NCSC20
SPONSORSHIP OPPORTUNITIES
NCSC.PUBLICCHARTERS.ORG
“At Ziegler, we’re big supporters of the work that the National Alliance for Public Charter Schools does. Each year we find their annual convention to be an incredibly productive gathering of school leaders, educators, and policy makers.”

– Barbara Chesak, Ziegler

**ABOUT THE CONFERENCE**

The National Charter Schools Conference (NCSC) attracts over 5,000 charter school leaders, board members, educators, state leaders, funders, and advocates to its annual conference — the largest national gathering of charter school professionals. Leverage your access to this audience by becoming a sponsor.

The autonomous governance structure of charter schools allows purchasing decisions to be made at the school and classroom level. That means school leaders, administrators, and even teachers — the people you will engage face-to-face at NCSC20 — have the freedom to make choices to best serve their students and classroom environments. Your presence in this market can have a direct impact on the choices they make.

**BE A THOUGHT LEADER**

There are limitless ways to engage with those you are most interested in meeting. We specialize in offering unique opportunities to connect with your target audience. Let us know what we can do to make sponsoring our conference a valuable investment.

To learn more about sponsorship opportunities, read on or contact us:
800.280.6218 / exhibitorinfo@publiccharters.org
SPONSORSHIP PROVIDES DIRECT ACCESS TO THIS EXPANDING MARKET

Over the past 10 years, enrollment in charter schools has nearly **TRIPLED**

More than **3 MILLION** students enrolled

More than **7,000** charter schools nationwide

Serving students in **43 STATES** + the DISTRICT OF COLUMBIA, PUERTO RICO & GUAM

“Our sponsorship was a unifying factor for all the board members, school principals and staff, and service center employees to connect and celebrate.”

*Megan DeKraker* – National Heritage Academies

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Sponsorship is your gateway to maximize visibility and influence those with the power to purchase.

**82%** of NCSC attendees decide or influence purchasing

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### PURCHASING POWER

- **Final Decision**: 23%
- **Provide Input**: 25%
- **Strongly Influence**: 34%
- **Do Not Know**: 10%
- **Do Not Influence**: 8%

### JOB TITLES

- **Education Reformer**: 7%
- **Board Members**: 14%
- **School Leaders**: 18%
- **Teacher Leaders**: 14%
- **Administrators**: 24%
- **Operations**: 23%
- **Administrators**: 24%
- **Teacher Leaders**: 14%
- **School Leaders**: 18%
- **Board Members**: 14%
- **Education Reformer**: 7%
- **Final Decision**: 23%

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**2019 SPONSORS**

Academica  
ACH of America, Inc.  
American Federation for Children  
American Institutes for Research  
AmplioSpeech, Inc.  
Baird  
BB&T Capital Markets  
Bedford Stuyvesant New Beginnings Charter  
Breathe for Change  
Building Hope  
BuyQ  
CatchBox  
CGM  
Champions  
Chan Zuckerberg Initiative  
Charter Asset Management  
Charter School Capital, Inc.  
Charter School Growth Fund  
Charter Schools Development Corporation  
College Board  
COMPREHEND  
Creative Learning Systems  
Dougherty & Company, LLC  
DreamBox Learning Math  
Drinker Biddle & Reath LLP  
EdChoice  
Edmentum  
EdTec Inc.  
EPIC Brokers  
EPR Properties  
GovPredict, Inc.  
GradSnapp  
Great Hearts  
Great Minds  
HJ Sims  
Innovare - Social Innovation Partners  
Inspired Futures AI, LLC  
KELL Partners  
Kern Family Foundation  
Kutak Rock, LLP  
Learn4Life  
Lotterease  
mindSHIFT Technologies, Inc., a Ricoh company  
National Charter Schools Institute  
National Geographic  
National Heritage Academies  
National Math & Science Initiative (NMSI)  
New Plan Learning  
NewSchools Venture Fund  
Oakmont Education  
Opportunity 180  
Oriental Trading Company  
 Orrick, Herrington & Sutcliffe, LLP  
Piper Jaffray & Co.  
PNC Public Finance Group  
RBC Capital Markets, LLC  
S&S Worldwide, Inc.  
Salesforce.org  
SchoolMint  
Schulze School of Entrepreneurship - University of St. Thomas  
Staples  
Strada Education Network  
TenSquare  
Turner-Agassi Charter School Facilities Fund, II L.P.  
Walton Family Foundation  
Waterford.org  
Ziegler
A-LA-CARTE STYLE SPONSORSHIPS

**DIG IN!**

Back by popular demand! No need to order off the menu... this year, we’re bringing you some Florida flavor and making it easier for you to get exactly what you want from your top-tier packages. Think of the core entitlements as your entree. Pick your favorite then choose from the “sides” to customize a package that is just your taste. Finish it off with all of our top tier brand recognition - the icing on the cake.

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$65,000</td>
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<tr>
<td>Platinum</td>
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<tr>
<td>Gold</td>
<td>$40,000</td>
</tr>
<tr>
<td>Silver</td>
<td>$25,000</td>
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</table>

Don’t see just the right fit for you? We can help customize the perfect sponsorship package to meet your marketing goals. Contact exhibitorinfo@publiccharters.org

**ADD ONS**

**CHOOSE 3** individual Side entitlements to customize your sponsorship

- Full-page display ad in premium location in the program guide
- Three additional complimentary full-conference registrations *(beyond booth package registrations)*
- Your logo on one exclusive sign in a high-traffic location
- Rotating headline banner ad on Floor Plan and Exhibitor Search
- Pre-conference registration list: Postal and email addresses (one time use only)
- Post-conference registration list: Postal and email addresses (one time use only)
- Inclusion in the Exhibit Hall Raffle Game coupon book distributed to all conference attendees onsite *(sponsor responsible for raffle item giveaway)*
- 20 Happy Hour drink tickets for you to distribute
- Opportunity to have your company collateral included in the attendee registration materials *(sponsor responsible for production and shipping of collateral)*
- Opportunity to have your company collateral placed on each seat at a General Session *(sponsor responsible for production and shipping of collateral; this entitlement is available to two sponsors)*

**BRAND RECOGNITION**

- Verbal recognition at general sessions
- Verbal recognition at key receptions
- Your logo on conference banners and other general conference signage
- Your logo on general sponsor thank you sign
- Your logo in rotation on large screen at general sessions
- Your logo in marketing email promoting the conference
- Your logo on conference home page with link to your website
- Your logo on sponsorship web page with link to your website
- Your logo in mobile app sponsor guide
- Recognition on sponsor thank you page in program guide
- Highlighted company listing in program guide

Don’t see just the right fit for you? We can help customize the perfect sponsorship package to meet your marketing goals. Contact exhibitorinfo@publiccharters.org

For entirely customized sponsorships over $50,000, contact Angela Christophe at angela@publiccharters.org
At the Diamond level, your company will be the premier conference sponsor, with your brand featured at all major conference events including general sessions and receptions. This level offers the highest visibility and provides maximum recognition by our charter school attendees.

**DIAMOND**

**CORE ENTITLEMENTS**

**CONTENT**
- Two breakout sessions as part of official conference program
- Host a post-conference webinar with a small, targeted audience

**EXHIBIT PRESENCE**
- Four complimentary 10’x10’ exhibit booths in the sponsor circle

**ACCOMMODATION**
- Eight rooms reserved in NCSC hotel block at host-hotel. Rooms are to be paid for by sponsors. (Must meet deadline to provide guest name to reserve hotel room within our reserved block.)

**PLUS!**
- Choose 3 individual Side entitlements to customize your sponsorship
- All of our top tier brand recognition

**TARGETED NETWORKING**
- Two invitations to exclusive VIP reception
- Two invitations to a small private reception with National Alliance Board and key members of the charter school movement

**EXCLUSIVE**

**CORE ENTITLEMENTS**

**CONTENT**
- One breakout session as part of official conference program
- Host a post-conference webinar with a small, targeted audience

**EXHIBIT PRESENCE**
- Two complimentary 10’x10’ exhibit booths in the sponsor circle

**ACCOMMODATION**
- Six rooms reserved in NCSC hotel block at host-hotel. Rooms are to be paid for by sponsors. (Must meet deadline to provide guest name to reserve hotel room within our reserved block.)

**PLUS!**
- Choose 3 individual Side entitlements to customize your sponsorship
- All of our top tier brand recognition

**TARGETED NETWORKING**
- Two invitations to exclusive VIP reception
- Two invitations to a small private reception with National Alliance Board and key members of the charter school movement

Gain high-level exposure as a Platinum sponsor, with the opportunity to host a private breakfast or session in the conference program, in addition to receiving verbal and brand recognition at receptions.

**PLATINUM**

**CORE ENTITLEMENTS**

**CONTENT**
- One breakout session as part of official conference program
- Host a post-conference webinar with a small, targeted audience

**EXHIBIT PRESENCE**
- Two complimentary 10’x10’ exhibit booths in the sponsor circle

**ACCOMMODATION**
- Six rooms reserved in NCSC hotel block at host-hotel. Rooms are to be paid for by sponsors. (Must meet deadline to provide guest name to reserve hotel room within our reserved block.)

**PLUS!**
- Choose 3 individual Side entitlements to customize your sponsorship
- All of our top tier brand recognition

**TARGETED NETWORKING**
- Two invitations to exclusive VIP reception
- Two invitations to a small private reception with National Alliance Board and key members of the charter school movement
GOLD

$40,000  |  5 available

A golden opportunity with lots of brand exposure. At this level of sponsorship, you’ll have the opportunity to present a breakout session as part of the conference program. You’ll also receive verbal and brand recognition at general sessions and key receptions.

CORE ENTITLEMENTS

CONTENT
• One breakout sessions as part of official conference program

TARGETED NETWORKING
• Two invitations to exclusive VIP reception
• Two invitations to a small private reception with National Alliance Board and key members of the charter school movement

EXHIBIT PRESENCE
• Two complimentary 10’x10’ exhibit booths in the sponsor circle

ACCOMMODATION
• Five rooms reserved in NCSC hotel block at host-hotel. Rooms are to be paid for by sponsors. (Must meet deadline to provide guest name to reserve hotel room within our reserved block.)

PLUS!
• Choose 3 individual Side entitlements to customize your sponsorship
• All of our top tier brand recognition

SILVER

$25,000  |  8 available

You’re in LUCK! The Silver sponsorship is a great way to engage as a top tier sponsor, but at a lower price point. You’ll still get considerable exposure and brand recognition, an invitation to a private reception hosted by the National Alliance, as well as your choice of some great additional entitlements.

CORE ENTITLEMENTS

TARGETED NETWORKING
• One invitation to exclusive VIP reception
• One invitation to a small private reception with National Alliance Board and key members of the charter school movement

EXHIBIT PRESENCE
• One complimentary 10’x10’ exhibit booth in the sponsor circle

ACCOMMODATION
• Three rooms reserved in NCSC hotel block at host-hotel. Rooms are to be paid for by sponsors. (Must meet deadline to provide guest name to reserve hotel room within our reserved block.)

PLUS!
• Choose 3 individual Side entitlements to customize your sponsorship
• All of our top tier brand recognition
ALL-INCLUSIVE SPONSORSHIP PACKAGES

**WELCOME RECEPTION**

$30,000 · 3 Available

Kick off NCSC20 in style and leave a lasting impression on attendees by supporting one of the most fun and memorable parts of the conference.

**UNIQUE!**

- Your logo in email promoting welcome reception to attendees
- Your logo on Welcome Reception signage
- Opportunity to provide branded promotional item at the Welcome Reception

**PRIVATE BREAKFAST**

$20,000 · 4 Available

Think of the Private Breakfast sponsorship as an opportunity for a focus group or an in-depth conversation over coffee and pastries with the attendees you most want to engage. While onsite, spend a dedicated hour with a small, targeted audience of attendees to discuss how your products or services may relate to their work.

**UNIQUE!**

- Host a private breakfast onsite with a small, targeted audience and the opportunity to identify and invite targeted group of breakfast guests in partnership with NAPCS.

**VIP RECEPTION**

$15,000 · 3 Available

There is something so valuable about meeting face to face. At this exclusive, invitation-only event, you’ll have the opportunity to connect with the VIPs of the charter school movement. Your company will receive special branding and recognition at the VIP reception held on Monday evening, June 22nd.

**UNIQUE!**

- Verbal recognition and your opportunity to make remarks at the VIP Reception
- Your logo on VIP Reception signage and two floor clings at the VIP Reception
- Opportunity to provide branded promotional item at the VIP Reception

**BADGE LANYARD**

$15,000 · EXCLUSIVE

Be what everyone is wearing at this year’s NCSC with your logo in plain sight!

**UNIQUE!**

- Logo on Badage Lanyard supplied to all attendees

**CHARTER TALKS**

$15,000 · 2 Available

Think “TEDTalks” for Charter Schools. Sponsor this popular area in the exhibit hall where attendees gather to learn about inspiring new ideas and solutions for their charter schools.

**UNIQUE!**

- One introduction at a Charter Talks Session
- Your logo on Charter Talks signage, and your logo on carpet clings in the Charter Talks area
- Your logo on Charter Talks section in program guide
**WIFI ACCESS**

$15,000 • EXCLUSIVE

Help attendees stay connected at the conference and become the WiFi sponsor — you can even choose the WiFi password for the conference!

**UNIQUE!**
- Opportunity to create WiFi password
- Your logo on WiFi signage
- Your logo on WiFi section of program guide

**WELLNESS AREA**

$8,500 • 3 Available

Be a part of the spot for Spot - everyone’s favorite place to play with puppies and take a moment to relax and rejuvenate.

**UNIQUE!**
- Your logo on wellness area signage
- Your logo on Wellness Area section of program guide

**MOBILE APP**

$8,500 • 4 Available

Make a digital impression as a sponsor of the mobile app. More and more attendees use it as a tool to map their agendas and activities, making it a great way to get your brand in their hands as they move through the conference.

**UNIQUE!**
- Your logo in an email to attendees promoting the app and on the splash page of the app itself
- Your logo on mobile app signage
- Your logo on Mobile App section of program guide
- 30% discount on purchase of mobile app rotating banner ad logo

**SOCIAL MEDIA**

$8,500 • 2 Available

Be a part of the #NCSC20 social conversation on Instagram, Twitter, Facebook, and more. Find your logo on the social media display board featuring a stream of conference highlights and attendee produced content.

**UNIQUE!**
- Your logo on Social Media signage
- Your logo on Social Media section of program guide

**HAPPY HOUR NETWORKING EVENT**

$7,500 • 4 Available

We’re always working to bring more networking opportunities to the exhibit hall, and this is a popular one. Happy Hour is Monday, June 22nd, and the drinks are on us. Sponsor and have the opportunity to brand cocktail napkins and more!

**UNIQUE!**
- 20 Happy Hour drink tickets for you to distribute
- Your logo on Happy Hour Networking signage
- Your logo on Happy Hour Networking section of program guide
- Opportunity to brand napkins at one sponsored Happy Hour

**POWER UP**

$7,500 • 3 Available

Be a Hero to our attendees in need of an afternoon Power Up! Have an idea for a special treat? You can add a treat of your own.

**UNIQUE!**
- Your logo on Power Up break signage
- Your logo on Power Up break section of program guide
- Opportunity to provide branded promotional treat at Power Up stations.
HEADSHOT STATION

$5,000 · 2 Available
Almost everyone needs a new headshot, or at least an updated one! This is your chance to boost an attendee’s career development by sponsoring our headshot bar with a professional photographer. A “Share Station” will be located within your booth where attendees can visit and email their new headshot to themselves.

**UNIQUE!**
- Your logo, website link, and custom wording on email to photographed attendee with link to the image gallery where they download their portrait, and the email/contact details from each photographed participant who receives their photo
- “Share Station” for your booth that will allow photographed attendees to enter their contact details to retrieve their photograph
- Your logo on headshot signage
- Your logo on Headshot listing in online program search

EXHIBIT HALL LUNCH

$4,000 · 4 Available, 2 Each Day
Feed me. After a busy morning, hunger sets in. That’s when attendees head to the Exhibit Hall to have lunch. Be a sponsor of one of the favorite parts of the day!

**UNIQUE!**
- Your logo on Exhibit Hall Lunch signage
- Your logo on Exhibit Hall Lunch section in program guide

COFFEE BREAK

$4,000 · 6 Available, 3 Each Day
Sponsor the attendee ‘morning coffee kick-off’ in the exhibit hall and be prominently featured during this networking (and wake-up!) time. Everyone will be grateful for the pick-me-up.

**UNIQUE!**
- Your logo on Coffee Break signage
- Your logo on Coffee Break section of program guide
- Your custom coffee cup at your sponsored coffee break (you provide the cup) $500

PARTICIPATION AND BRANDING

$3,000 · 8 Available
Limited on budget? This sponsorship is an affordable choice that will increase brand exposure and still lands the opportunity to exhibit in the sponsor circle!

**UNIQUE!**
- Rotating Banner ad on interactive online Floor Plan & Exhibitor Search

ncsc.publiccharters.org | 800.280.6218 | exhibitorinfo@publiccharters.org
# All-Inclusive Sponsorship Packages

<table>
<thead>
<tr>
<th>Offering</th>
<th>Welcome Reception</th>
<th>Private Breakfast</th>
<th>VIP Reception</th>
<th>Badge Lanyard</th>
<th>Charter Talks</th>
<th>Wi-Fi Access</th>
<th>Wellness Area</th>
<th>Mobile Event App</th>
<th>Social Media</th>
<th>Happy Hour Networking</th>
<th>Power Up</th>
<th>Headshot Station</th>
<th>Exhibit Hall Lunch</th>
<th>Coffee Break</th>
<th>Participation &amp; Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted Networking</td>
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<td>$15,000, 3 Available</td>
<td>$15,000, Exclusive</td>
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<td>$15,000, 4 Available</td>
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<td>Invitation to a small, private reception with National Alliance board and key members of the charter school movement</td>
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<td>Invitation to exclusive VIP Reception</td>
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<tr>
<td>Exhibit Presence</td>
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<td>50%</td>
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<td>Preferred placement in Sponsor Credo. Booth space guaranteed at super early rate</td>
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<td>Post-conference registration list: Postal Addresses</td>
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<tr>
<td>Inclusion in the Exhibit Hall raffle game coupon book</td>
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<td>Brand Recognition</td>
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<tr>
<td>Your logo on general sponsor thank you signage</td>
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<tr>
<td>Your logo on conference home page with link to your company’s website</td>
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<td>Your logo in mobile app sponsor guide</td>
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### All-Inclusive Sponsorship Packages Unique Offerings

<table>
<thead>
<tr>
<th>Unique Offerings</th>
<th>Welcome Reception</th>
<th>Private Breakfast</th>
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<th>Badge Lanyard</th>
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<td>$25,000 Exclusive</td>
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**Package Specific Opportunities**

- **Welcome Reception**: Your logo in email promoting Welcome Reception.
- **Private Breakfast**: Host a private breakfast on-site with a small, targeted audience.
- **Badge Lanyard**: Verbal Recognition & Opportunity to make remarks at VIP Reception.
- **Charter Talks**: One intro at a Charter Talks Session.
- **Wifi Access**: Opportunity to create the Wifi password.
- **Social Media**: Logo in email promoting the App, Logo on Splash Page of App.
- **Happy Hour Networking**: Logo on Social Media Display Board.
- **Power Up**: 20 Happy Hour Drink Tickets.
- **Headshot Station**: Your logo and website link on email to photographed attendee. “Share Station” located in your booth.

**Optional Add-Ons Available**

- Provide Promotional Item at Welcome Reception.
- Provide Promotional Item at VIP Reception.
- 30% Discount on Mobile App Rotating Banner Ad Logo.
- Brand Napkins at one Happy Hour Bar.
- Provide Branded Promotional Treat.
- Custom Coffee Cup (you provide the cup) $500.
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CONTACT US TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES

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exhibitorinfo@publiccharters.org

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