

Sponsorship Prospectus

GET NOTICED AT NCSC26

JUNE 24–JUNE 26, 2026 | Ernest N. Morial Convention Center

NCSC26

PUBLICCHARTERS.ORG/CONFERENCE





About the Conference

The National Charter Schools Conference (NCSC26) is the largest charter school education conference in the country, bringing together more than 4,000 leaders, board members, educators, state leaders, and advocates each year.

This isn't a typical education conference – because these aren't typical schools. At charter schools, most purchasing decisions are made at school and classroom levels. Unlike traditional district schools, charter school leaders and educators can take stock of student needs, identify what's needed to make progress, and make informed purchases in real time. At NCSC26, you'll engage face-to-face with changemakers who have the final say in how money is spent.

This year, we'll focus our marketing and content strategy to reach school leaders. With more than 8,000 charter schools nationwide, you won't want to miss this chance to connect directly with a powerful community of decision-makers. At charter schools, student success comes first – because all kids deserve excellent public schools.

Become a Sponsor Today!

Stand out at NCSC26! Looking for a more custom experience? We have you covered. At NCSC26, we specialize in tailor-made opportunities to connect with your target audience. Let us know how we can help you get the most out of your sponsorship.

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.

Why come to NCSC?



ATTENDEES #1 REASON

for attending the conference is to stay ahead of new tools and trends.



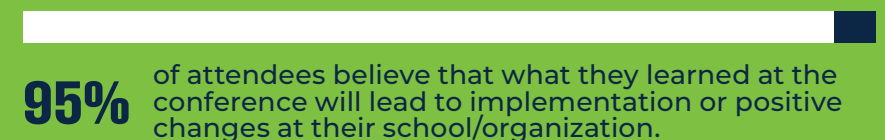
EXHIBITORS #1 REASON

for exhibiting is to reach the national charter schools audience and their #2 reason is strong lead generation.

Attendee roles



By the numbers



3,906
Participants

1,358
Organizations

Top Tier Sponsorships

STEP 1

Choose Your Sponsorship Tier + Review Standard Entitlements

Diamond \$75,000 <i>(3 available)</i>	Platinum \$55,000 <i>(4 available)</i>	Gold \$45,000 <i>(5 available)</i>	Silver \$30,000 <i>(8 available)</i>
Host Private On-Site Event Breakout Session in Official Program 4 Tickets to the VIP Event Complimentary 10x10 Exhibit Booth 8 Rooms in NCSC Hotel Block <i>(fees paid by sponsor)</i> 15% Discount on Additional Marketing Opportunities and on a Custom Data Pull from the NAPCS Database Logo Recognition • Conference Banners • General Sponsor Thank You Sign • Large Screen Rotation (General Session) • Marketing Email Promotion • Sponsorship Web Page with Link • Mobile App Sponsor Guide • Conference Home Page with Link	Host Private On-Site Event Breakout Session in Official Program 3 Tickets to the VIP Event Complimentary 10x10 Exhibit Booth 6 Rooms in NCSC Hotel Block <i>(fees paid by sponsor)</i> 15% Discount on Additional Marketing Opportunities and on a Custom Data Pull from the NAPCS Database Logo Recognition • Conference Banners • General Sponsor Thank You Sign • Large Screen Rotation (General Session) • Marketing Email Promotion • Sponsorship Web Page with Link • Mobile App Sponsor Guide • Conference Home Page with Link	Breakout Session in Official Program 2 Tickets to the VIP Event Complimentary 10x10 Exhibit Booth 4 Rooms in NCSC Hotel Block <i>(fees paid by sponsor)</i> 15% Discount on Additional Marketing Opportunities and on a Custom Data Pull from the NAPCS Database Logo Recognition • Conference Banners • General Sponsor Thank You Sign • Large Screen Rotation (General Session) • Marketing Email Promotion • Sponsorship Web Page with Link • Mobile App Sponsor Guide	1 Ticket to the VIP Event Complimentary 10x10 Exhibit Booth 2 Rooms in NCSC Hotel Block <i>(fees paid by sponsor)</i> 15% Discount on Additional Marketing Opportunities and on a Custom Data Pull from the NAPCS Database Logo Recognition • Conference Banners • General Sponsor Thank You Sign • Large Screen Rotation (General Session) • Marketing Email Promotion • Sponsorship Web Page with Link • Mobile App Sponsor Guide

Top Tier Sponsorships

STEP 2 Choose Your 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 your selected tier, choose between 3–6 add-ons from below.

Diamond Choose 6	Platinum Choose 5	Gold Choose 4	Silver Choose 3	
3 Additional Complimentary Full-Conference Registrations <i>(beyond booth package)</i>	Logo Placement on a Floor Cling in a High-Traffic Location	Logo Placement on One Exclusive Sign in High-Traffic Location <i>(option to choose more than once)</i>	(NEW) Logo and 150-word Text on Combined Email Sent to All Pre-Registered Conference Attendees <i>(option to choose more than once)</i>	Mobile App Notification Sent on Your Company's Behalf During the Conference <i>(limited availability, size/text subject to National Alliance approval)</i>
20 Welcome Happy Hour Drink Tickets for You to Distribute	Opportunity to Include a Branded Item or Postcard in Attendee Registration Bags <i>(sponsor responsible for production and shipping)</i>	20-Minute Solution Session	Inclusion in Exhibit Hall Raffle Game <i>(sponsor responsible for raffle item giveaway)</i>	(NEW) Full Color Ad in Exhibit Hall Raffle Coupon Book Distributed to All Attendees

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 \$40,000, contact **Kyle Breckenridge** at kyle@publiccharters.org.

All-Inclusive Sponsorship 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.

Each package includes the following entitlements:

- **Preferred placement** in the Sponsor Circle (if available)
- **Guaranteed booth space** at the Super Early Rate
- **Pre-conference registration list** (postal addresses only)
- **Special rate** on a data pull from the National Alliance database
- **50-word listing** in the mobile app and floorplan
- **Logo recognition:**
 - General sponsor thank-you signage
 - Mobile app sponsor guide
 - Sponsor thank-you page online
 - Interactive Online Floorplan
- **15% discount** on additional marketing opportunities

See the individual package descriptions in the next pages for unique benefits.



All-Inclusive Sponsorship Packages

Hotel Key Card \$25,000 (exclusive)

This is a high visibility branding opportunity with your logo on the key cards at several of the conference hotels. Stay top of mind each time an attendee enters their room at the end of a great conference day.

UNIQUE FEATURES

- Your logo on Hotel Key Cards issued to guests at key hotels within the NCSC26 room block
- Two invitations to exclusive VIP event
- 50% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Registration list: Postal addresses only (1 time use)
- 3 additional complimentary full-conference registrations
- Inclusion in the Exhibit Hall Raffle game coupon book

Welcome Reception \$25,000 (2 available)

The Welcome Reception is one of the highlights of the week for both attendees and exhibitors.

UNIQUE FEATURES

- Your logo on Welcome Reception communications and signage
- Opportunity to provide branded promotional item at the Welcome Reception
- 20 Welcome Reception drink tickets to distribute at your discretion
- Inclusion in the Exhibit Hall Raffle coupon book
- Two invitations to exclusive VIP event
- 50% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Registration list: Postal addresses only (1 time use)
- 3 additional complimentary full-conference registrations

Role-Alike Content \$20,000 (3 available for each strand)

Want to reach a specific audience? The role-alike engagement sponsorship gives you the opportunity to socialize your brand and offerings to a targeted demographic. During role-alike sessions, you will have the attention of a concentrated group that all have similar experiences and are looking to achieve similar outcomes from their conference experience.

UNIQUE FEATURES

- Invitation to any pertinent reception tied to the selected strand
- Opportunity to speak for three minutes during the role-alike content itself
- Opportunity to supply one handout / branded product to be distributed during the role-alike sessions
- Your logo on the agenda for the role-alike content

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 FEATURES

- Opportunity to determine the conference WiFi password (parameters apply, password to be approved by the National Alliance)
- One invitation to exclusive VIP event
- 25% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Registration list: Postal addresses only (1 time use)
- 3 additional complimentary full-conference registrations
- Inclusion in the Exhibit Hall Raffle Game coupon book

All-Inclusive Sponsorship Packages

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 FEATURES

- Your logo on Badge Lanyard supplied to all attendees
- One invitation to exclusive VIP event
- 50% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Registration list: Postal addresses only (1 time use)
- 3 additional complimentary full-conference registrations
- Inclusion in the Exhibit Hall Raffle Game coupon book

Mobile App \$15,000 (5 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
- 25% discount on one 10x10 booth space (corner fees not included)
- 3 additional complimentary full-conference registrations
- (NEW!) Inbox message to all attendees in the mobile app

T-Shirt Sponsor \$15,000 (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
- 2 additional complimentary full-conference registrations

Make an Impact \$11,000 (5 available)

We've put our most popular and impactful marketing options all together in one easy package, even your booth space is included! This package really has it all, and saves you a bundle of money over choosing these options individually.

BOOTH INCLUDED!

UNIQUE FEATURES

- 10x10 booth in premium location (corner fees not included)
- 20 minute Solution Session
- Inclusion in the Exhibit Hall Raffle Game coupon book
- 1 Invitation to exclusive VIP Reception
- 1 additional complimentary full-conference registration

All-Inclusive Sponsorship Packages

Headshot Bar \$10,000 (3 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
- 2 additional complimentary full-conference registrations

Massage Therapy \$10,000 (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 therapists will wear your branded shirts if you like.

UNIQUE FEATURES

- Your logo in an email to attendees promoting the Mobile App
- 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
- 1 additional complimentary full-conference registration

Podcast Space \$8,000 (exclusive)

Be the voice behind the voices! From thought-provoking interviews to lively conversations, this space buzzes with energy — and your logo is right in the mix. It's where the magic of the mic meets meaningful connection.

UNIQUE FEATURES

- Your logo on Podcast Space signage
- 60-minute podcast session reserved for your company
- 1 additional complimentary full-conference registration

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
- 1 additional complimentary full-conference registration

All-Inclusive Sponsorship Packages

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
- 1 additional complimentary full-conference registration

Sticker Sponsor

NEW!

\$6,000 (5 available)

One of the favorite traditions at the conference is personalizing your name badge to express who you truly are and meet new people. As a sponsor, your company can join in the fun too—your uplifting message will be printed on a special sticker, giving attendees a fun and memorable way to connect with your brand right from the start.

UNIQUE FEATURES

- Your logo on Badge Sticker signage
- Opportunity to design customized sticker for use by attendees (design subject to approval)
- 1 additional complimentary full-conference registration

Exhibit Hall Lunch

\$6,000 (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 most important parts of the day!

►► 2 available per day

UNIQUE FEATURES

- Your logo on Exhibit Hall Lunch signage
- (NEW!) Push notification in the Mobile Event App when it's time for lunch with a shout-out to the sponsors
- 1 additional complimentary full-conference registration

Instagram-able Moment

\$6,000 (exclusive)

NEW!

We'll create a fun back-drop for attendees to take a quick selfie or group photo and share about the great time they are having at NCSC26 on social media. You'll get some broad exposure with this sponsorship!

UNIQUE FEATURES

- Your logo on Instagram-able Moment signage
- 1 additional complimentary full-conference registration

All-Inclusive Sponsorship Packages

Student Performance \$5,000 (2 available)

Be part of the opportunity for students to engage in the charter school movement and NCSC26. Your sponsorship will bring a student performance to the conference program.

UNIQUE FEATURE

- Your logo on Student Performance signage
- 1 additional complimentary full-conference registration

Coffee Break \$5,000 (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
- 1 additional complimentary full-conference registration
- Your custom coffee cup at your sponsored coffee break (you provide the cup); \$500 additional charge

Participation & Branding \$5,000 (10 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 Floorplan & Exhibitor Search
- 1 additional complimentary full-conference registration

Local Scholarship Sponsor

NEW!

TWO LEVELS:

\$5,000 (5 available)
\$10,000 (5 available)

This is your opportunity to bring a local teacher or charter school leader to NCSC26 who might not otherwise have the opportunity to attend.

HOW IT WORKS

- At the \$5,000 level, we will work with local organizations to award **5 scholarships** on your behalf
- At the \$10,000 level, we'll double that to award **10 scholarships**
- At the \$10,000 level, 1 invitation to exclusive VIP event

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 Kyle Breckenridge at kyle@publiccharters.org for pricing and availability.



NATIONAL ALLIANCE CHARTER SCHOOL DATA

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.

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.

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.

Join the celebration at #NCSCC26!

On behalf of the **8,150** 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

publiccharters.org/conference

800.280.6218

exhibitorinfo@publiccharters.org

