



2017 Corporate Partnership 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 customer relationships
- Increase customers and sales of products and services

2017 Corporate Partnership Application

Texas ASCD invites your business to join us as a year-round supporter of our association, which allows you to enhance your commitment to Texas educators and students. We offer you multiple opportunities to engage directly with thousands of superintendents, curriculum administrators, principals, teachers, college faculty, and professional industry speakers. Our members are community leaders, parents, committee members, thought-leaders, and decision-makers.

Your investment will support annual events like Texas ASCD's 2017 Annual Conference and our ignite¹⁷ Technology and Curriculum Conference, as well as monthly professional learning institutes and academies. With your assistance, we can continue offering Texas educators the quality professional learning they so desperately seek in order 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. In exchange for your partnership, we offer you an easy, effective way to increase your company's reach, while enhancing your brand image. You'll receive year-round recognition on our website, newsletters and event signage—and more depending on your level of commitment.

Please review the following Corporate Partnership Levels and then call Laura Stubbins, Marketing and Events Associate, at (512) 477-8200, ext. 13, or e-mail lstubbins@txascd.org to schedule a meeting to discover how partnering with Texas ASCD will benefit you while enriching professional learning for educators.

Levels and Benefits

Platinum Partners (\$20,000+)

Our most prestigious level of partnership and best value! Platinum partners receive the following benefits:

- Prominent logo recognition (linked) on the home page of our website: www.txascd.org
- Prominent logo recognition in all of our publications (One Liner, Leaders of Learners and Leadership).
- Print recognition in event signage and program books at our 2016 Annual Conference and ignite¹⁶ Conference. Verbal recognition at each event, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Two premium 10' x 10' exhibit booth spaces at our 2017 Annual Conference (and any other events where we have exhibit space).
- Present a one hour session to our 2017 Annual Conference and ignite¹⁶ Conference attendees.
- Full page black and white ad in our 2017 Annual Conference and ignite¹⁷ Conference official program books.
- Full 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*.
- The ability to insert a promotional item/printed material in our 2017 Annual Conference attendee bags.
- Four Texas ASCD Annual memberships.
- Serve on a Texas ASCD committee.
- Option to present 3 educational webinars to our members (Texas ASCD will distribute your marketing information to our membership).
- Print recognition as a Texas Whole Child Initiative supporter in our advocacy/influence efforts.
- The opportunity to host a dinner for Texas ASCD's Board of Directors.
- Four registration badges for our Annual Conference and ignite¹⁷ Conference.
- Monthly (or more frequent) recognition via social media.
- And other customizable benefits!

Gold Partners (\$15,000+)

- Logo recognition (linked) on the home page of our website: www.txascd.org
- Logo recognition in all of our publications (*One Liner, Leaders of Learners and Leadership*).
- Print recognition in event signage and program book at our 2017 Annual Conference and ignite¹⁷ Conference. Verbal recognition at each event, as well as the opportunity to briefly address attendees.
- Two 10' x 10' exhibit booth spaces at our 2017 Annual Conference (and any other events where we have exhibit space).
- Present a 1 hour session to our 2017 Annual Conference and ignite¹⁷ Conference attendees.
- Half-page black and white ad in our 2017 Annual Conference and ignite¹⁷ Conference official program books.
- 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 (relevant to education) published in our Leaders of Learners publication.
- The ability to insert a promotional item/printed material in our 2017 Annual Conference attendee bags.
- Two Texas ASCD Annual memberships.
- Two registration badges for our 2017 Annual Conference and ignite¹⁶ Conference.
- Quarterly recognition via social media.

Silver Partners (\$10,000+)

- Logo recognition (linked) on the home page of our website: www.txascd.org
- Logo recognition in all of our publications (*One Liner, Leaders of Learners and Leadership*).
- Print recognition in event signage and program book at our 2017 Annual Conference and ignite¹⁷ Conference. Verbal recognition at each event, as well as the opportunity to briefly address attendees.
- One 10' x 10' exhibit booth space at our 2017 Annual Conference (and any other events where we have exhibit space).
- Present a 1 hour session to our 2017 Annual Conference and ignite¹⁷ Conference attendees.
- Quarter-page black and white ad in our 2017 Annual Conference and ignite¹⁷ Conference official program books.
- Quarter-page color ad in one issue of our award-winning journal, Leaders of Learners.
- Two Texas ASCD Annual memberships.
- One registration badge for our 2017 Annual Conference and ignite¹⁷ Conference.
- Quarterly recognition via social media.

Bronze Partners (\$5,000+)

- Recognition via a hyperlink (not logo) on the home page of our website: www.txascd.org
- Logo recognition in all of our publications (*One Liner, Leaders of Learners and Leadership*).
- Print recognition in event signage and program book at our 2017 Annual Conference and ignite¹⁷ Conference.
- One 10' x 10' exhibit booth space at our 2017 Annual Conference.
- Quarter-page ad in our 2017 Annual Conference and ignite¹⁷ Conference official program books.
- Quarter-page ad in one issue of our award-winning journal, Leaders of Learners.
- One Texas ASCD Annual membership.
- Discounted registration badge (\$280 value) for our 2017 Annual Conference and ignite¹⁷ Conference.
- 1-2 mentions annually via social media.

Advertising Information

Annual Conference and ignite¹⁷ Program Options:

- | | | | |
|--|---------|---|-------|
| <input type="checkbox"/> Inside Front Cover-Program Book | \$1,100 | <input type="checkbox"/> Half-page Program Book | \$500 |
| <input type="checkbox"/> Inside Back Cover-Program Book | \$1,000 | <input type="checkbox"/> One page Program Book | \$750 |
| <input type="checkbox"/> Two page ad-Program Book | \$1,400 | | |

Mechanical Specifications for Print:

Please note that all ads are black and white with a minimum resolution of 300 dpi.

Trim Size: 5.5" X 8.5"

Ad Page Sizes: Full page: 5.25 X 7.75" (portrait layout)
Half-page: 5.25" X 3.75" (landscape layout)

Bleeds: No bleeds (program book is spiral-bound)

Artwork: All ads must be submitted as a print quality jpeg, eps or pdf file format. Files are to be submitted electronically to trosser@txascd.org. Any work required to prepare ads by designer or printer will be billed to the advertiser.

Deadline: Ad must be received for ignite¹⁷ program by April 25, 2017
Ad must be received for Annual Conference program by August 3, 2017

Publication Advertisements for Leaders of Learners

- | | |
|--|--------------------------|
| <input type="checkbox"/> Full page in publication | \$500.00 * per insertion |
| <input type="checkbox"/> Half page in publication | \$325.00 * per insertion |
| <input type="checkbox"/> 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 133 line screen for black & white

Ads should be supplied electronically (preferably as a pdf)

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



**Have questions about advertising?
Call (512) 477-8200 ext. 15 or e-mail trosser@txascd.org.**

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: _____

E-mail: _____ 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

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