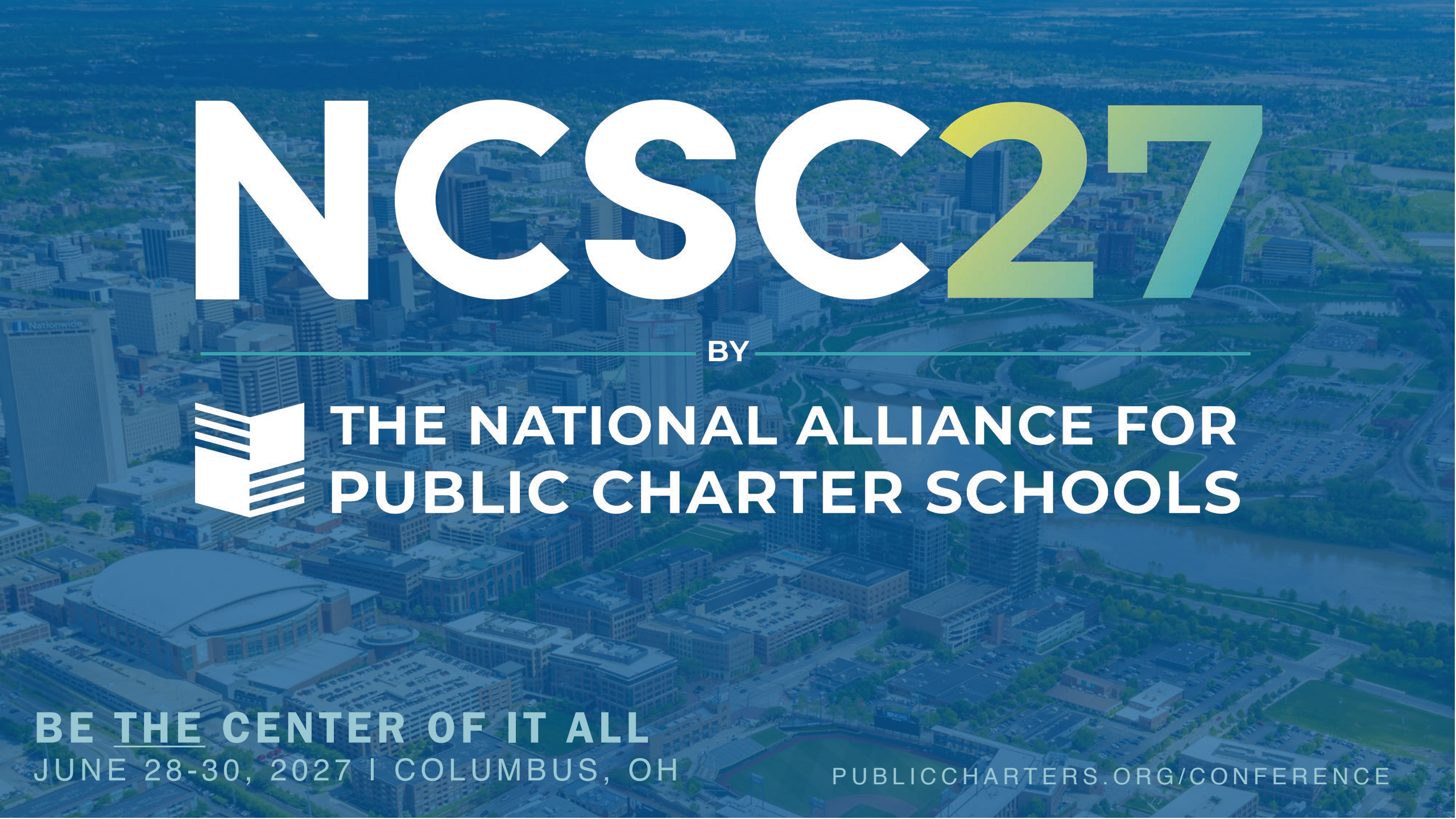

NCSC27
BY
THE NATIONAL ALLIANCE FOR PUBLIC CHARTER SCHOOLS
BE THE CENTER OF IT ALL
JUNE 28-30, 2027 | COLUMBUS, OH
PUBLICCHARTERS.ORG/CONFERENCE

ABOUT THE CONFERENCE



The National Charter Schools Conference (NCSC27) is the largest charter school conference in the country. Every year, more than 4,000 leaders, board members, educators, state leaders, and advocates show up to shape what's next in the charter school movement.

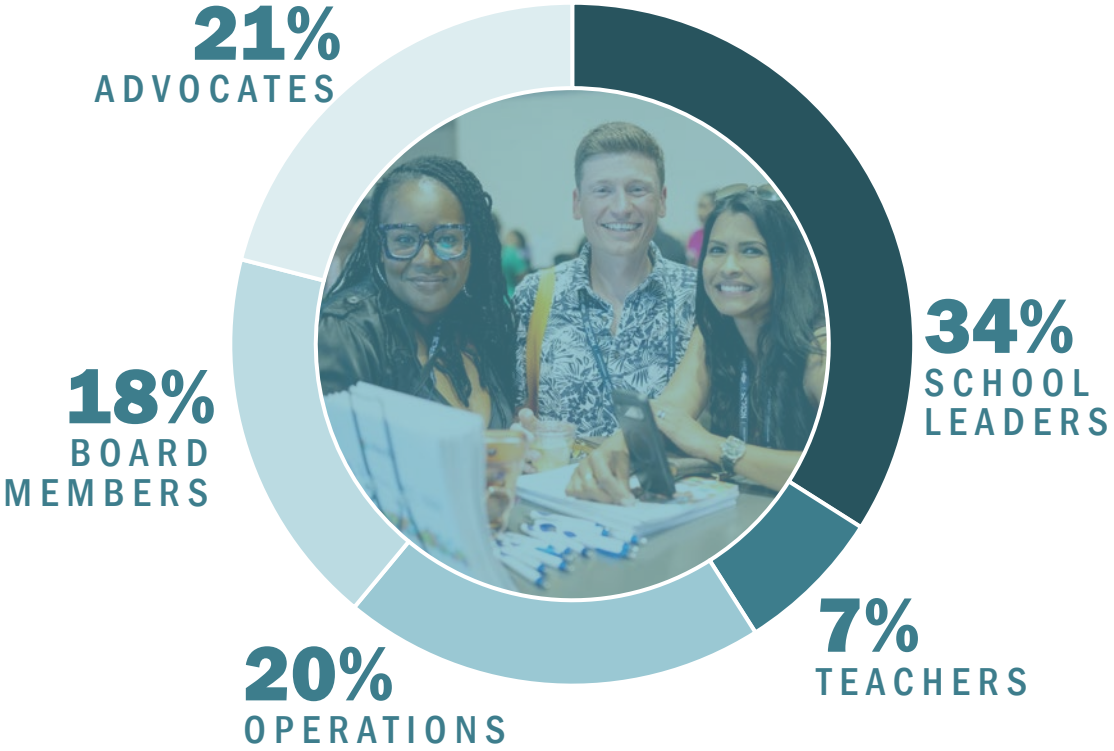
Charter school leaders set the direction for their schools, and they come to NCSC27 ready to find what works. Sponsors get three days in Columbus to meet them in person, and we help make the introductions through receptions, exhibit hall activations, role-alike sessions, and more.

Ohio has one of the nation's most dynamic charter school landscapes, and Columbus leads the charge. It's one of America's fastest-growing cities, powered by a booming tech sector, world-class research institutions, and a can-do civic spirit. A city that drives change is the right backdrop for a movement that does too.

ENGAGEMENT & IMPACT

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

ATTENDEE ROLES



PARTICIPANTS **4,470**

ORGANIZATIONS **1,479**

NO. 1

ATTENDEE REASON TO REGISTER

To stay engaged with national advocacy and policy issues.

EXHIBITOR REASON TO REGISTER

To reach the national charter school audience.*

**Close second is the strong lead generation.*

88%
of school-based attendees have decision making roles in purchasing.

83%
of attendees found the conference relevant to the issues and challenges they face in their roles.

92%
of attendees believe that what they learn at the conference will lead to implementation or positive changes at their school/organization.

TOP TIER SPONSORSHIPS

STEP 1
Choose Your Sponsorship Tier & Review Standard Entitlements

DIAMOND

$75,000
(3 AVAILABLE)

- **Host Private On-Site Event**
- **Breakout Session in Official Program**
- **4 Tickets to the VIP Event**
- **Record a Podcast in the NCSC Studio** (2 available)
- **150-Word Blurb in NAPCS News Brief**
- **Complimentary 10x10 Exhibit Booth**
- **Pre- and Post-Registered Attendee Mailing List**
- **8 Rooms in NCSC Hotel Block** (fees paid by sponsor)
- **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 (Main Stage)
  - Marketing Email Promotion
  - Sponsorship Web Page with Link
  - Mobile App Sponsor Guide
  - Conference Home Page with Link

PLATINUM

$55,000
(4 AVAILABLE)

- **Host Private On-Site Event**
- **Breakout Session in Official Program**
- **3 Tickets to the VIP Event**
- **Complimentary 10x10 Exhibit Booth**
- **Pre- and Post-Registered Attendee Mailing List**
- **6 Rooms in NCSC Hotel Block** (fees paid by sponsor)
- **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 (Main Stage)
  - Marketing Email Promotion
  - Sponsorship Web Page with Link
  - Mobile App Sponsor Guide
  - Conference Home Page with Link

GOLD

$45,000
(5 AVAILABLE)

- **Breakout Session in Official Program**
- **2 Tickets to the VIP Event**
- **Complimentary 10x10 Exhibit Booth**
- **Pre- and Post-Registered Attendee Mailing List**
- **4 Rooms in NCSC Hotel Block** (fees paid by sponsor)
- **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 (Main Stage)
  - Marketing Email Promotion
  - Sponsorship Web Page with Link
  - Mobile App Sponsor Guide

SILVER

$30,000
(8 AVAILABLE)

- **One Ticket to the VIP Event**
- **Complimentary 10x10 Exhibit Booth**
- **20 Minute Solution Session**
- **Pre- and Post-Registered Attendee Mailing List**
- **2 Rooms in NCSC Hotel Block** (fees paid by sponsor)
- **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 (Main Stage)
  - Marketing Email Promotion
  - Sponsorship Web Page with Link
  - Mobile App Sponsor Guide

TOP TIER SPONSORSHIPS

STEP 2
Choose Your Add-On Entitlements

DIAMOND	PLATINUM	GOLD	SILVER
CHOOSE 6	CHOOSE 5	CHOOSE 4	CHOOSE 3



Three (3) Additional Complimentary Full-Conference Registrations
beyond booth package



Opportunity to Include a Branded Item or Postcard in Attendee Registration Bags
sponsor responsible for production and shipping



Logo Placement on One (1) Floor Cling in High-Traffic Location



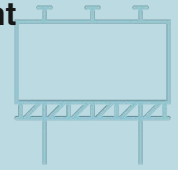
Full Color Ad in Exhibit Hall Raffle Coupon Book Distributed to All Attendees



Inclusion in Exhibit Hall Raffle Game
sponsor responsible for raffle item giveaway



Mobile App Notification Sent on Your Company's Behalf During the Conference
limited availability, size/text subject to National Alliance approval



Logo Placement on One (1) Exclusive Sign in High-Traffic Location



Twenty (20) Welcome Happy Hour Drink Tickets for You to Distribute



Logo and 150-word Text on Combined Email Sent to All Pre-Registered Conference Attendees

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 the menu provided above.

DON'T SEE THE RIGHT FIT?

We can help customize the perfect sponsorship package to meet your goals. Contact exhibitorinfo@publiccharters.org. For customized sponsorships over $40,000 contact Erin Donald at edonald@publiccharters.org.

ALL-INCLUSIVE SPONSORSHIP PACKAGES

Our all-inclusive packages offer an opportunity for sponsors to maximize 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, act fast!)

Guaranteed booth space
at the Super Early Rate

Pre-conference attendee registration list
(postal addresses only)

15% discount
on custom data pull from the NAPCS 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

Welcome Reception
$25,000
(2 AVAILABLE)

Kick off NCSC in style. As the Welcome Reception sponsor, you host the first toast, the first handshakes, and the moment that sets the tone for three great days.

UNIQUE FEATURES
- Your logo on Welcome Reception communications and signage
- Opportunity to provide branded promotional item at the Welcome Reception / Item must be approved by NAPCS (production and shipping of item are responsibility of sponsor)
- Twenty (20) Welcome Reception drink tickets to distribute at your discretion
- Inclusion in the Exhibit Hall Raffle coupon book
- Two (2) invitations to exclusive VIP event
- 50% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Attendee Registration list: Postal addresses only (single use)
- Three (3) additional complimentary full-conference registrations

VIP Reception
$25,000
(2 AVAILABLE)

Join decision-makers from across the country at this event celebrating charter schools – and charter school leaders – that make progress possible.

UNIQUE FEATURES
- NAPCS will send an email on your behalf to registered attendees of the VIP Reception post-conference
- Your logo on VIP reception signage
- Opportunity to provide branded promotional item at the VIP reception / Item must be approved by NAPCS (production and shipping of item are responsibility of sponsor)
- Inclusion in the Exhibit Hall Raffle coupon book
- Four (4) VIP Reception invites for your team/guests
- 50% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Attendee Registration list: Postal addresses only (single use)
- Three (3) additional complimentary full-conference registrations

Hotel Key Card
$25,000

EXCLUSIVE

The first thing attendees reach for and the last thing they see each night. As the exclusive key card sponsor, your logo appears on room keys across the official NCSC HQ hotel for repeated visibility all week long.

UNIQUE FEATURES
- Your logo on Hotel Key Cards issued to guests at HQ hotel within the NCSC27 room block
- Two (2) invitations to exclusive VIP event
- 50% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Attendee Registration list: Postal addresses only (single use)
- Three (3) additional complimentary full-conference registrations
- Inclusion in the Exhibit Hall Raffle game coupon book

ALL-INCLUSIVE SPONSORSHIP PACKAGES

Leader Convenings
$20,000
(3 AVAILABLE PER STRAND)

STRANDS INCLUDE:
CEO/EDs I State Leaders
On Monday, June 28, attendees split into small-group sessions organized by job role, so people with the same title, same challenges, and same goals for the conference will spend the day learning together. Sponsoring one of these tracks puts your brand directly in front of that concentrated, self-selected group, with no need to compete for attention across the full conference audience.

UNIQUE FEATURES
- Two (2) invitations to any reception tied to your track
- Two (2) staff member attendees to all track sessions
- Opportunity for One (1) branded handout distributed to all track attendees (item must be approved by NAPCS, production and shipping of item are responsibility of sponsor)
- Your logo on the track's published agenda

WiFi Access
$16,000

EXCLUSIVE

Stay connected to every attendee, literally. Sponsor NCSC's WiFi and choose the password everyone will be asking for.

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

Badge Lanyard
$16,000

EXCLUSIVE

Your logo, around every neck. Sponsor the official NCSC lanyard and be seen by every attendee, every day.

UNIQUE FEATURES
- Your logo on Badge Lanyard supplied to all attendees
- One (1) invitation to exclusive VIP event
- 25% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Attendee Registration list: Postal addresses only (single use)
- Three (3) additional complimentary full-conference registrations
- Inclusion in the Exhibit Hall Raffle Game coupon book

ALL-INCLUSIVE SPONSORSHIP PACKAGES

Closing Toast
$15,000
(3 AVAILABLE)

Send attendees on their way in style following the closing keynote. Have something to giveaway? Want to sponsor the closing toast? Let's discuss how to embed your brand in the final words of NCSC27.

UNIQUE FEATURES
- Your logo on closing keynote signage
- Opportunity to provide branded promotional item at the closing keynote / Item must be approved by NAPCS (production and shipping of item are responsibility of sponsor)
- Inclusion in the Exhibit Hall Raffle coupon book
- 25% discount on one 10x10 booth space (corner fees not included)
- Post-Conference Attendee Registration list: Postal addresses only (single use)
- One (1) additional complimentary full-conference registrations

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 (1) 10x10 booth space (corner fees not included)
- Three (3) additional complimentary full-conference registrations
- One (1) 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.
- Your logo on T-Shirt signage
- Two (2) additional complimentary full-conference registrations

Make an Impact
$12,500
(5 AVAILABLE)

BOOTH INCLUDED!

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.

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

ALL-INCLUSIVE SPONSORSHIP PACKAGES

NCSC Activations
$10,000
(3 AVAILABLE)

Over the years we have brought in popular experiences such as therapy dogs and a massage station. We are working on new and exciting activations that will drive traffic into the exhibit hall and to your booth. We will work together to bring something to NCSC27 that attendees will love to participate in.

UNIQUE FEATURES
- Opportunity to provide swag item to those participating in the NCSC activation
- Your logo on activation signage
- One (1) additional complimentary full-conference registration

Podcast Studio
$10,000
(3 AVAILABLE)

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 Studio signage
- 60-minute podcast session reserved for your company
- One (1) additional complimentary full-conference registration

Headshot Bar ™
$10,000
(3 AVAILABLE)

An exhibit hall highlight, the popular headshot bar gives attendees the opportunity to update their headshot with the help of a professional photographer. At your company's booth, attendees can 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
- Two (2) additional complimentary full-conference registrations
- Your company will receive the email addresses of all photographed attendees who have downloaded their picture from all share stations (sent post-conference)

Entrance Activation
$10,000
(2 AVAILABLE)

Be the first brand attendees see each day as they arrive. Your custom social moment greets guests along the hallway to registration and welcomes them back every morning of the conference. Each guest walks away with a branded keepsake as they head into a full day of sessions.

UNIQUE FEATURES
- Logo placement included on content capture for every attendee that enters the conference
- High visibility logo placement on the floor, structure, and signage. All placements are visible and installed during the event
- Logo recognition on digital signage and on maps as an "Entrance Partner" for NCSC27
- One (1) additional complimentary full-conference registration

ALL-INCLUSIVE SPONSORSHIP PACKAGES

CEO Reception
$8,000
(3 AVAILABLE)

Sponsor a special cohort reception bringing together CEOs for meaningful conversation and connection. This exclusive opportunity puts your organization directly in front of influential charter school leaders while supporting an engaging networking experience designed to build relationships, exchange ideas, and strengthen the charter school movement.

UNIQUE FEATURES
- NAPCS will send an email on your behalf to registered attendees of the CEO Reception post-conference
- Opportunity to display a pop-up banner at the reception (placement of pop-up is at the discretion of NAPCS)
- Your logo on CEO reception signage
- Opportunity to provide branded promotional item at the sponsored cohort reception – item must be approved by NAPCS (production and shipping of item are responsibility of sponsor)
- Two (2) staff member invites to the CEO Reception

Leaders of Color Reception
$8,000
(3 AVAILABLE)

Sponsor a special cohort reception celebrating the leaders of color who are founding, running, and growing charter schools across the country. Drawing on their own experiences, these leaders are building schools that treat families as genuine partners, value what every student brings, and expand opportunity in the communities they serve. This exclusive opportunity places your organization alongside them for shared learning and support for a more diverse charter leadership pipeline.

UNIQUE FEATURES
- NAPCS will send an email on your behalf to registered attendees of the Leaders of Color Reception post-conference
- Opportunity to display a pop-up banner at the Leaders of Color reception (placement of pop-up is at the discretion of NAPCS)
- Your logo on Leaders of Color reception signage
- Opportunity provide branded promotional item at the sponsored cohort reception – item must be approved by NAPCS (production and shipping of item are responsibility of sponsor)
- Two (2) staff member invites to the Leaders of Color Reception

State Leaders Council Reception
$8,000
(3 AVAILABLE)

Sponsor a special cohort reception bringing together the leaders of state-based charter support organizations who advocate for charter-friendly policy, coordinate best practices across states, and engage policymakers at every level. Their reach extends to thousands of schools in their states. This exclusive opportunity connects your organization with them in an engaging setting built for networking, exchanging ideas, and advancing policy that strengthens the charter school movement.

UNIQUE FEATURES
- NAPCS will send an email on your behalf to registered attendees of the SLC Reception post-conference
- Opportunity to display a pop-up banner at the SLC reception (placement of pop-up is at the discretion of NAPCS)
- Your logo on SLC reception signage
- Opportunity provide branded promotional item at the sponsored cohort reception – item must be approved by NAPCS (production and shipping of item are responsibility of sponsor)
- Two (2) staff member invites to the SLC Reception

ALL-INCLUSIVE SPONSORSHIP PACKAGES

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!

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

Exhibit Hall Happy Hour
$6,000
(4 AVAILABLE)

We're always working to bring more networking opportunities to the exhibit hall, and this is a popular one. Happy Hour is Tuesday, June 29th, and the drinks are on us.

UNIQUE FEATURES
- Twenty (20) Happy Hour drink tickets to distribute
- Your logo on Happy Hour Networking signage
- Push notification in the Mobile Event App when it's time for Happy Hour with a shout-out to the sponsors
- One (1) additional complimentary full-conference registration

Book Nook
$6,000
(5 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
- Book signing to take place in the Book Nook with sponsor logo on all promotional materials
- One (1) additional complimentary full-conference registration
- Your custom coffee cup at your sponsored coffee break (you provide the cup); $500 additional charge (design and cup size to be approved by NAPCS, production and shipping of cups is at the expense of the sponsor)

Sticker Sponsor
$6,000
(5 AVAILABLE)

One of the favorite traditions at the conference is personalizing your name badge to express something interesting about yourself and to forge a connection with new people that you meet. 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)
- One (1) additional complimentary full-conference registration

ALL-INCLUSIVE SPONSORSHIP PACKAGES

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
- One (1) additional complimentary full-conference registration
- Your custom coffee cup at your sponsored coffee break (you provide the cup); $500 additional charge (design and cup size to be approved by NAPCS, production and shipping of cups is at the expense of the sponsor)

Student Performance
$5,000
(2 AVAILABLE)

Be part of the opportunity for students to engage in the charter school movement and NCSC27. Your sponsorship will bring a student performers to the conference program.

UNIQUE FEATURES
- Your logo on Student Performance signage
- Push notification in the Mobile Event App for main stage performances with a shout-out to the sponsors
- One (1) additional complimentary full-conference registration

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 FEATURES
- Rotating banner ad on interactive online Floorplan & Exhibitor Search
- One (1) additional complimentary full-conference registration



NCSC27

BY

THE NATIONAL ALLIANCE FOR PUBLIC CHARTER SCHOOLS

CONTACT US TO LEARN MORE

800.280.6218 | exhibitorinfo@publiccharters.org

PUBLICCHARTERS.ORG/CONFERENCE

Join the celebration at #NCSC27!

On behalf of the more than **8,100 charter schools** nationwide, and **nearly 4 million charter school students** that attend charter schools, and the **250,000+ charter school educators**, we'd like to thank you for your consideration and support.