



2023-2024 CORPORATE PARTNER OPPORTUNITIES



INCREASE YOUR BUSINESS EXPOSURE

**Among Texas ASCD's
highly influential audience:
Texas Educators**

- Leverage your brand with a highly-targeted audience
- Get critical brand visibility and grow customer loyalty
- Build new business-to-business relationships
- Increase customers and sales of products and services

ABOUT US

Texas ASCD is dedicated to transforming education in Texas by equipping educators with the professional skills necessary to provide a rigorous and relevant learning experience that leads to student achievement. As a 501(c)(3) non-profit association, we recognize the daunting task of providing professional learning events to educators across the state, and we rely on the support of our corporate partners to continue our mission.

Our commitment to lifelong learning for educators is unwavering, and we remain a constant resource in the ever-changing world of education. Together with our corporate partners, we can make a significant difference in promoting educator achievement and creating lasting change for students across Texas.

By partnering with Texas ASCD, your corporation will gain increased brand visibility and have access to a highly-targeted market. Your investment will demonstrate your commitment to state educators and ultimately benefit the children of Texas. We offer a range of customizable benefits to meet your individual corporation's needs and provide an outstanding return on investment.

Since 1947, Texas ASCD has been a champion for improving teaching, learning, and leading. Our membership of over 3,000 superintendents, curriculum directors, principals, teachers, and regional affiliates across the state is a testament to our commitment. Your corporate donation will support our annual conferences, professional learning institutes, and regional academies, providing educators with the tools and resources necessary for success. In return, Texas ASCD will deliver maximized corporate recognition and customized opportunities for interaction with our membership in various forms of media and face-to-face settings.

Join us in our mission to transform education in Texas and make a difference in the lives of students and educators alike. Together, we can create a brighter future for Texas education.

Texas ASCD

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Ph: 512-477-8200 Fax: 512-477-8215

www.txascd.org

LEVELS AND BENEFITS

PLATINUM PARTNERS (\$20,000+)

TEXAS ASCD ANNUAL CONFERENCE

- Platinum Partners will have their logos and/or marketing material printed on event signage at the 2023 Annual Conference.
- Featured recognition in the digital app for the Texas ASCD's 2023 Annual Conference.
- Sponsor acknowledgement during general sessions and the President's reception at the 2023 Annual Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Prominent logo placement on the Annual Conference website.
- Two premium 10' x 10' exhibit booth spaces at the Annual Conference.
- Present a one-hour Innovative Highlights session at the Annual Conference.
- Option to present an extended Breakthrough Learning session at the Annual Conference.
- Option to provide a five minute introduction or video at a General Session at the Annual Conference.
- One full color banner ad on the Annual Conference app.
- The ability to insert a promotional item and/or printed material in the Annual Conference bags or media table.
- Four registration badges for the Annual Conference.

PLATINUM PARTNERS (\$20,000+)

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including the weekly *OneLiner*.
- Full page color ad in one issue of the award-winning journal, *Leaders of Learners*.
- The opportunity to have a white paper or academic article published in *Leaders of Learners*.
- Monthly social media posts across all Texas ASCD platforms (Twitter, Facebook, and LinkedIn).
- Collaborative opportunities to work on Texas ASCD email distribution lists (upon approval of content).
- Print recognition as a Texas Whole Child Initiative advocate.

MEMBERSHIP AND REGISTRATIONS

- Four Texas ASCD annual memberships.
- Opportunity to serve on a Texas ASCD committee.
- Opportunity to hold four professional learning events marketed by Texas ASCD (approval needed).
- Option to present three educational webinars to our members with distribution of marketing information by Texas ASCD.
- Customizable benefits!

GOLD PARTNERS (\$15,000)

TEXAS ASCD ANNUAL CONFERENCE

- Logos and/or marketing material printed on event signage at the 2023 Annual Conference.
- Featured recognition on the Texas ASCD's Annual Conference app.
- Sponsor acknowledgement during general sessions and the President's reception at the 2022 Annual Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Prominent logo placement on the Annual Conference registration website.
- Two premium 10' x 10' exhibit booth spaces at the Annual Conference.
- Present a one-hour Innovative Highlights session at the Annual Conference.
- Rotating banner ad on the Annual Conference app.
- The ability to insert a promotional item and/or printed material in the Annual Conference attendee bags or media table.
- Two registration badges for our Annual Conference.

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including the weekly *OneLiner*.
- Half-page color ad in one issue of our award-winning journal, *Leaders of Learners*.
- The opportunity to have a white paper or academic article published in *Leaders of Learners*.
- Quarterly social media mentions across all Texas ASCD platforms (Twitter, Facebook, LinkedIn).

MEMBERSHIP AND REGISTRATIONS

- Two Texas ASCD annual memberships.
- Opportunity to serve on a Texas ASCD committee.

SILVER PARTNERS (\$10,000)

TEXAS ASCD ANNUAL CONFERENCE

- Logos and/or marketing material printed on event signage at the 2023 Annual Conference.
- Sponsor acknowledgement during select receptions at the Annual Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- One premium 10' x 10' exhibit booth space at the Annual Conference.
- Present one, one-hour Innovative Highlights session at the Annual Conference.
- Rotating banner ad on the Annual Conference app.
- Two registration badges for the Annual Conference.

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including the weekly *OneLiner*.
- Quarter-page color ad in one issue of our award-winning journal, *Leaders of Learners*.
- Quarterly social media mentions across all Texas ASCD platforms (Twitter, Facebook, LinkedIn).

MEMBERSHIP AND REGISTRATIONS

- Two Texas ASCD annual memberships.

BRONZE PARTNERS (\$5,000)

TEXAS ASCD ANNUAL CONFERENCE

- Logos and/or marketing material printed on event signage at the Annual Conference.
- Logo placement on the 2022 Annual Conference registration site.
- One premium 10' x 10' exhibit booth space at the Annual Conference.
- One registration badge for the 2022 Annual Conference.

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including the weekly *OneLiner*.
- Quarter-page color ad in one issue of our award-winning journal, *Leaders of Learners*.

MEMBERSHIP AND REGISTRATIONS

- One Texas ASCD annual membership.

PLEDGE OF COMMITMENT

Yes, I want to be a Corporate Partner!

Please fill out this application and submit it to Texas ASCD via e-mail, fax or mail.

Name: _____ Title: _____

Company: _____ Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

My company will partner at the following level:

Platinum (\$20,000+) Gold (15,000) Silver (\$10,000) Bronze (\$5,000)

Method of Payment:

Amount Enclosed: \$ _____ CHECK MASTERCARD VISA AMEX INVOICE ME

Card #: _____ Expiration Date: _____

Cardholder signature required: _____

Please allow 8-10 days for processing. Once your corporate partnership is paid in full, you will receive a welcome packet with full benefit details (including where to submit logo, advertisement specs and important deadlines).



Texas Association for Supervision and Curriculum Development

Attn: Laura Stubbins
1601 Rio Grande, Suite 451
Austin, TX 78701
Fax: (512) 477-8215
E-mail: lstubbins@txascd.org

For more information call:
(800) 717-ASCD, ext.13

Advertising Information

Corporate Partners receive complementary advertising. Please see sponsorship level for details.

Publication Advertisements for *Leaders of Learners*

- Full page in publication \$500.00 * per insertion
- Half page in publication \$325.00 * per insertion
- Quarter page in publication \$225.00 * per insertion

* 10% discount given for four (4) or more insertions

Issuance and Closing Dates:

Leaders of Learners is published 6 times per year in January, March, May, July, September, and November.

Closing date for copy: 26th of the month prior to insertion.

Mechanical Requirements:

Trim Size: 8.5" x 11"

Recommend 300 dpi. Ads should be supplied electronically (preferably as a JPG or PDF).

Articles should be supplied electronically (preferably as a Word document).

Specifications for Rotating Banner on Annual Conference App:

Mobile Phone Banner - 640 x 150 pixels

Tablet/Online Banner - 552 x 150 pixels

Artwork: Banners will be submitted in PNG or JPG format only.

Files are to be submitted electronically to lstubbins@txasc.org.

Any work required to prepare ads by designer or printer will be billed to the advertiser.

Deadline: Banner ads must be received for Annual Conference by September 1, 2023.

	Platinum	Gold	Silver	Bronze
Your Choice of Sponsorship Opportunities Totaling the Sponsorship Amount	\$20,000	\$15,000	\$10,000	\$5,000
Texas ASCD Annual Conference				
Event Signage	✓	✓	✓	✓
Program Book Logo Recognition	✓	✓	✓	✓
Registration Site Logo/Weblink	✓	✓	✓	✓
Exhibit Booth	2	2	1	1
Innovative Highlights Session	✓	✓	✓	
Breakthrough Session	✓			
General Session Introduction	✓			
Reception Acknowledgement	✓	✓	✓	
Ad Space	Full Page	Half Page	Quarter Page	Quarter Page
Promotional Inserts	✓	✓		
Exhibitor Badges	4	2	2	1
Engagement				
Home Page Logo/Weblink	✓	✓	✓	✓
Publication Recognition	✓	✓	✓	✓
Publication Ad Space	Full Page	Half Page	Quarter Page	Quarter Page
Leaders of Learners Academic Publishing	✓	✓		
Social Media Mentions	✓	✓	✓	
Email Distribution Collaboration	✓			
Recognition as Texas Whole Child Initiative Advocate	✓			
Membership and Registration				
Annual Membership	4	3	2	1
Serve on Texas ASCD Committee	✓	✓		
Professional Learning Events	4			
Host Educational Webinars	3			
Customizable Benefits	✓			