



# 2020 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 Association for Supervision and Curriculum Development (Texas ASCD) works daily to make a difference in education by ensuring educators have the professional skills needed to provide a rigorous and relevant learning experience for student achievement. Educators across the state need our assistance to provide them with professional learning events. As a 501(c)(3) non-profit association, this task can be daunting. Nevertheless, with help from our corporate partners, we can continue to provide the necessary professional learning to help educators succeed in their field.

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 corporation, together we can make a significant difference. You have the resources to help us promote educator achievement and create lasting change for students across Texas—we can do more, together!

In exchange for your investment, we are proud to offer a pathway to increased brand visibility through a highly-targeted market. Your partnership will illuminate both our agencies' commitment to state 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 customizable to meet your individual corporation's needs.

Since 1947, Texas ASCD has championed improving teaching, learning and leading. This is reflected in our diverse membership of over 3,000 superintendents, curriculum directors, principals, teachers, and regional affiliates across the state. Your corporate donation will support our two annual conferences, professional learning institutes and regional academies, all of which provide educators with the tools and resources necessary for their success. Texas ASCD will deliver maximized corporate recognition and customized opportunities to interact with our membership in various forms of media as well as face-to-face interaction.

### **Texas ASCD**

1601 Rio Grande Street, Suite 451, Austin, Texas 78701

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

[www.txascd.org](http://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 2020 Annual Conference.
- Featured recognition in the digital app for the Texas ASCD's 2020 Annual Conference.
- Sponsor acknowledgement during general sessions and the President's reception at the 2020 Annual Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Prominent logo placement on the 2020 Annual Conference website.
- Two premium 10' x 10' exhibit booth spaces at the 2020 Annual Conference.
- Present a one-hour Innovative Highlights session at the 2020 Annual Conference.
- Option to present an extended Breakthrough Learning session (upon approved description) at the 2020 Annual Conference.
- Option to provide a keynote presenter (upon approved description) at the 2020 Annual Conference and ignite<sup>19</sup> Conference.
- One full color banner ad on the 2020 Annual Conference app.
- The ability to insert a promotional item and/or printed material in the 2020 Annual Conference bags or media table.
- Four registration badges for the 2020 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 mentions 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 2020 Annual Conference.
- Featured recognition on the Texas ASCD's 2019 Annual Conference app.
- Sponsor acknowledgement during general sessions and the President's reception at the 2020 Annual Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Prominent logo placement on the 2020 Annual Conference registration website.
- Two premium 10' x 10' exhibit booth spaces at the 2020 Annual Conference.
- Present a one-hour Innovative Highlights session at the 2020 Annual Conference.
- Rotating banner ad on the 2020 Annual Conference app.
- The ability to insert a promotional item and/or printed material in the 2020 Annual Conference attendee bags or media table.
- Two registration badges for our 2020 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 2020 Annual Conference.
- Sponsor acknowledgement during select receptions at the 2020 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 2020 Annual Conference.
- Present one, one-hour Innovative Highlights session at the 2029 Annual Conference.
- Rotating banner ad on the 2020 Annual Conference app.
- Two registration badges for the 2020 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 2020 Annual Conference.
- Logo placement on the 2020 Annual Conference registration site.
- One premium 10' x 10' exhibit booth space at the 2020 Annual Conference.
- One registration badge for the 2020 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: Paul Rutner  
1601 Rio Grande, Suite 451  
Austin, TX 78701  
Fax: (512) 477-8215  
E-mail: prutner@txascd.org

For more information call:  
(800) 717-ASCD, ext.10



# 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 [prutner@txasc.org](mailto:prutner@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, 2020.

|  | <b>Platinum</b> | <b>Gold</b> | <b>Silver</b> | <b>Bronze</b> |
|--|-----------------|-------------|---------------|---------------|
| Your Choice of Sponsorship Opportunities Totaling the Sponsorship Amount | \$20,000        | \$15,000    | \$10,000      | \$5,000       |
| <b>Texas ASCD Annual Conference</b>                                      |                 |             |               |               |
| Event Signage  | ✓               | ✓           | ✓             | ✓             |
| Program Book Logo Recognition  | ✓               | ✓           | ✓             | ✓             |
| Registration Site Logo/Weblink   | ✓               | ✓           | ✓             | ✓             |
| Exhibit Booth  | 2               | 2           | 1             | 1             |
| Innovative Highlights Session  | ✓               | ✓           | ✓             |               |
| Breakthrough Session   | ✓               |             |               |               |
| Keynote Session  | ✓               |             |               |               |
| Reception Acknowledgement  | ✓               | ✓           | ✓             |               |
| Ad Space   | Full Page       | Half Page   | Quarter Page  | Quarter Page  |
| Promotional Inserts  | ✓               | ✓           |               |               |
| Exhibitor Badges   | 4               | 2           | 2             | 1             |
| <b>Engagement</b>  |                 |             |               |               |
| Home Page Logo/Weblink   | ✓               | ✓           | ✓             | ✓             |
| Newsletter 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                     | ✓               |             |               |               |
| <b>Membership and Registration</b>                                       |                 |             |               |               |
| Annual Membership  | 4               | 3           | 2             | 1             |
| Serve on Texas ASCD Committee  | ✓               | ✓           |               |               |
| Professional Learning Events   | 4               |             |               |               |
| Host Educational Webinars  | 3               |             |               |               |
| Customizable Benefits  | ✓               |             |               |               |