

# SPONSORSHIP & ADVERTISING

**NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS**

## DIGITAL OPPORTUNITIES


### MOBILE APP

<p>○ <b>Splash Screen</b></p> <ul style="list-style-type: none"> <li>Shown at the top of the page at the opening of the</li> <li>Limited availability</li> <li>1080 x 1920 image</li> </ul>	<b>\$1,500</b>
<p>○ <b>Push Messages (per message, 60 character pop-up message)</b></p> <p>Everyone who downloads the app will receive your message. Use the messaging system to relay news, product announcements, promote sessions or simply link to your website.</p>	<b>\$250</b>
<p>○ <b>Mobile App Banner</b></p> <p>Place logo and link at the footer; randomly rotated.</p>	<b>\$500</b>

## ON-SITE OPPORTUNITIES

<p>○ <b>Conference Bags</b></p> <p>Make a statement of your participation by sponsoring NAESP's 100th Anniversary conference bag. Sponsors also have the opportunity to insert a flyer or catalogue for additional promotion.</p>	<b>\$6,500</b>
<p>○ <b>NAESP Board of Directors Welcome Video</b></p> <p>Board members are professionally videotaped welcoming attendees to the conference. The video messages are broadcast continuously on the monitors in a high traffic areas of the venue. Have your company logo &amp; message displayed among the NAESP leaders.</p>	<b>\$3,500</b>
<p>○ <b>Find the Missing Lunch Box (limit 15 companies)</b></p> <p>Gain 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.</p>	<b>\$1,200</b>
<p>○ <b>Tote Bag Inserts</b></p> <p>Drop a discount flyer, or special offer in the conference tote bag given to each attendee. Draw attention to your booth, or remind attendees of your product or service during, and after the conference.</p> <ul style="list-style-type: none"> <li>Insert must be pre-approved by NAESP, Deadline: April 30, 2021.</li> </ul>	<b>\$1,200</b>

<p>○ <b>Lanyards</b></p> <p>An exclusive opportunity for your company logo to be co-branded with NAESP. Lanyards are a popular item with attendees, as badges are required to attend all conference activities. Gain maximum exposure and brand awareness! Fees includes design, production and distribution.</p>	<p><b>\$5,000</b></p> <p><b>SOLD</b></p>
<p>○ <b>Sponsor a Session</b></p> <p>Show your support of education! Select a session from the conference schedule and your sponsorship will be promoted during that session with logo signage positioned outside the meeting room and receive a list of attendees in attendance at the sponsored session.</p>	<p><b>\$3,000</b></p>
<b>WELLNESS OPPORTUNITIES</b>	
<p>○ <b>Refresh and Recharge Cafe</b></p> <p>Be the brand visitors see when they recharge and refuel. 2 Opportunities</p>	<p><b>\$5,000</b></p>
<p>○ <b>Relaxation Station</b></p> <p>Associate your company's name with rest, relaxation, and the most sought after service at the conference. Sponsor the Relaxation Station on the show floor and be a hero to attendees who can receive neck and back massages in the lounge. Collect qualified leads as attendees seek out your booth to request vouchers to redeem in the massage area.</p> <ul style="list-style-type: none"> <li>Includes two full days (eight hours each) of service.</li> <li>Logo recognition in the Relaxation Station.</li> <li>Coupon (provided by sponsor) in attendee tote bags.</li> <li>Custom area including carpeting, wastebaskets, draped tables, and plants, standard chairs for wait area.</li> <li>Sponsor can supply their own signature clothing such as a T-shirt or golf shirt for the massage therapists to wear Listing on</li> </ul> <p>"Thank You" signage located in the registration area and outside the exhibit hall.</p>	<p><b>\$8,000</b></p>
<b>RECEPTIONS &amp; SPECIAL EVENTS</b>	
<p>○ <b>First-Time Attendee Reception</b></p> <p>Welcome NAESP's first-time attendees by showing your appreciation through a sponsorship of this key event. Sponsor will get the opportunity to make brief remarks and network.</p>	<p><b>\$7,000</b></p>
<p>○ <b>Women in Leadership Breakfast</b></p> <p>The NAESP Center for Women in Leadership is dedicated to creating a strong network of women leaders, offer mentorship opportunities to and for women leaders, and identify strategies to elevate women as they pursue leadership opportunities. "Breakfast supported by [Company Name Here], sign at each table acknowledging your support. You will also work with the NAESP to design the program content.</p>	<p><b>\$5,000</b></p> <p><b>SOLD</b></p>

<p>○ <b>NAESP NDP Reunion Reception</b></p> <p>Network with principals who have been recognized as NAESP National Distinguished Principals®. This recognition is based on the principal's outstanding commitment to significantly improve student learning, community engagement, and supportive environments for all learners. As a sponsor, you could have contact with these active members, representing many states and groups within NAESP.</p>	<p><b>\$5,000</b></p>
<p>○ <b>NAESP Welcome Reception</b></p> <p>Welcome attendees to Chicago as NAESP celebrate 100 years of leadership at this signature event.</p> <ul style="list-style-type: none"> <li>• Listing as an overall sponsor in all pre-show print/digital material</li> <li>• Recognition during Welcome Reception</li> <li>• Pre-show attendee list</li> <li>• Tote bag insert</li> <li>• 10 x 20 booth</li> </ul>	<p><b>\$20,000</b></p> 
<p><b>Contact Deborah Young at <a href="mailto:dyoung@naesp.org">dyoung@naesp.org</a> (or) 703-518-6296 for more information or to secure your 2021 sponsorship opportunity</b></p>	