800) 717-ASCDC, ext.13

