



**2009
Corporate Support
Catalog**



Table of Contents

Corporate Alliance Program	5
Awards and Scholarships	8
Meetings and Conferences	10
Online Resources	14
Publications	16
Receptions and Special Events	18
2009 National Conference on Education	20



Your link to public school leaders...



The American Association of School Administrators is the proven choice for reaching the top public school educators in the U.S. For over 100 years AASA has provided the resources for administrators to be successful and to represent their collective voice on public policy issues. These administrators are the top decision makers for purchases and financial matters, as well as for programs that impact how the school districts operate. Together these leaders represent all elements of public education across the country. AASA is the sensible choice for corporations trying to reach the most influential decision makers in public education.

AASA represents more than 13,000 educational leaders across the United States. Members include superintendents, chief executive officers, senior-level school administrators, cabinet members, professors and aspiring school system leaders. Public school administrators count on the AASA website for daily updates, insights on new developments, cutting-edge training materials and events that serve as the profession's principal exchange forums. AASA publications and events cover topics in education, professional development, leadership training, networking and advocacy, and each communication provides a sponsorship opportunity to reach the most important leaders in public education. Support for AASA is enthusiastically received by these leaders as a contribution to the shared mission to support and develop effective school system leaders who are dedicated to the highest quality public education for all children.

This catalog presents creative programs and initiatives that blend the positive AASA image with the products and services of your organization. Connect to the education community today through the American Association of School Administrators.



Corporate Alliance Program — NEW!

The American Association of School Administrators depends on its corporate sponsors to make important services available to our nation's school leaders. Support AASA programs and initiatives at \$5,000 or more in a calendar year to gain recognition through the Corporate Alliance Program. In recognition of your support, your company will gain the following prominent recognition and benefits:

Platinum (\$250,000 and above)

- Three invitations to a private dinner with AASA leadership at the National Conference on Education
- Market Intelligence Briefing
- Three complimentary registrations to attend any AASA event
- Two representatives on the AASA Corporate Advisory Board
- One Customized Research Roundtable (travel and accommodations not included)
- One Research Roundtable highlighting your products and services in conjunction with an AASA event
- One seat on the AASA Leadership Development National Advisory Council
- One Virtual Seminar Series/Toolkit/Podcast/DVD of your choice on selected topics
- One complimentary subscription to *The School Administrator*
- All recognition from the Contributor level

Gold (\$100,000 - \$249,999)

- Two complimentary registrations to attend up to 5 AASA events
- Two Research Roundtables highlighting your products and services in conjunction with an AASA event
- One representative on the AASA Corporate Advisory Board
- One Virtual Seminar Series/Toolkit/Podcast/DVD of your choice on selected topics
- One complimentary subscription to *The School Administrator*
- All recognition from the Contributor level

Silver (\$25,000 - \$99,999)

- One complimentary registration to attend up to 3 AASA events (not including the National Conference on Education)
- One Research Roundtable on the topic of your choice
- One complimentary subscription to *The School Administrator*
- All recognition from the Contributor level

Bronze (\$10,000 - \$24,999)

- One complimentary registration to attend up to 2 AASA events (not including the National Conference on Education)
- One complimentary subscription to *The School Administrator*
- All recognition from the Contributor level

Contributor (\$5,000 - \$9,999)

- Yearlong recognition on the AASA website (www.aasa.org)
- Recognition in *The School Administrator*
- Recognition in the National Conference on Education Conference Program
- Recognition on the CAP Appreciation Wall at the National Conference on Education
- Visual recognition at your company booth at the National Conference on Education (e.g., easel sign, badge ribbons)
- Yearlong recognition on the CAP Wall at AASA's headquarters
- Invitation to the CAP Reception at the National Conference on Education
- Corporate Alliance Program lapel pin for Representatives

Leadership Circle

For those interested in this exclusive opportunity, please contact Kay Ferris, Director, Corporate and Strategic Alliances, at 703-875-0761 or kferris@aasa.org for additional information.

Awards and Scholarships

Awards and Scholarships



Raising the standard by promoting excellence –

AASA, in collaboration with industry partners, offers a variety of awards and scholarship programs designed to recognize excellence, profile best practices in public education and honor leaders from inside and outside the field of school administration. These awards are promoted in AASA publications, in print and electronic publications, and on the AASA website, offering supporting companies widespread visibility. Award brochures and announcements are sent to the target audiences and awardees are recognized at the National Conference on Education. Sponsoring companies receive prominent visibility and recognition in all related materials and events.

American Education Award

Honors an outstanding American citizen who has distinguished herself or himself through excellence in any profession, and who serves as a role model and teacher to others. The presentation of this award is one of the highlights of the National Conference on Education.

COST: \$15,000

Architectural Awards

In partnership with the American Institute of Architects (AIA) and the Council of Educational Facility Planners (CEFPI), the Shirley Cooper and Walter Taylor awards are awarded to the project that best meets the educational needs of its students and to the project that meets a difficult design challenge.

COST: \$10,000

Champion of Children Award

Recognizes a nationally known non-educator whose contributions have significantly and positively influenced the lives of children.

COST: \$20,000

Distinguished Service Awards

Given annually to retired AASA members who exhibit exemplary leadership throughout their careers and who have enhanced the profession of school administration. Nominees are expected to have brought honor to themselves, their colleagues and their profession; given exemplary service to their state or national professional association; and made significant contributions to the field of education through their service, writings and other activities.

COST: \$25,000

Educational Administration Scholarship Awards

Provides financial assistance to outstanding graduate students in school administration who intend to make a career as a school superintendent. Recipients are honored at AASA's National Conference on Education.

COST: \$25,000

Galaxy Award

Honors leaders who have pointed the way to the future through vision, imagination, courage and leadership.

COST: \$25,000

Leadership for Learning Award

Presented in three categories — rural, suburban and urban — and selected by a jury of AASA members who have been appointed by the AASA president.

COST: \$25,000

National Civic Star Award

Recognizes that the vitality of a community is intricately linked to the success of its schools in educating children to be productive citizens. This award encourages the development of strong relationships between schools and community partners including individuals, businesses, civic groups and religious organizations.

COST: \$50,000

Examples of currently sponsored awards include:

- **Blackboard/Connect-ED Leadership Through Communication Award** (sponsored by Blackboard/Connect-ED)
- **Dr. Effie H. Jones Humanitarian Award** (sponsored by Pearson Education)
- **National Superintendent of the Year** (sponsored by ARAMARK Education and ING)

Meetings and Conferences

Meetings and Conferences



Using modern technology and methods to meet the training needs of today's busy professionals –

AASA conferences, meetings and virtual seminars provide school superintendents, support staff and other leaders with cutting-edge professional development. Attendees experience outstanding presentations from nationally-recognized speakers and influential leaders in education, networking opportunities and practical tools to use in their local districts. Sponsorship opportunities include dinners, receptions, and general program support. Sponsors will be recognized in all program-related materials, print and online.

The following opportunities are currently offered through the Leadership Development Office:

AASA SUMMER LEADERSHIP INSTITUTE

The new AASA campaign, *Educating the Total Child*, prepares school leaders to address key community aspects that affect student achievement. Improving student achievement is the primary mission for most superintendents. Community factors such as poverty, early childhood programs for ethnic groups and healthy conditions usually play a predominant role that determines the leader's success for this mission. The AASA Summer Leadership Institute brings school system leaders together for three days in July to collaborate on this topic. The venue links sponsors to the central issues of public education and also provides several opportunities to interact with educational leaders on a more personal level.

COST: \$5,000/sponsor (multiple sponsors, general program support)
\$10,000 (exclusive, dinner)
\$7,000 (exclusive, reception)

LEADERSHIP MATTERS: A VIRTUAL SEMINAR SERIES

This series of interactive, Internet-based educational programs brings leading experts to your desktop in a cutting-edge format that features current technology. Webinars are an excellent method to advertise and sponsor content because the vendor's message can be spliced into the medium seamlessly and provide participants rich context to consider the products and services. Sponsorship links the vendor to proactive professional development and gives broad exposure to a wide range of school administrators.

COST: \$10,000 for the series (4 seminars)



NEW AND ASPIRING LEADERS TRAINING

The New and Aspiring Leaders Training is the cornerstone of a program that helps first-year superintendents get up and running. AASA delivers a complete set of resources, methods and links on the critical issues a leader is likely to face in the first years in the profession. This “lifeline” gives the superintendent confidence to take charge, improve student achievement, handle board relations, budget for success, instill systems thinking throughout the district and communicate effectively to all constituent groups. Many aspiring leaders enroll in this workshop to see what the superintendent position entails and to be ready to gain that leadership position. The workshop is a great first impression for superintendents, where both AASA and corporate sponsors can imprint a positive image on the rising stars of public education.

COST: \$20,000

RESEARCH ROUNDTABLES

AASA assembles six to eight of the most influential education leaders for an in-depth, hands-on investigation of your company’s ideas, new products, marketing strategies or programs. School leaders are eager to participate in this format where they learn about and influence the design of cutting-edge products and services. This is a rare opportunity for a sponsor to participate directly in the process of improving public education and to network with a focused group of prominent, knowledgeable administrators. Sponsors receive invaluable input regarding the design of products and services or the general development strategy.

COST: \$10,000

SAFE AND SECURE SCHOOLS: SUPERINTENDENTS LEAD THE WAY

School systems are faced with the daunting challenge of protecting students and staff in our free and open society. The popular press that stands to profit from bad news will often emphasize what goes wrong. This 3-day conference reviews current techniques and technologies that will enhance attendees’ strategies to prevent problems before they arise. The format is excellent for sponsors who want to align themselves with technology, security and a serious contribution to the community. As this issue is often widely publicized in the local community, exposure here can often be extended through the local media.

COST: \$5,000/sponsor (multiple sponsors, general program support)
\$10,000 (exclusive, dinner)

Additional Meetings and Conferences

AASA LEGISLATIVE ADVOCACY CONFERENCE

This conference is the major federal legislative event of the year for school system leaders. Attendees discuss critical federal programs such as No Child Left Behind and relate national advocacy initiatives to the local level. The conference agenda includes policy briefings, Capitol Hill updates and cutting-edge panel discussions. This year our staff is working to assist attendees to schedule direct access to congressional members and staff. Sponsors who align themselves with this conference will be seen as serious, supportive agents for children and educational initiatives.

COST: \$5,000/sponsor (multiple sponsors, general program support)
\$10,000 (exclusive, dinner)
\$7,000 (exclusive, reception)

AASA STATE LEADERSHIP CONFERENCE

This state-focused meeting includes special invitations for state executives, the president and the president-elect of each state affiliate. The agenda also provides state leaders the opportunity to meet the people who make things happen at AASA and sponsors gain exposure to the leaders of our state associations.

COST: \$5,000/sponsor (multiple sponsors, general program support)
\$4,000 (exclusive, dinner)
\$4,000 (exclusive, reception)

“HOT TOPICS” REGIONAL MEETINGS

This unique format allows sponsors to arrange meetings or seminars in locations of their choice. AASA works with the sponsor to attract school system leaders for a full day of focused learning and professional development, and AASA can also bring its resources to arrange the site and speakers. Aside from the Research Roundtables, this is the most direct way for sponsors to interact with participants. Sponsors also receive feedback on programs that are integrated with the seminar content, and school leaders receive up-to-date information on new products and services being offered to the P-16 community.

COST: Sponsorship rates vary. Please contact Kay Ferris at 703-875-0761 or kferris@aasa.org for more information.

RUNNING THE STORE

This meeting of state association executive directors focuses on association management issues. Executive directors learn from each other by sharing new ideas, garnering feedback and enlightening themselves on how others have solved similar problems. The executive directors also bring concerns and needs directly to the AASA leadership. Sponsors can reach a different strata of educational leaders and establish connections that can further the company's message to a local or regional level.

COST: \$5,000/sponsor (multiple sponsors, general program support)
\$4,000 (exclusive, dinner)
\$4,000 (exclusive, reception)

Online Resources

Online Resources



Helping administrators do more and do it faster –

Advertising Opportunities

AASA BULLETIN

A concise and timely look at the association's activities and initiatives.

FREQUENCY: Monthly, except July

AASA SCHOOL BUSINESS SMARTBRIEF

Unique short news summaries regarding school finance, operations and business management.

FREQUENCY: Three days per week

E-NEWSLETTER

AASA's e-newsletter sponsorships put your name and website in the hands of top education leaders. Sponsorships can be tailored to your specific timing needs so you can time your campaign around a specific product launch!

THE LEADER'S EDGE

Advocacy information and policy analysis not found elsewhere. This is a newsletter that members use to stay informed on federal issues.

FREQUENCY: Monthly, except January and July

AASA.ORG

AASA offers advertising in many locations on its website www.aasa.org, a resource for superintendents and other leaders in education with enormous buying power. Your ad will be an active link, putting your company's products and services a click away for this important target market.

Toolkits

Toolkits provide pertinent information for the most pressing issues; templates to plan, prepare and budget; presentations to school boards, the press and community forums; and generalized aids to otherwise respond to the many documentation and reporting demands placed on school system leaders. These toolkits are primarily available as online downloads. AASA members consistently rate toolkits as a key benefit of membership in the association. Sponsors will receive recognition in all related materials.

Toolkits planned for 2009 include but are not limited to:

- **Asthma Communications Toolkit** — A one-stop resource for communicating about asthma management in schools with staff, parents, the community and the media.
- **Back-to-School Toolkit for School Leaders** — Designed to help school leaders engage in positive communications at the start of school and all year with key audiences.
- **Legislative Advocacy Toolkit** — Tools to help school leaders support AASA's "All Children Will Learn" legislative agenda for the reauthorization of the Elementary and Secondary Education Act, the law currently known as No Child Left Behind.
- **Supporting the Military Child Toolkit** — Designed to help educators support children whose parents or other family members are experiencing military deployment, separation and/or transition.

Past toolkits have included:

- **Afterschool Programs: Bureaucratic Barriers and Strategies for Success**
- **Blueprints: A Guide to Public School Plans 403(b) and 457(b)**
- **Public Schools: The Bedrock of Our Democracy**
- **Systems Thinking for School System Leaders**

Sponsorship rates vary.

Please contact Kay Ferris at 703-875-0761 or kferris@aasa.org for more information.

Publications

Publications



Keeping school administrators current –

Journal of Scholarship and Practice

The AASA *Journal of Scholarship & Practice* is a refereed, blind-reviewed, quarterly e-journal with a focus on research and best practices. It is designed to benefit AASA members and full-time and adjunct professors.

COST: \$10,000



New Superintendents Journal

Published annually by the AASA Center for System Leadership, it includes articles written by recognized national experts on topics identified by new superintendents as areas where they need assistance.

COST: \$15,000

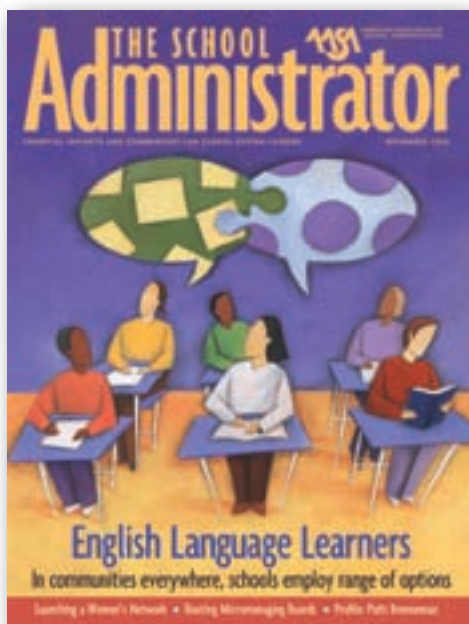
New Superintendents E-Journal

A quarterly electronic newsletter written specifically for those who are in their first months and years of the superintendency.

The School Administrator

AASA's award-winning magazine is AASA's flagship publication and is published monthly except July. It is delivered to every public school superintendent in the United States and provides big-picture perspectives and collegial discussions on a broad range of topics in education and leadership specific to school system leaders. An online edition of the magazine carries all major stories and selected photos. A sponsor is sure to reach the broadest audience through this publication.

Please contact Kim Kelemen of the Townsend Group at 301-215-6710 ext. 103 or kkelemen@townsend-group.com for more information and advertising rates.



Receptions and Special Events



Fostering professional exchange –

AASA Executive Committee Meetings

Comprised of 22 members, the Executive Committee meets four times a year to conduct the ongoing business of the association. Interested companies are offered the opportunity to sponsor a dinner at each meeting. Sponsors are given access to AASA elected leaders in an informal setting and provided the opportunity to address the group.

COST: \$5,000 per dinner (exclusive)

AASA Governing Board Meetings

Comprised on 137 members, the Governing Board meets twice per year. Interested companies are offered the opportunity to sponsor breakfast, lunch, and/or dinner at each meeting, giving you access to this influential group of school leaders across the county and the opportunity to address the group.

COST: \$5,000 per breakfast (exclusive)

\$7,000 per lunch (exclusive)

\$10,000 per dinner (exclusive)

National Conference on Education Events

A variety of receptions and special events are planned each year throughout the National Conference on Education.

- Governing Board Luncheon
- Urban Schools Reception
- President's Reception
- Effie Jones Memorial Luncheon
- Federal Relations Luncheon
- Past Presidents Dinner

COST: Please refer to pages 20-24 for more information.



2009 National Conference on Education



Play a leading role in the event of the year –

The National Conference on Education is the largest annual gathering of school administrators.

Corporate leaders in the education industry can enhance their image through prominent placement of their corporate name and logo and through affiliation with the most important and timely topics for these key decision makers in public education. Increase your visibility and stand out from the crowd by reserving your place at the foremost event of the year.

General Sessions

\$25,000 EACH (5 AVAILABLE)

More than 4,000 attendees participate in the General Sessions led by prominent authors and speakers. A slide featuring your logo will be shown before and after the General Session. Your company will receive special signage at the event and recognition in the Conference Program.



DONNA BRAZILE

Founder and Managing Director, Brazile and Associates, LLC, and Chair of the Democratic National Committee's Voting Rights Institute

Engaging Today's Youth in 21st Century Politics; Promoting Political Activism Among Today's Youth



CLAYTON CHRISTENSEN

Robert and Jane Cizik Professor of Business Administration, Harvard Business School

Development and Commercialization of Technological Innovations Redefine Education Systems; Commoditization of Technological Innovation Redefine Education Systems



PATRICK LENCIONI

Best-Selling Business Author

Simple Behaviors To Beat Common Leadership Pitfalls



SIR KEN ROBINSON

Creativity Expert

Cultivating Creativity in Our School Systems



BOB MARZANO

Author, President, Marzano and Associates

Translating Research and Theory into Practical Programs and Tools

Thought Leaders Series

\$15,000 (7 AVAILABLE)

This lecture series features industry experts and authors. Your company will receive special signage at the event and recognition in the Conference Program. Your company will also be able to distribute collateral information at the session.



GENE GLASS

Professor, Education Policy Studies, Arizona State University

Policy Makers: Furthering Interests for Public Education or for the Privileged Few?



IAN JUKES

Director, Infosavvy Group

Our Children Are Not the Students Our Schools Were Designed for: Understanding Digital Kids; Adapting Traditional Teaching Practices to Fit Digital Kids



ALVIN POUSSAINT

Psychiatrist, Media Consultant and Author

Tools To Empower People: Turning Victims to Victors



ROSALIND WISEMAN

Best-Selling Author of *Queen Bees and Wannabes*

Social Justice: Transcending Cultural and Economic Boundaries



JOHN MERROW

Executive Producer, Host and President of Learning Matters Inc.

Spotlighting Problems and Celebrating Solutions: Education, Youth and Families



KIM BEVILL

Owner and Operator, Gray Matters, LLC

Neurobiology Teaches How to "Trick" Students Into Learning



PARKER PALMER

Author, Educator and Activist

Leading from Within: The Courage To Hold the Tensions of School and Society; Leading from Within: Issues in Education, Leadership, Spirituality and Social Change

“Dare To” Sessions

\$5,000 EACH (2 AVAILABLE)

The “Dare To” speakers will motivate, inspire, captivate and thrill attendees with their stories.

JOSH SUNDQUIST

Paralympic Ski Racer and Motivational Speaker

CARLOS GARCIA

Superintendent, San Francisco Unified School District



NATIONAL CONFERENCE ON
EDUCATION

Focus Zone Partners

\$20,000 EACH (5 AVAILABLE)

The National Conference on Education offers valuable information and ideas for everyone in school system leadership. To highlight topics of particular interest, AASA has created education focus zones. Sponsors may provide a speaker of choice for the focus zone (subject to approval by AASA program staff). In addition, you will receive on-site signage and promotion in the Conference Program.

2009 Focus Zones

EXECUTIVE EDGE

(developed for CEOs and superintendents)

- Organizational Development/Resilience
- Leadership
- Management and Team Assessment
- Strategic Planning
- Tactical Budgets
- Strategic Communications/Media Relations
- Recruitment/Retention
- Accountability
- Education Law
- Ethics and Standards
- Crisis Plans
- Employment Contracts

ADVOCACY FOR PUBLIC EDUCATION

- Policy and Politics (e.g., ESEA, IDEA, RTI)
- Funding
- Vouchers
- District Consolidation
- Capitol Hill/Agency
- Public Engagement
- Constituent Relations

SYSTEMS THINKING

- School Systems as Learning Organizations
- Systemic and School Based Improvement
- Leadership Methods for Systemic Change
- Financing Systemic Improvement
- Systems Thinking 101
- Successful Systemic Change Models
- Systemic Change Process
- Opportunities/Challenges Concerning Systemic Change
- Ongoing Continuous Improvement
- Strategic Communication
- Getting Your Leadership Team Ready for Change

ASPIRING/EMERGING SCHOOL SYSTEM LEADERS

- Management
- Instructional Leadership
- Budgets
- Board Relations
- Communications Essentials
- Systems Thinking
- Coaching and Mentoring
- Media/Public Relations
- Generational Issues
- Career Development

COLLABORATIVE LEADERSHIP

- School Board Issues (specifically for board members)
- Board Relations
- Performance Plans/Reviews
- Balanced Score Card
- District Improvement Plans
- Partnerships and Linkage

Promotional / Advertising Opportunities

BADGE HOLDERS

\$10,000



AASA badges must be worn at all times by all conference attendees. Sponsoring the badges will guarantee visibility of your company logo throughout the conference.

BOOKSTORE

\$10,500

The AASA bookstore is an extremely popular feature at the conference. In addition to extensive signage in the bookstore, bags and bookmarks are printed with your company's logo, and collateral information is packaged with each purchase. All purchases over \$100 are also shipped with your company collateral enclosed. Drawing even more traffic to the bookstore, early-bird reviews and author signings are scheduled each day of the conference.

EXHIBIT WELLNESS T-SHIRTS NEW

\$1,500



This fun giveaway not only promotes wellness in our schools but also serves to spotlight your company as a supporter of healthy lifestyles. It also makes a great workout shirt! Your company logo will appear alongside the Exhibit Wellness logo on the front of this white cotton tee.

EXHIBIT WELLNESS WALKING PATH NEW

\$500 PER DECAL



A one-mile walking course on the Marketplace floor will encourage attendees to get moving. Be one of several companies that will gain exposure by way of floor decals directing the course for exercising attendees.

NCE MARKETPLACE WATER STATIONS NEW

\$1,000

Sponsoring these four water stations positioned around the NCE Marketplace floor will not only be appreciated by attendees, but will also promote your company via on-site signage and a mention on the Exhibit Wellness flyer inserted in each registration bag.

EXPOCARD

CALL FOR PRICING

This electronic business card provides attendees with an efficient way to exchange their contact information with exhibitors. Sponsors may imprint a corporate or product logo on the front of the card.

HOTEL SHUTTLE

\$25,000

The hotel shuttles are a great way to bring brand exposure to your company and/or products. Attendees use these shuttles to provide transportation to and from the convention center and the conference hotels. Sponsorship includes signage at each hotel, slipcovers for the bus seats bearing your company's logo, and collateral materials distributed at the convention center.

INTERNET CAFÉS (3 CAFÉS AVAILABLE)

\$20,000

Internet cafés are very visible and popular with conference attendees. There will be three cafés with eight computers at each. Your company logo will be the screensaver on each computer and you will receive special signage at each location.

MINI MAPS NEW

CALL FOR PRICING



Printed with your corporate logo on the front cover and corporate ad on the inside, these mini maps will provide critical information for navigating San Francisco. Attendees will receive this valuable resource in their registration bag.

PENS

CALL FOR PRICING

The official NCE 2009 pens are included in attendees' registration bags. Imprint your corporate or product logo on pens used by attendees throughout the meeting, and once they return to their offices.

CONFERENCE BAGS

\$30,000

Provides long-lasting visibility for the sponsor. Attendees will receive a conference bag produced with the AASA and sponsoring company's logos. These are quality bags that will be "a keeper" for all of the attendees. The sponsoring company will also be given the opportunity to place a collateral item in the bags.

SESSION HANDOUT CATALOG

\$10,000

A four-color advertisement promoting your company will appear on the back cover of these bound program session handouts. Your exposure on this valuable "take home" tool lasts far beyond the end of the conference.

USB MEMORY STICKS NEW



CALL FOR PRICING

Receive corporate or product logo recognition on these useful and handy resource tools. Attendees will use them to store and transfer information throughout the meeting and at their offices.

For print advertising opportunities in the *Conference Program* or the *Conference Daily* newspaper, please contact Kim Kelemen of the Townsend Group at 301-215-6710, ext. 103, or by e-mail kkelemen@townsend-group.com.

Receptions and Special Events

CELEBRATION RECEPTION — “AN ARRESTING AFFAIR — ALCATRAZ-STYLE”

Thursday, February 19

\$25,000 (4 SLOTS AVAILABLE)

You are hereby sentenced to an evening of arresting fun. Whoever considered combining cocktails with correctional décor? We did! And as we give a hip-and-happening nod to that infamous island across the bay, this sponsorship provides an excellent opportunity for high visibility on the opening evening of the conference. Sponsorship is limited to four exclusive companies at \$25,000 each. Your logo will appear on a special access badge and on-site signage and will be projected on large screens throughout the décor of the event.

FLOWER POWER HAPPY HOUR

Friday, February 20

\$10,000

Become a sponsor of the Flower Power Happy Hour hosted in the NCE Marketplace. This “groovy” opportunity offers your company on-site signage, recognition in the Conference Program, and the opportunity to distribute logo napkins at each food station. We'll provide the fun décor; you can bask in the positive feedback from appreciative attendees.

EXPOSITION OF SCHOOL ARCHITECTURE

Thursday, February 19 – Saturday, February 21

\$10,000

AASA's Architecture Awards and Exhibition, co-sponsored by the American Institute of Architects and the Council of Educational Facility Planners International, honors architects for excellence in educational facility planning, design and renovation of schools to better fit the educational goals of the district and the needs of students. The winning designs will be displayed in the Exposition of School Architecture. Sponsorship of this display includes on-site signage, distribution of collateral material, and a hosted wine and cheese reception.

COFFEE BREAK IN EXHIBIT HALL

Friday, February 20 and Saturday, February 21

\$10,000 EACH

Armed with a delicious cup of coffee, conference attendees will be “caffeine charged” and ready to walk the exhibit hall. This opportunity offers your company on-site signage, recognition in the Conference Program, and customized cup wraps encouraging attendees to stop by your booth for a fabulous prize drawing.



GOVERNING BOARD LUNCHEON

Wednesday, February 18

\$7,000

This luncheon will be attended by the 22 members of the AASA Executive Committee, 137 members of the AASA Governing Board, and AASA senior staff. This is an exclusive opportunity for the sponsor to meet AASA's leadership. On-site signage will be provided and your company representative will be introduced and given an opportunity to address the group.

URBAN SCHOOLS RECEPTION

Friday, February 20

\$7,500

This reception is a networking event for AASA members of large city and urban school districts. This is the perfect opportunity to host a social event for perhaps your company's most critical market. On-site signage and recognition will be provided.

PRESIDENT'S RECEPTION

Friday, February 20

\$10,000

This is a festive evening reception featuring desserts and mixed beverages. The AASA president hosts this exclusive “invitation only” reception for AASA's leadership. The sponsoring organization will receive special signage and recognition at the event.

FEDERAL RELATIONS LUNCHEON

Friday, February 20

\$6,000

A prominent speaker will address topics in politics and education. The sponsor company representative will be introduced and given an opportunity to address the group. Special signage will also be provided.

PAST PRESIDENTS DINNER

Friday, February 20

\$3,500

This annual dinner brings together the AASA past presidents, their spouses, and the current AASA officers and their spouses. The AASA executive director is the host of this event. Special signage will be provided.

EFFIE JONES MEMORIAL LUNCHEON

Saturday, February 21

\$6,000

As a networking opportunity for women and minorities and all who support their leadership, this annual luncheon features a powerful speaker who will address one of today's most pressing issues. Special signage will be provided and your company representative will be introduced and given an opportunity to address the group.

MOVIE MATINEE

Saturday, February 21

\$1,500

Always a popular event at the conference, this matinee movie is complete with popcorn. Following the movie, there will be a lively discussion related to the techniques of leadership and education. On-site signage and recognition will be provided.

AASA URBAN NETWORK

\$6,000 (INCLUDES 4 SESSIONS)

This meeting provides an opportunity for leaders of state urban associations to share and discuss their experiences. The sponsoring company will have the opportunity to address the group and network with leaders. On-site signage and recognition at all four sessions will be provided.

Sponsorship Benefits

Conference sponsorship is an excellent way to enhance your corporate image and is an important part of your marketing plan.

Sponsorship allows you to differentiate your product and message. As a sponsor, your company will be at the forefront of this crucial audience of buyers. You will receive added exposure via the Conference Marketplace, marketing, promotions and networking events.

Enhance your visibility, integrate your branding and stand out from the crowd! **Reserve your opportunity today!** Contact Kay Ferris, Director, Corporate and Strategic Alliances, phone: 703-875-0761 e-mail: kferris@aasa.org

As a sponsor of the 2009 National Conference on education, your company will receive the following benefits based on the total amount of your support:

	VISIONARY \$30,000	LEADER \$20,000	PATRON \$10,000	SUPPORTER \$2,500
Acknowledgement on NCE website (www.aasa.org/nce)	✓ logo	✓	✓	✓
Acknowledgement on opening slides prior to each General Session	✓ logo	✓	✓	✓
Acknowledgement in the <i>Conference Program</i>	✓ logo	✓	✓	✓
Acknowledgement in <i>The School Administrator</i>	✓ logo	✓	✓	✓
Acknowledgement throughout the convention center	✓ logo	✓	✓	✓
Visual recognition at your company's booth (e.g., easel signs)	✓	✓	✓	✓
Corporate VIP badge ribbons	✓	✓	✓	✓
Complimentary conference registrations	✓ 6	✓ 4	✓ 2	
1 Complimentary pre- and post-conference attendee list	✓	✓		
Reserved seating at all General Sessions	✓			



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