

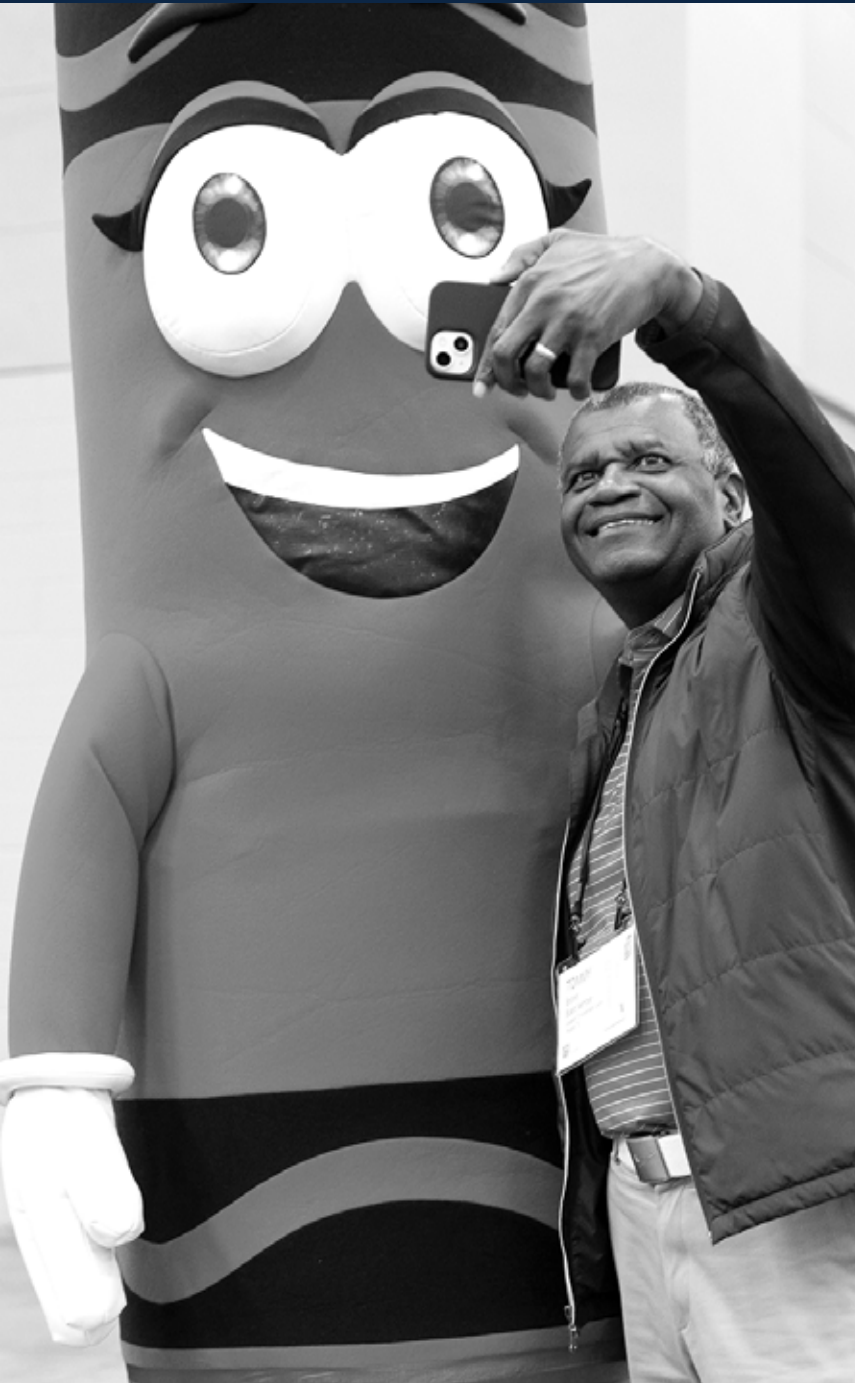
Sponsorship Prospectus

GET NOTICED AT NCSC24

JUNE 30–JULY 3, 2024 | Boston Convention & Exhibition Center

NCSC24

NCSC.PUBLICCHARTERS.ORG



About the Conference

The National Charter Schools Conference (NCSC24) attracts over 4,500 charter school leaders, board members, educators, state leaders, funders, and advocates to its annual conference. This year, our content and marketing will focus on attracting school leaders. 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 NCSC24, 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.

Engagement & Impact

NCSC is the largest national gathering of charter school leaders, shaping the future of public education. We provide thought leadership on the most critical questions, engage national experts for solution driven insights, and consider what's next in public education.

Last year recap



19% GROWTH

Exhibit Hall featured 268 Exhibitors in 294 Booths



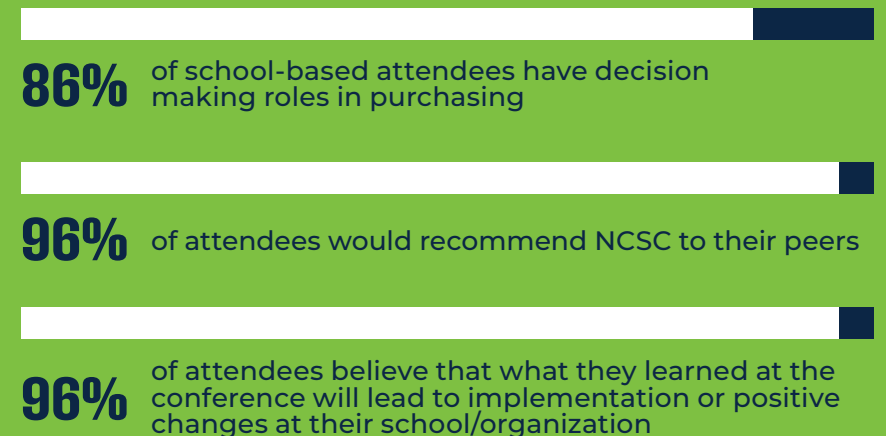
91% OF ATTENDEES

were very satisfied with the Exhibit Hall experience

Attendee roles in the charter community



By the numbers



4,262

Participants

1,414

Organizations

Top Tier Sponsorships

	Diamond 75K <i>3 available</i>	Platinum 55K <i>4 available</i>	Gold 45K <i>5 available</i>	Silver 27K <i>8 available</i>
Your logo on conference banners and other general conference signage	X	X	X	X
Your logo on general sponsor thank you sign	X	X	X	X
Your logo in rotation on large screen at general sessions	X	X	X	X
Your logo in marketing email promoting the conference	X	X	X	X
Your logo on conference home page with link to your website	X	X		
Your logo on sponsorship web page with link to your website	X	X	X	X
Your logo in mobile app sponsor guide	X	X	X	X
Recognition on sponsor thank you page in Program Workbook	X	X	X	X
15% discount on additional marketing opportunities	X	X	X	X
Host a private breakfast on-site with a small, targeted audience <small>(Food & Beverage, AV paid by sponsor)</small>	X	X		
Breakout sessions as part of official conference program <small>(Limited availability)</small>	2 breakouts	1 breakout	1 breakout	
Invitations to exclusive VIP event	4	3	2	1
Complimentary 10x10 exhibit booth in sponsor circle	X	X	X	X
Rooms reserved in NCSC hotel block at host-hotel <small>(Rooms are to be paid by sponsors)</small>	8	6	5	3
15% discount on a custom data pull from the National Alliance Database	X	X	X	X

CHOOSE ONE OPTION

Top Tier Sponsorships

Diamond 75K <i>3 available</i>	Platinum 55K <i>4 available</i>	Gold 45K <i>5 available</i>	Silver 27K <i>8 available</i>
Choose 6	Choose 5	Choose 4	Choose 3
<ul style="list-style-type: none"> • Full Page Display: Program Workbook Ad (Diamond and Platinum only) • 3 additional complimentary full-conference registrations (beyond booth package) • Your logo on floor cling in a high traffic location • Pre-Conference Registration List: postal and email addresses (one time use only) • Post-Conference Registration List: postal and email addresses (one time use only) • Mobile App notification sent on your company's behalf during the conference (limited availability, size limitations, and text to be approved by the National Alliance) 		<ul style="list-style-type: none"> • Your logo on one exclusive sign in a high-traffic location (can choose more than once) • 20 Happy Hour drink tickets for you to distribute • 20 Welcome Reception drink tickets for you to distribute • Opportunity to include unique item or postcard in Registration Bag (sponsor will produce and ship items) • 20 minute Solution Session • Inclusion in the Exhibit Hall Raffle Game (sponsor responsible for raffle item giveaway) 	

Add-On Entitlements

It's easy to get exactly what you want from the top-tier packages. These packages are easily customizable with a variety of add-ons to meet your marketing goals. Based on the tier, choose between 3-6 add-ons from the list.

DON'T SEE THE RIGHT FIT?

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.

Sponsorship Packages

All-Inclusive Packages

Our all-inclusive packages offer an unparalleled opportunity for sponsors to maximize their brand exposure and engagement. With these packages, sponsors can seamlessly integrate their products and services into the event, ensuring a memorable presence.

VIP Reception \$20,000 (2 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.

UNIQUE FEATURES

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

Badge Lanyard \$16,000 (exclusive)

Be what everyone is wearing at this year's NCSC with your logo in plain sight! This is your opportunity to have your logo front and center to be seen everyday.

UNIQUE FEATURE

- Your logo on Badge Lanyard supplied to all attendees

WiFi Access \$16,000 (exclusive)

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

UNIQUE FEATURE

- Opportunity to determine the conference WiFi password (parameters apply, password to be approved by the National Alliance)
- Your logo in WiFi section of Program Workbook

Welcome Reception \$16,000 (3 available)

Everyone wants to see their friends, be with their peers and have fun! This is your opportunity to support and engage in a fun setting. The Welcome Reception on Sunday evening is one of the highlights of the week!

UNIQUE FEATURES

- Your logo featured on Welcome Reception email
- Your logo featured on Welcome Reception signage
- Your logo in Welcome Reception section of the Program Workbook
- 20 Welcome Reception drink tickets for you to distribute

Sponsorship Packages

All-Inclusive Packages

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Mobile App \$15,000 (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 FEATURES

- Your logo in an email to attendees promoting the Mobile App
- Your logo on the splash page of the Mobile App
- Your logo on Mobile App signage
- Your logo in Mobile App section of the Program Workbook

T-Shirt Sponsor \$12,000 (3 available)

Be part of a sponsorship that lasts far beyond the exhibit hall. The front of the T-Shirt will be designed by the National Alliance.

UNIQUE FEATURES

- Your logo featured on the back along with the NCSC logo. Limited to 3 sponsors!
- Your logo on T-Shirt signage

Happy Hour \$8,000 (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, July 1st, and the drinks are on us.

UNIQUE FEATURES

- 20 Happy Hour drink tickets for you to distribute
- Your logo on Happy Hour Networking signage
- Your logo in Happy Hour Networking section of the Program Workbook

Headshot Bar \$7,500 (2 available)

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 FEATURES

- Your logo, URL, and custom wording sent in an email to the photographed attendees who download their portraits
- "Share Station" for your booth that will allow photographed attendees to enter their contact details to retrieve their photograph
- Your logo on Headshot Bar signage

Sponsorship Packages **NEW!**

Attendee Experiences

One of the hottest trends in tradeshow right now is attendee experiences. We're capitalizing on this trend by offering a suite of experiential sponsorships that are sure to create a lasting impression. These packages are priced at an affordable level, and some are exclusive!

Massage Therapy \$6,000 (2 available)

There's always a line at the massage therapy station! Who doesn't enjoy a little pampering while traveling, or maybe a few kinks worked out of your shoulders? The massage therapist will wear your branded shirts if you like.

UNIQUE FEATURES

- Opportunity to provide branded t-shirts for the massage therapists to wear on-site
- Opportunity to provide swag item to those getting a massage
- Your logo on Massage Therapy signage
- Your logo in Massage Therapy section of the Program Workbook

Fitness Hour \$6,000 (exclusive)

Just because you are attending a conference, doesn't mean that your fitness schedule needs to go out the window. We're going to make some time each morning for attendees to participate in a hosted Run/Walk, Bootcamp Fitness class, or Yoga. Add on some swag for participants, and you have a high-impact sponsorship!

UNIQUE FEATURES

- Opportunity to plan/lead a fitness activity each morning of the show
- Opportunity to provide swag item to participants
- Your logo on Fitness Hour signage
- Your logo in Fitness Hour section of the Program Workbook

Therapy Dogs \$6,000 (exclusive)

The therapy dogs have become a popular experience that attendees look forward to every year. There's nothing like petting a dog to make your day a little brighter!

UNIQUE FEATURES

- Opportunity to provide branded bandanas that therapy dogs will wear on-site
- Your logo on Therapy Dog signage
- Your logo in Therapy Dog section of the Program Workbook

Quiet Space \$6,000 (exclusive)

Sometimes at a conference, you just need a quiet place to escape from the action, recharge, take some notes, or have a moment of meditation. The Quiet Space will be a much appreciated option for busy attendees.

UNIQUE FEATURES

- Opportunity to provide swag item to Quiet Space attendees
- Your logo on Quiet Space signage
- Your logo in Quiet Space section of the Program Workbook

Sponsorship Packages

NEW!

Attendee Experiences

One of the hottest trends in tradeshow right now is attendee experiences. We're capitalizing on this trend by offering a suite of experiential sponsorships that are sure to create a lasting impression. These packages are priced at an affordable level, and some are exclusive!

Instagram-able Moment

\$6,000 (exclusive)

We'll create a fun back-drop for attendees to take a quick selfie or 'groupie' and share about the great time they are having at NCSC24 on social media. You'll get some broad exposure with this sponsorship!

UNIQUE FEATURES

- Your logo on Instagram-able Moment signage
- Your logo in Instagram-able Moment section of the Program Workbook

Book Nook

\$6,000 (2 available)

Research supports that taking time to read for just a few minutes each day has broad health benefits. We'll create a little nook that will be conducive to taking a few minutes to just relax and do a bit of reading.

UNIQUE FEATURES

- Your logo on Book Nook signage
- Your logo in Book Nook section of the Program Workbook

Exhibit Hall Music or Karaoke

\$6,000 (exclusive)

If you were at last year's Exhibit Hall Happy Hour, you would have seen that our attendees LOVE their music! It's time to release your inner Taylor or Beyonce! Karaoke anyone?

UNIQUE FEATURES

- Your logo on Exhibit Hall Music or Karaoke signage
- Your logo in Exhibit Hall Music or Karaoke section of the Program Workbook

Sponsorship Packages

All-Inclusive Packages

Our all-inclusive packages offer an unparalleled opportunity for sponsors to maximize their brand exposure and engagement. With these packages, sponsors can seamlessly integrate their products and services into the event, ensuring a memorable presence.

Student Performance \$5,000 (2 available)

Be part of the opportunity for students to engage in the charter school movement and NCSC24. Your sponsorship will bring a student performance to the conference program.

UNIQUE FEATURES

- Your logo on Student Performance signage
- Your logo in Student Performance section of the Program Workbook

Coffee Break \$4,500 (6 available)

Sponsor the attendee 'morning coffee kick-off' in the exhibit hall and be featured during this networking (and wake-up!) time. Everyone will be grateful for the pick-me-up.

▶▶ 3 available per day

UNIQUE FEATURES

- Your logo on Coffee Break signage
- Your logo in Coffee Break section of the Program Workbook
- Your custom coffee cup at your sponsored coffee break (you provide the cup). \$500 additional charge.

Exhibit Hall Lunch \$4,500 (4 available)

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!

▶▶ 2 available per day

UNIQUE FEATURES

- Your logo on Exhibit Hall Lunch signage
- Your logo in Exhibit Hall Lunch section of the Program Workbook

Participation & Branding \$4,000 (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 FEATURE

- Rotating banner ad on interactive online Floor Plan & Exhibitor Search

All-Inclusive Sponsorship Packages

OFFERINGS		VIP RECEPTION	BADGE LANYARD	WIFI ACCESS	WELCOME RECEPTION	MOBILE APP	T-SHIRT SPONSOR	HAPPY HOUR	HEADSHOT BAR	MASSAGE THERAPY	FITNESS HOUR	THERAPY DOGS	QUIET SPACE	INSTAGRAM MOMENT	BOOK NOOK	EXHIBIT HALL MUSIC OR KARAOKE	STUDENT PERFORMANCE	COFFEE BREAK	EXHIBIT HALL LUNCH	PARTICIPATION & BRANDING
		\$20K (2 available)	\$16K (exclusive)	\$16K (exclusive)	\$16K (3 available)	\$15K (4 available)	\$12K (3 available)	\$8K (4 available)	\$7.5K (2 available)	\$6K (2 available)	\$6K (exclusive)	\$6K (exclusive)	\$6K (exclusive)	\$6K (exclusive)	\$6K (exclusive)	\$6K (2 available)	\$6K (exclusive)	\$5K (2 available)	\$4.5K (6 available)	\$4.5K (4 available)
TARGETED MARKETING	Invitations to exclusive VIP event	2	1	1	1															
EXHIBIT PRESENCE	Discount on one 10x10 booth space (add'l booths at Super Early Rate)	50%	50%	25%	25%	25%														
	Preferred Placement in Sponsor Circle (booth space guaranteed at Super Early Rate)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MARKETING	Pre Conference Registration List: Postal Addresses Only (1 time use)	X	X	X	X															
	Post Conference Registration List: Postal Addresses Only (1 time use)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Inclusion in the Exhibit Hall Raffle game coupon book	X	X	X	X	X	X													
	Special rate on a data pull from the National Alliance Database	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
REGISTRATION	Additional complimentary full-conference registrations	3	3	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
BRAND RECOGNITION	50 word listing in Mobile App and Floorplan	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Your logo on general sponsor thank you signage	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Your logo in mobile app sponsor guide	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Your logo on sponsor thank you page online	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Your logo on sponsor thank you page in program workbook	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Discount on additional marketing opportunities	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%

All-Inclusive Sponsorship Packages

Unique Offerings

UNIQUE	VIP RECEPTION	BADGE LANYARD	WIFI ACCESS	WELCOME RECEPTION	MOBILE APP	T-SHIRT SPONSOR	HAPPY HOUR	HEADSHOT BAR	MASSAGE THERAPY	FITNESS HOUR	THERAPY DOGS	QUIET SPACE	INSTAGRAM MOMENT	BOOK NOOK	EXHIBIT HALL MUSIC OR KARAOKE	STUDENT PERFORMANCE	COFFEE BREAK	EXHIBIT HALL LUNCH	PARTICIPATION & BRANDING	
	\$20K (2 available)	\$16K (exclusive)	\$16K (exclusive)	\$16K (3 available)	\$15K (4 available)	\$12K (3 available)	\$8K (4 available)	\$7.5K (2 available)	\$6K (2 available)	\$6K (exclusive)	\$6K (exclusive)	\$6K (exclusive)	\$6K (exclusive)	\$6K (2 available)	\$6K (exclusive)	\$5K (2 available)	\$4.5K (6 available)	\$4.5K (4 available)	\$4K (8 available)	
PACKAGE SPECIFIC OPPORTUNITIES	Verbal recognition and your opportunity to make short remarks at the VIP Reception.	Logo on Badge Lanyard supplied to all attendees.	Opportunity to create WiFi password.	Logo in email promoting Welcome Reception to attendees.	Your logo in an email to attendees promoting the app and on the splash page of the Mobile App.	Your logo on the back of NCSC24 T-Shirt.	20 Happy Hour drink tickets for you to distribute.	Your logo, URL, and custom wording sent in an email to the photographed attendees who download their portraits.	Opportunity to provide t-shirts for massage therapists to wear on-site.	Opportunity to provide swag item for participants (fitness oriented).	Opportunity to provide bandanas for Therapy Dogs to wear on-site (sponsor will produce and provide bandanas).									
PACKAGE SPECIFIC SIGNAGE FOR YOUR SPONSORSHIP	Your logo on VIP Reception signage.		Your logo on WiFi signage.	Your logo on Welcome Reception signage.	Your logo on Mobile App signage.	Your logo on T-Shirt signage.	Your logo on Happy Hour signage.	Your logo on Headshot Bar signage.	Your logo on Massage Therapy signage.	Your logo on Fitness Hour signage (including meeting point).	Your logo on Therapy Dogs signage.	Your logo on Quiet Space signage.	Your logo on Instagram-able Moment signage.	Your logo on Book Nook signage.	Your logo on Exhibit Hall Music signage.	Your logo on Student Performance signage.	Your logo on Coffee Break signage.	Your logo on Exhibit Hall Lunch signage.		
PACKAGE SPECIFIC PROGRAM WORKBOOK + WEB BRANDING FOR YOUR SPONSORSHIP			Your logo in the WiFi section of the Program Workbook.	Your logo in the Welcome Reception section of the Program Workbook.	Your logo in the Mobile App section of the Program Workbook.		Your logo in the Happy Hour section of the Program Workbook.	Your logo in the Headshot Bar section of the Program Workbook.	Your logo in the Massage Therapy section of the Program Workbook.	Your logo in the Fitness Hour section of the Program Workbook.	Your logo in the Therapy Dogs section of the Program Workbook.	Your logo in the Quiet Space section of the Program Workbook.	Your logo in the Instagram-able Moment section of the Program Workbook.	Your logo in the Book Nook section of the Program Workbook.	Your logo in the Exhibit Hall Music section of the Program Workbook.	Your logo in the Student Performance section of the Program Workbook.	Your logo in the Coffee Break section of the Program Workbook.	Your logo in the Exhibit Hall Lunch section of the Program Workbook.	Rotating banner ad on Exhibitor Search online.	
OPTIONAL ADD-ONS AVAILABLE	Opportunity to provide branded promotional item at VIP Reception.			Opportunity to provide branded promotional item at Welcome Reception.					Opportunity to provide swag item to Massage Therapy participants.								Custom disposable coffee cup at your sponsored Coffee Break (sponsor provides the cup).			\$500 ADD-ON

ADDITIONAL COST +
2024 SPONSORSHIP
REQUIRED

Year Round Opportunities

Here's why...

The National Alliance is the leading national nonprofit organization committed to advancing the public charter school movement. Beyond producing the National Charter Schools Conference, we provide leadership and convenings with key stakeholders throughout the year. There are limited opportunities to broaden sponsorship and opportunities to engage key target audiences throughout the year. Please contact Angela Christophe at angela@publiccharters.org for pricing and availability.

SCHOOL LEADERS OF COLOR PARTNERSHIP

The School Leaders of Color (SLOC) is a cohort of over 130 Black, Hispanic, Asian, and Native American charter school leaders who run high-quality public schools that shares best practices, showcases their success, and advocates for charter schools and equitable funding. SLOC typically convenes once to twice per year.

CONGRESSIONAL BLACK CAUCUS CHARTER SCHOOL LEADERSHIP & RECEPTION SPONSOR

This event honors members of the CBC and African American charter school leaders for their outstanding accomplishments spearheading the movement to provide students and families with high quality public-school opportunities. This is a high profile event with members of Congress and key celebrities.

COMMUNITY OF PRACTICE

The National Alliance is leading a few new communities of practice to create opportunities for connections, shared insights and expertise, and best practices across a professional or educational area.

NATIONAL ALLIANCE EMAIL LIST SEARCHABLE/PULLABLE

The National Alliance maintains a large and comprehensive database on enrollment, number of schools, breakdown of type of charter schools and management structure. This data can be viewed by a number of searchable criteria. Data is consistently verified and updated.

APCSA SPONSORSHIP

Alliance of Public Charter School Attorneys (APCSA) serves as a research and networking hub for education attorneys to obtain and exchange information. It also seeks to educate and keep members current on the legal issues affecting charter schools, management organizations, and boards, both directly and indirectly. This engagement opportunity includes the bi-annual Continuing Legal Education (CLE) seminar.

RISING LEADERS INITIATIVE

The National Alliance's Rising Leaders Initiative (RLI) is a newly created advocacy training program for high school students who want to improve education and school options for all students. The program will seek to train a diverse group of passionate students, empower them to become active participants in education decisions in their local communities and amplify their voices as the next generation of leaders seeking to address urgent public education challenges.

SLC MEETINGS

The State Leaders Council (SLC) consists of charter support organization (CSO) leaders from across the country. The purpose of the SLC is to provide a forum so that state charter school advocates can network, openly discuss common challenges, and share effective advocacy and organizational practices. The SLC also brings issues of local and national importance to the National Alliance, serving as a conduit between state-level challenges and opportunities and the activities of the National Alliance.

Be a Super Sponsor at #NCSC24!

On behalf of the **8,000** charter schools and campuses nationwide, the **3.7 MILLION** students that attend charter schools, and the charter school educators, we'd like to thank you for your consideration and support.

CONTACT US TO LEARN MORE

ncsc.publiccharters.org

800.280.6218

exhibitorinfo@publiccharters.org

