

NEW JERSEY



CHARTER SCHOOLS

CONFERENCE October 17-18, 2017 * Newark

Sponsor Prospectus



NEW JERSEY
CHARTER SCHOOLS
ASSOCIATION

Join NJCSA to Celebrate 20 Years of Charter Schools at the 9th Annual New Jersey Charter Schools Conference

We are excited to invite you to join us in celebrating 20 Years of Charter Schools in the state of New Jersey at this year's Annual Conference! With 800+ charter school teachers, administrators and stakeholders expected, this conference is sure to be our biggest gathering yet!

Come to network, showcase your organization, and join us in toasting 20 years of excellence in NJ's public charter school community.

SPECIALLY BRANDED PACKAGES

Milestone Event Sponsor: 20-Year Salute to Charters Celebration: \$50,000

This high-profile 20-Year Salute to Charters event on Tuesday evening Oct 17 provides an exclusive opportunity to connect with the New Jersey charter school community, to show your company's support, and (re)commit to New Jersey's charter schools. The event reaches key audiences and serves to celebrate the excellence in education with alumni voices, founders' perspectives, and a fun, entertaining atmosphere to engage the community with an unforgettable evening. Benefits are:

-) Prominent sponsor recognition on all 20-Year Salute to Charters event (hereinafter "event") related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
-) Sponsor listing on all signage at event and in event program
-) Sponsor recognition and link from the event page on the NJCSA main and annual conference websites
-) 20 tickets to the 20-Year Salute to Charters Event and the Invitation-only President's Reception (an intimate gathering of charter school leaders and founders)
-) Company name mentioned in all media advertising, print and online
-) Opportunity to speak to President's Reception attendees
-) Full-page advertisement in event program
-) Sponsor table at the event and the opportunity to display any products, services or company marketing materials

Premiere Sponsor: \$20,000

Receive prime recognition for your company with this premiere sponsorship! Receive an opportunity to say a few words from the stage, premium exhibit space, Associate Membership in NJCSA for 2018, company literature uploaded into mobile app, premium logo exposure, plus all Platinum level benefits. *Multiple sponsors accepted.*

Welcome Reception: \$15,000

Join the party at our Welcome Reception on Tuesday afternoon, Oct 17, open to all conference attendees, exhibitors and invited guests attending the 20-Year Salute to Charters event that evening. Includes opportunity to say a few words on stage, brand visibility on all reception promotions and during reception, logo on drink tickets, plus Gold level benefits. *Multiple sponsors accepted; ask us about exclusivity upgrade.*

President's Reception: \$15,000

Receive recognition for supporting this invitation-only reception with about 120 charter school leaders & stakeholders. Includes additional invitations, speaking time, logo visibility on invitations & during the reception and Gold benefits. *Maximum two sponsors accepted.*

Tote Bags or Badge Lanyards: \$7,500

Your company logo printed in one color on the official conference tote bag or badge lanyards distributed to all attendees. Item also features NJCSA and Conference logos. Silver level benefits. *Exclusive; choose one.*

Early Response = More Exposure

Contact us to reserve your sponsorship package today!

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Mobile App Headliner: \$7,500

Be seen on everyone's devices! Premium placement of your logo, art, banner ad & name inside the mobile app and on all app-related promo, including in the app store, plus ability to upload your own 15-second video clip. Silver level benefits. *Only one available; Graphic design services available for nominal fee.*

Breakfast or Lunch: \$5,000/meal/day

Receive exclusive recognition as you help provide conference attendees with a great meal! Your logo on display during chosen meal; recognition on all meal promotions/reminders. Silver level benefits. *Multiple sponsors accepted; Choose Breakfast or Lunch on Day 1 or 2.*

Room Key Sponsor: \$5,000

Show your support for charter schools with logo printed on all hotel room key cards distributed at the Best Western Robert Treat Hotel. Enjoy logo visibility on conference website, name recognition in communications about hotel rooms and Bronze level benefits. *Only one available.*

Host a Session Room: \$5,000

Connect directly with attendees during the educational portion of the conference by setting up inside a session room for the entire conference. You welcome attendees to the session, introduce yourself, and hand off the session to the presenters. Bronze level benefits. Bring door prizes to increase participation in each session! *Multiple sponsors accepted; ask us about availability.*

Ask Us about Customization & Last-Minute Additions

SPONSOR BENEFITS

Choose a Specially Branded Package and receive these benefits. These levels also available for stand-alone purchase; contact us for pricing.

Platinum Level

Includes 10 conference badges & an entire reserved table at the evening celebration; your full-page ad in the conference program*; plus logo recognition online, in program, on event signage, and in mobile app*.

Gold Level

Benefits for Gold Sponsors include 8 conference badges & reserved table seating at the evening celebration; half-page ad space in the program*; plus logo recognition online, in program, on event signage, and in mobile app*.

Silver Level

Benefits include 4 conference badges and reserved table seating at the evening celebration; quarter-page ad space*; logo recognition online, in program, on event signage, and in mobile app*.

Bronze Level

Receive 2 conference badges and reserved table seating at the evening celebration; quarter-page ad space*; logo recognition online, in program, on signage, and in mobile app*.

**Publication deadlines apply. Sponsors are responsible for creating & delivering all art work, logos and other media assets as required. Graphic design services available for an extra fee. Contact us for specifications.*