



Pennsylvania School Public Relations Association

Corporate Sponsorship Opportunities

Please join us in supporting the good work of our schools by participating in one of following available sponsorship options:

2023 Annual Symposium Sponsorships

COMMUNICATION LEADERSHIP SYMPOSIUM
SPONSORSHIP OPPORTUNITIES

April 24 - 25, 2023

THE PENN STATER HOTEL AND CONFERENCE CENTER

Leadership Symposium Description:

The Pennsylvania School Public Relations Association (PenSPRA) offers an excellent opportunity for education-related and communication-focused companies to get their businesses in front of over 200 education and communications professionals, through sponsorship of our annual Symposium, communications contest, e-newsletter, monthly webinars and semi-annual regional meetings.

Education Champion – \$7,500 (two available*)

This premiere sponsorship level includes:

- Premium placement on all 2023 Symposium publicity materials
- Vendor table at Symposium (\$1,750 value)
- Four Symposium registrations
- 7-9 minute speaking opportunity at the Symposium general session on either April 24 or April 25, 2023*
- One vendor-supplied social media post per month on either PenSPRA Facebook or Twitter pages
- One piece of marketing material to be included in the Symposium registration package
- Logo placement on the PenSPRA website for one year
- One full-page ad and one director listing in the PenSPRA member directory
- Two sponsor-supplied feature articles in the PenSPRA bi-monthly newsletter highlighting a communication topic
- Participation at one regional PenSPRA workshop a year*
- Participation in one monthly webinar*
- Participation in Symposium goldmining session with PenSPRA member host*
- One-time use of the pre- and post-Symposium attendee list

Opening Reception – \$5,000 (one available)

This sponsor level for our evening reception includes:

- Hosting of Opening Reception on the evening of Monday, April 24
 - 5-minute speaking opportunity*
- Prominent placement on all 2023 Symposium publicity materials
- Vendor table at Symposium (\$1,750 value)
- Two Symposium registrations (\$450 value)
- Business card ad and one listing in the PenSPRA member directory
- Logo placement on the PenSPRA website
- Full-page ad in Symposium program
- One social media post on PenSPRA's Facebook and Twitter pages
- One-time use of the pre- and post-Symposium attendee list

Gold Star – \$3,000 (two available)

This sponsor level includes:

- Placement on all 2023 Symposium publicity materials
- Vendor table at annual Symposium (\$1,750 value)
- Two Symposium registrations (\$450 value)
- Participation in one monthly webinar
- 3-5-minute speaking opportunity*
- Logo placement on the PenSPRA website
- Half-page ad and one directory listing in the PenSPRA member directory
- One social media post on PenSPRA's Facebook and Twitter pages

Book Bag Sponsor – \$2,500 (one available)

This sponsor level includes:

- Logo imprinted on sponsor-supplied Symposium tote bag
- One imprinted logo item supplied by sponsor to be included in Symposium tote bag
- Logo placement on the PenSPRA website
- One listing in the PenSPRA member directory
- Vendor table at annual Symposium
- Two Symposium registrations

School Book Sponsor – \$2,500 (one available)

- Logo and company information imprinted on sponsor-supplied bookmark included with book giveaway to Symposium attendees
- Vendor table at annual Symposium
- Two Symposium registration
- Placement on all 2023 Symposium publicity materials
- Business card ad and one listing in the PenSPRA member directory
- Logo placement on the PenSPRA website

Head of the Class – \$1,750

This sponsor level includes:

- Placement on all 2022 Symposium publicity materials
- Vendor table at annual Symposium
- One Symposium registration
- Directory listing in Symposium program/PenSPRA Directory

Regional Workshops (School Year) – \$1,500 (*one per regional workshop*)

Spring and Fall workshops held twice a year in eastern/central Pennsylvania and western Pennsylvania. These half-day workshops feature presentations by communication professionals who share their expertise, best practices and data insights as they relate to the work of school communicators. Participants stay informed about industry trends, products, technology and services during these informative meetings.

- Invitation to attend entire half-day workshop and to present a 30-minute session on best practices and data insights as they relate to the work of school communicators at a regional workshop
- Product table and demonstration at regional workshop
- Sponsor ad included in all marketing materials
- Sponsor ad on the PenSPRA website homepage for three months
- Listing on PenSPRA website as sponsor on events page
- One thank-you email sent to all attendees on behalf of sponsor (content from sponsor, sent from PenSPRA)

2023 Award Sponsorships

Excellence in Education Communications Contest – \$3,000 (*one available*)

Each year, PenSPRA provides an opportunity for school district communication professionals to be recognized in the annual Excellence in Education Communications Contest. Entries are accepted in the following categories: crisis management, graphic design, photography, publications, social media, gold medallion, videos, websites & apps, and writing.

This sponsorship package includes:

- Premium placement on all promotional materials for the annual communications contest;
- Logo placement on the PenSPRA website and PenSPRA semi-monthly electronic newsletter;
- Presenter at Excellence in Communications Award Ceremony on Monday, April 24 at Annual Symposium;
- Vendor table at annual Symposium

PenSPRA School Communicator of the Year – \$3,000 (*one available*)

The PenSPRA Communicator of the Year award recognizes school communications professionals who have demonstrated exemplary leadership and commitment to enhanced communication and relationship-building between public schools and the stakeholders they serve. The award honors those who recognize that communication is a critical component of leadership.

This sponsorship package includes:

- One Symposium registration
- Opportunity to co-present the award at the award ceremony on Monday, April 24 at Annual Symposium
- Vendor table at annual Symposium
- One piece of marketing material to be included in the Symposium registration package
- One full-page advertisement in the Symposium program
- One-time use of the pre- and post-Symposium attendee list
- Sponsor logo included on signage and promotional materials, and acknowledgement on all award materials

Key Communicator of the Year Award – \$3,000 (*one available*)

The Key Communicator of the Year Award is presented to a person who has contributed significantly to the field of public school communications but who is not employed as school communications

professional and need not be a member of PenSPRA. The recipient may be a legislator, superintendent or professional in another field who has improved school communications.

This sponsorship package includes:

- One Symposium registration
- Opportunity to co-present the at the award ceremony on Monday, April 24 at Annual Symposium
- Vendor table at annual Symposium
- One piece of marketing material to be included in the Symposium registration package
- One full-page advertisement in the Symposium program
- One-time use of the pre- and post-Symposium attendee list
- Sponsor logo included on signage and promotional materials

Digital Sponsorships

Virtual Corporate Showcase

Monthly 30-minute webinars presented by industry leading product and service suppliers, where they will share their expertise, best practices and data insights as they relate to the work of school communicators.

This sponsorship package includes:

- Sponsor ad included in each marketing email sent to all members
- Sponsor ad on the PenSPRA website homepage for one month
- Listing on PenSPRA website as sponsor on webinar page
- One thank-you email sent to all attendees on behalf of sponsor from PenSPRA
- \$800/webinar (September - June)

PenSPRA's Join the Conversation (Monthly Webinar)

These 60-minute, member-exclusive webinars focus on improving the skillset of school PR professionals through timely conversations on the communication challenges we are facing in the here and now.

This sponsorship package includes:

- Sponsor ad included in each marketing email (up to 3 promotions per webinar)
- Sponsor-provided 30-second video played during intro presentation before webinar
- Listing on PenSPRA webinar page as the sponsor
- \$500/webinar (six total)

E-newsletter – PenSPRA Alert

Members rely on PenSPRA's bi-monthly digital e-newsletters to stay updated on the latest news and professional trends. Each issue has higher than average open and click through rate, allowing you the opportunity to expand your reach and elevate your brand awareness.

This sponsorship package includes:

- One graphic ad in each newsletter linking to sponsor site/link of choice
- Ad included in web version of newsletter (ad specs: 650 pixels wide x 125 pixels tall)
- \$500 per month (two newsletters)

FOR QUESTIONS OR ADDITIONAL INFORMATION PLEASE CONTACT:

MARY JEANNE CURLEY at 484-237-5171 or maryc@cciu.org

TO RESERVE YOUR SPONSORSHIP, PLEASE COMPLETE THE ATTACHED FORM



Pennsylvania School Public Relations Association

**2022-23
SPONSOR AGREEMENT**

CONTACT NAME: _____

COMPANY NAME: _____

COMPANY ADDRESS: _____

PHONE #: _____ **EMAIL ADDRESS:** _____

Yes, a company representative will be attending the symposium:

REPRESENTATIVE'S NAME: _____

OFFICE PHONE #: _____ **CELL PHONE #:** _____

EMAIL ADDRESS: _____

I WOULD LIKE TO RESERVE THE FOLLOWING SPONSORSHIP OPPORTUNITY:

2023 SYMPOSIUM SPONSORSHIPS:

- EDUCATION CHAMPION - \$7,500 (2 AVAILABLE)
- OPENING RECEPTION - \$5,000 (1 AVAILABLE)
- GOLD STAR - \$3,000 (2 AVAILABLE)
- BOOK BAG - \$2,500 (1) SOLD OUT
- SCHOOL BOOK - \$2,500 (1) SOLD OUT
- HEAD OF THE CLASS - \$1,750

REGIONAL WORKSHOP SPONSORSHIP

- EAST/CENTRAL WORKSHOP - \$1,500
- WEST WORKSHOP SPONSOR - \$1,500

2023 AWARD SPONSORSHIPS

- EXCELLENCE IN COMMUNICATION - \$3,000 (1 AVAILABLE)
- PROFESSIONAL SCHOOL COMMUNICATOR OF THE YEAR - \$3,000 (1 AVAILABLE)
- KEY COMMUNICATOR OF THE YEAR - \$3,000 (1 AVAILABLE)

DIGITAL SPONSORSHIPS

- VIRTUAL CORPORATE SHOWCASE - \$800/SHOWCASE
- JOIN THE CONVERSATION - \$500/WEBINAR
- E-NEWSLETTER - \$500/MONTH

PLEASE NOTE: All packages are allocated on a first-come, first served basis. Choice of speaking opportunities will also be allocated on a first-come, first served basis. Sponsorships are not guaranteed until payment is received. Sponsorships will be reserved for five business days.

~PLEASE SEE REVERSE SIDE FOR PAYMENT INFORMATION~

PAYMENT REMITTANCE

PLEASE SEND AN INVOICE TO:

Name: _____

Address: _____

Email Address: _____

Sponsors will be emailed an electronic invoice with a secure link to complete the payment process.

AUTHORIZATION

Signature: _____ Date: _____

Name: _____ Title: _____

*By signing this application, the sponsoring firm
acknowledges having read this document and agrees to all terms.*

PLEASE NOTE: All packages are allocated on a first-come, first served basis. Choice of speaking opportunities will also be allocated on a first-come, first served basis. Sponsorships are not guaranteed until payment is received. Sponsorships will be reserved for five business days.

PLEASE RETURN THIS FORM TO:

CHESTER COUNTY INTERMEDIATE UNIT

Attn: MARY JEANNE CURLEY

455 BOOT ROAD, DOWNINGTOWN, PA 19543

Email: MaryC@cciu.org

FOR QUESTIONS OR ADDITIONAL INFORMATION PLEASE CONTACT:

MARY JEANNE CURLEY at 484-237-5171 or maryc@cciu.org