

Unlock Your Potential

Sponsorship Opportunities

**The National Association
of Elementary School Principals**



APRIL 2-6, 2009 | NEW ORLEANS, LA

**88TH ANNUAL CONVENTION
AND EXPOSITION
APRIL 2-6, 2009**

**ERNEST N. MORIAL
CONVENTION CENTER**

NEW ORLEANS, LOUISIANA

**TRANSFORMING
LEARNING COMMUNITIES:
LEADERSHIP IS KEY**



OPEN THE DOORS TO SPONSORSHIP

With more than 300 companies exhibiting at NAESP's Annual Convention, distinguishing your company from the rest can be a challenging feat.

Sponsorship provides you with the keys to give your company the advantage and gain the valuable recognition needed to have a successful marketing campaign at the convention.

Why Sponsor?

- Introduce a new product, or re-align a current product in front of your target market.
- Create positive feelings of goodwill toward your company through the support of the profession.
- Increase your Return on investment through the added exposure of your corporate identity.
- Educate prospective clients to the credibility of your company and product.
- Shorten the sales cycle with direct access to your client base.
- And most important - Build name recognition for your company!

Recent studies by the Center for Exhibition Industry Research (CEIR) have revealed that, in general, members of non-profit organizations are more likely to purchase from companies that sponsor with an association.

NAESP is pleased to offer a broad range of programs to match your product category and marketing strategy, including live, face to face marketing events, booth traffic-building programs, contests, coupon booklets, large format floor decals, and more.

NAESP SPONSORSHIP PROGRAM DESCRIPTIONS

Choose from a wide array of sponsorship opportunities! Regardless of your budget, you can maximize your marketing reach at the NAESP Annual Convention & Exposition by sponsoring a program, event, or service.

WELCOME RECEPTION - \$80,000

Jazz it up in New Orleans by sponsoring the kick-off of the convention. Held in the fabulous Hilton New Orleans Riverside, the Welcome Reception will be the place to meet and mingle as attendees gear up for the convention. This is the ultimate way to get your name in front of conference attendees. Add your own cups, napkins, and personal touch to gain even more recognition for this sponsorship. Sponsors will receive signage in reception area, the opportunity to welcome the reception attendees, and recognition in the convention program book.

GENERAL SESSIONS - \$50,000 PER SESSION

A great opportunity to get your company name in front of thousands of conference attendees! Speakers include Ian Jukes, Jeff Corwin and Colin Powell. Have your logo on the General Session screens pre- and post-session, recognition in the session script, and acknowledgement on links to General Session information on the NAESP Web site.

NEW MEMBER RECEPTION - \$20,000

The New Member Reception is *the* event to attend for new NAESP members and first-time convention attendees. Destined to be the leaders of the future, the excitement among new members is contagious. This sponsorship allows you the opportunity to have your logo on the screen in the session, receive a list of session attendees, and network with NAESP's newest members. Estimated attendance is 300. Multiple sponsors allowed.

CONVENTION TOTE BAG - \$20,000

Show your support for elementary and middle level education by making a statement of your participation at the 2009 NAESP Convention. The Convention tote bag is a traditional keepsake of the convention attendees and your logo will build a positive image in the minds of all. Sponsors also have the opportunity to insert a company flyer or catalogue for additional marketing at no additional cost.

BADGE HOLDERS - \$15,000

Convenient convention badge holder that doubles as a wallet/carryall imprinted with your company name and logo. You can't beat the free advertising of attendees wearing your logo for the duration of the convention.

DISTINGUISHED LECTURE SPEAKERS - \$15,000

Take this opportunity to sponsor a Distinguished Lecturer, and reach one of the largest audiences of school leaders both before the lecture and afterwards at the highly popular book signings. Includes acknowledgement on links to Distinguished Lecturers on the NAESP Web site and the Convention Program Book.

OPENING RECEPTION IN THE EXHIBIT HALL - \$10,000

Enjoy a lively opening party on Friday morning. Attendees will be escorted out of the General Session and into the Exhibit Hall for a New Orleans style reception. Attendees will enjoy NAESP Membership giveaways, live music, refreshments, and more! Sponsor will receive signage at all food/beverage stations and recognition in the General Session script. A variety of light snacks and beverages will be served.

CYBER CAFÉ - \$8,000

Attendees use the Cyber Café to retrieve and send e-mails while they are at the Convention. You will sponsor the Cyber Café computer stations, located directly on the exhibit floor. Each computer station will prominently display your company logo, with a link to the Web site of your choice. There will also be a Cyber Café Kiosk located in the registration area.

STATE REPRESENTATIVES RECEPTION - \$5,000

The State Representatives are the key leaders in the Association for the state affiliate organizations. They are the messengers of NAESP, relaying information to and from the Association regarding conferences, workshops, Association business, etc. As a sponsor you have contact with these representatives in each state and can enhance your sponsorship at local affiliate events.

MIDDLE GRADES LUNCHEON - \$ 8,000.00

During the Middle Grades Luncheon principals come together to discuss issues that are unique to the adolescent child and engage in knowledge-sharing with colleagues from around the country. This opportunity leads discussions about highly performing schools which are developmentally responsive and create effective learning communities. Sponsors will be highly recognized in all communications and marketing, as well on the NAESP website and in the Convention Program Book. Sponsors may also address the audience at the luncheon and distribute materials.

NAESP MENTOR CERTIFICATION AND PRINCIPAL LEADERSHIP PROGRAMS - \$ 15,000.00

The NAESP Mentor and Leadership Programs at convention include three events at convention which assembles the Nationally Certified Principal Mentors at a reception, a training seminar and a focus group for NAESP School Leadership Mentor Standards and NAESP Principal Standards. These highly energized school leaders discuss the future of the principalship and share their work from school districts around the country and world to develop effective succession plans. Sponsorships will have high visibility and will be acknowledged through links on the NAESP website and in the Convention Program book. Sponsorship materials can also be distributed at the events.

PRESIDENT'S RECEPTION - \$5,000

Sponsor this popular cocktail reception held on the closing night of the Convention. Open bar, heavy hors d'oeuvres for VIP attendees and special remarks from the President of NAESP. Invitations are sent out for this event. Don't miss this opportunity to mingle with the state and national leaders of NAESP. Sponsors receive two complimentary invitations.

Each sponsorship opportunity includes:

- Sponsor name/logo recognition on the sponsor recognition banner in the convention center
- Sponsor logo listed in the Convention Program Book
- Ribbons for your company's conference badges identifying you as a "SPONSOR"

DIVERSITY RECEPTION - \$15,000

The Diversity Reception is an event for principals interested in diversity topics at NAESP! As a sponsor you will have contact with these active principals, representing many states and groups within NAESP.

NAESP BOARD OF DIRECTORS WELCOME VIDEO - \$5,000

Each NAESP officer and Board member is professionally videotaped welcoming attendees to the meeting. The video messages are broadcast continuously on the monitors in a high traffic area of the Convention Center. Have your company logo displayed among the leaders of the profession on the video! Includes production.

TOTE BAG INSERTS - \$1,000 – LIMIT 15 COMPANIES

Include a flyer, special offer, or product catalog in the Convention tote bag given to each registered attendee. Draw attention to your booth, or remind attendees of your products and services after the Convention. Item must be approved by NAESP Exhibits Manager.

FIND THE MISSING LUNCH BOX - \$1,000 - LIMIT 15 COMPANIES

Get exposure in the Exhibit Hall by participating in Find the Missing Lunch Box sponsorship. Attendees get their game card stamped at your booth and enter a drawing for a chance to win great prizes. Sponsors will also have the opportunity to place items in the lunch box.

GOBO LIGHTS \$500

Custom steel Gobo lights reflect the Sponsors logo onto a floor or wall surface throughout the show. Wouldn't it be great to see your logo float across the ceiling at registration?

AT NAESP, THE OPPORTUNITIES FOR SPONSORSHIP ARE ENDLESS.

To take advantage of these opportunities to increase booth traffic at the 2009 NAESP Convention, reach qualified prospects, give your product or service greater exposure, or discuss additional opportunities, please contact:

Deborah Young, Director Convention & Meetings / 703.518.6296 / dyoung@naesp.org.

NEW! FEDERAL RELATIONS CONFERENCE (FEBRUARY 22-24, 2009) – \$15,000

NAESP's annual Federal Relations Conference brings together leading activists, board members, and state affiliate staff. Participants are briefed on NAESP's positions on key issues and given grassroots lobbying training. They spend a day on Capitol Hill, visiting the offices of US Senators and Representatives to bring the unique perspective of the Pre-K-8 principal to policy makers. A sponsorship will provide high visibility to your company in support of these leading key activists as they advocate for federal education policies that serve the interest of children across the U.S.

This is an Exclusive Sponsorship that includes:

Recognition in conference materials and signage

Recognition on the NAESP web site

Opportunity to address the conference participants during the opening night dinner and training session, and closing reception

THE NAESP FOUNDATION - A PARTNERSHIP FOR THE FUTURE OF EDUCATION

Incubating innovation, highlighting success, and connecting key partners, the National Association of Elementary School Principals (NAESP) Foundation supports and extends the work of the Association. The NAESP Foundation works to advance the profession for elementary and middle level principals leading learning communities.

The Foundation supports a variety of successful NAESP initiatives, including the National Distinguished Principals program, the overseas schools program, the Sharing the Dream project to foster parent and community engagement in schools, and multiple projects linking schools and after-school programs, including the Aligning the Learning Day professional development workshop.

For more information on the Foundation, please contact Ernie Mannino at 703-684-3345 or emannino@naesp.org.

2009 SPONSORSHIP ORDER FORM

Please Type or Print all Information

Sponsorship: _____ **Fee:** _____

Company name: _____

Contact name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Payment - Payment may be remitted by check, money order, wire transfer, or credit card. Make checks payable (*in U.S. dollars*) to NAESP09 sponsorship.

Check Enclosed Visa MC AMEX Amount to charge: _____

Card Number: _____

Exp. Date: _____ CSV Code: _____

Authorized Signature: _____

Print Cardholder's Name: _____

THANK YOU FOR YOUR SUPPORT OF NAESP.

We are confident you find your sponsorship a worthwhile endeavor.



PARTNERSHIP PROGRAMS

One of the most unique ways to get your product in front of the principals you desire to work with is through our Partnership Program. From Platinum, Gold, and Silver, you can tailor your marketing program to support NAESP and receive recognition in a variety of ways unique to the Partnership Program.

Platinum - \$20,000

The highest level of integrated sponsorship, this greatly supports the mission of the National Association of Elementary School Principals. Platinum level includes all convention promotions listed in the box, as well as:

- 4 invitations to the Welcome Reception
- 1 complimentary 10 x 10 corner or inline booth
- Complimentary pre- and post-Convention attendee mailing lists

Gold - \$10,000

A premium level of integrated sponsorship, this significantly continues the mission of the National Association of Elementary School Principals. Gold Level includes all convention promotions listed in the box, as well as:

- 2 invitations to the Welcome Reception
- 1 complimentary 10 x 10 corner or inline booth
- Complimentary pre- and post-Convention attendee mailing lists

Silver - \$5,000

The entry level of integrated sponsorship, this contributes to the mission of the National Association of Elementary School Principals. Silver level includes all convention promotions listed in the box, as well as:

- 2 invitations to the Welcome Reception
- Complimentary post-Convention attendee mailing lists

All sponsorships include:

- Recognition in *Before the Bell*, NAESP's daily e-newsletter distributed to NAESP members,
- Recognition in the Convention Program Book,
- Recognition in convention daily electronic newsletter, *Convention News Online*,
- Sponsorship appreciation signs in Exhibit Hall and registration area,
- Listing on NAESP's Web site,
- And more.

For more information on these partnership opportunities, please contact Nancy Sharbel at 703-518-6272 or nsharbel@naesp.org.



NAESP

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