



Corporate Partner Program FY 2011



Become an IASA Corporate Partner Today!

To further the mission of the Illinois Association of School Administrators (IASA), the Corporate Partner Program provides enhanced opportunities for businesses that supply schools with materials, equipment, programs and services to communicate and otherwise interact with the IASA and its members. Throughout the year, IASA holds a variety of events offering excellent opportunities for Corporate Partners to experience quality, face-to-face time with school leaders. You can maximize your marketing dollars and gain year long recognition and visibility with those who make the daily purchasing decisions that affect their schools.

IASA is the premier organization for school administrators in the state.

Please review the available events and opportunities listed below. If you choose not to participate as a Corporate Partner member, you may still select from the available opportunities as a “traditional” School Service Member and submit your payment accordingly. Corporate Partners must pay School Service Membership dues to participate in the program.

IASA’s Corporate Partner Program has four levels:

- President’s Circle - \$50,000
- Platinum - \$25,000
- Gold - \$10,000
- Silver - \$5,000

Example: In order to be considered a Corporate Partner at the Gold Level, the event sponsorship must total \$10,000 for the fiscal year.

In addition to the events selected for each level, your company will also receive the following at no additional charge based on the level selected:

- Limited use of the Corporate Partner Logo (according to category level);
- Limited use of the IASA School Service Member Logo;
- Copies of IASA’s publications;
- IASA Membership Foil;
- Receive email transmittals of IASA Legislative Information;
- Included on the IASA website as a School Service Member and Corporate Partner with a weblink or email address;
- Identify self as an IASA School Service Member;
- Company postings of jobs on the IASA Illinois Education Job Bank; and
- Included in the IASA Membership Directory as a School Service Member and Corporate Partner (if meet deadline).

Once your selection(s) have been made, mark the events on this form you wish to sponsor and return along with a check payable to IASA to the IASA Office, 2648 Beechler Court, Springfield, IL 62703-7305. If you have any questions about the Corporate Partners Program, please contact:

Dr. Brent Clark, Executive Director at 217/753-2213 or email: clark@iasaedu.org

OR

Cherry L. Middleton, Executive Secretary/Office Manager at 217/753-2213 or email: cmiddleton@iasaedu.org

Traditional School Service Member: \$475.00 for FY 2011 – July 1, 2010 through June 30, 2011

Membership Dues	Amount
School Service Membership (Please note you must be a School Service Member in order to participate in the Corporate Partner Program.)	\$475.00

Mailing Labels	Amount
Association Mailing Labels	\$100.00
New Superintendent Mailing Labels	\$100.00

ADVERTISING AVAILABILITY

Advertising - IASA School of Professional Development Programs

Event	Amount
Logo placed on marketing flyer and participant binder for IASA’s Administrators’ Academy Credit and other professional development programs (approx. 60 per year)	\$5,000

Advertising - IASA Membership Directory for 2010-2011

Deadline: July 16, 2010

Annually in the fall, IASA publishes and disseminates a directory containing the regional listing of names and addresses of all district superintendents and other members-at-large. Individual IASA members are categorized in the directory by class of membership (i.e., Active, Retired, Associate and Student).

The membership directory also contains a listing of the IASA School Service Members by business category and recognizes companies by number of years of membership. School Service Members are those businesses and school service entities that provide supplies, materials, equipment and services to school districts.

The directory is distributed to over 1,750 IASA members.

The membership directory also lists the membership of the various IASA committees. The deadline to appear in the IASA Membership Directory as a paid IASA member is August 1 of each year.

Event	Amount
Package A (full page ad, four-color)	\$2,000
Package B (full page ad, black and white)	\$1,250
Package C (1/2 page ad, four-color)	\$1,000
Package D (1/2 page ad, black and white)	\$750
Package E (1/4 page ad, four-color)	\$750
Package F (1/4 page ad, black and white)	\$500

Advertising - IASA E-News & Notes Newsletter

The *E-NEWS & NOTES Flash*, published weekly, is a newsletter available to the Illinois Association of School Administrators membership. The publication is an individualized announcement to all IASA members notifying them of an IASA Website/Newsletter update. It is simply the most innovative, effective and efficient means of communicating with Illinois school district leaders utilized by any state association in the country. It covers timely topics of interest to school administrators, announcements and association news, as well as regular features including: News from the Regions - a by region report on members activities; listing of committee and meeting dates; current schedules of workshop and seminar offerings; and a quarterly school calendar.

The advertising consists of your firm’s name and/or logo placed in the E-News & Notes Flash. The newsletter is provided to over 1,750 members.

Event	Amount
Logo placed in newsletter	\$5,000 – one year \$2,500 – six months

Advertising - IASA Annual Report

Deadline: February 15, 2011 (The Annual Report will go to print March 15, 2011.)

The Annual Report, prepared each year and disseminated 30 days before the annual meeting, contains pertinent information relating to the IASA including its Bylaws, committee chair reports and annual audit. This publication is sent to all IASA Active Members.

Event	Amount
Package A (full page ad, four-color)	\$2,000
Package B (full page ad, black and white)	\$1,250
Package C (1/2 page ad, four-color)	\$1,000
Package D (1/2 page ad, black and white)	\$750

Advertising – Mouse Pad

Don’t miss the opportunity to have your firm’s name listed on a mouse pad displaying a yearly calendar that will be provided to IASA Active members. ***This event is open to one partner only.***

Event	Amount
IASA Mouse Pad (yearly calendar)	\$5,000 (sponsored by Hodges, Loizzi, Eisenhammer, Rodick and Kohn for FY 2011)

OTHER WORKSHOPS

New Superintendent Workshops and Mailings

Event	Amount
Weekly information mailings for the first 10 weeks	\$2,500
New Supts. Dinner and Workshop - August 3-4, 2010	\$5,000 - SMART Technologies (no additional sponsors needed)
New Supts. Workshop and Dinner – Date TBD	\$5,000 – ARAMARK
Nameplates for New Superintendents – August 2010	\$5,000 – ISDLAF+ (no additional sponsors needed)

IASA BOARD OF DIRECTORS EVENTS

Board of Directors - July Retreat

July 28-30, 2010
 Mackinac Island, MI

Event	Amount
New Board Member Orientation (July 2010)	\$1,000
Reception and Dinner (Wednesday)	\$5,000 - SMART Technologies
Breakfast – Board Meeting (Thursday)	\$1,500
Reception and Dinner (Thursday)	\$5,000
Breakfast – Board Meeting (Friday)	\$1,500

Board of Directors - Mid-Year Planning Retreat

January 21-22, 2011 - Springfield, IL

Event	Amount
Governing Board – Refreshments on Friday	\$1,000
Friday Speaker	\$2,500
Governing Board Reception/Dinner – Friday	\$5,000
Saturday Speaker	\$2,500
Governing Board – Refreshments on Saturday	\$1,000

CONFERENCES

AASA National Conference on Education

February 17-19, 2011 - Denver, CO

Event	Amount
Illinois “Superintendent of the Year” Reception - Friday Evening	\$5,000

IASA Annual Conference

April 13-15, 2011 – Crowne Plaza Hotel in Springfield

Event	Amount
Wednesday Governing Board Meeting Refreshment Break <i>(may be sponsored by up to three partners)</i>	\$500
Wednesday Evening Welcoming Reception	\$5,000
Meal Sponsorship <i>(signage at all meal sessions)</i>	\$5,000
Wednesday - Opening Ceremony Speaker <i>(may be sponsored by up to two partners)</i>	\$2,500
Thursday and Friday Breakout Sessions Sponsor <i>(14-16 breakout sessions)</i>	\$5,000
Thursday - Second General Session Speaker <i>(may be sponsored by up to two partners)</i>	\$2,500
Thursday President’s Reception	\$5,000
Friday - Third General Session Speaker (Breakfast) <i>(may be sponsored by up to two partners)</i>	\$2,500
Friday - Fourth General Session <i>(may be sponsored by up to two partners)</i>	\$2,500
Exhibit Booth – limited to 60 (10’ x 6’ booth)	\$800
Governing Board Dinner – Tuesday evening	\$5,000

IASA/IASB/IASBO Annual Conference

November 19-21, 2010 – Chicago, IL

Event	Amount
Friday Evening IASA Past President’s Dinner/Reception <i>(may be sponsored by up to five partners)</i>	\$4,000

*updated May 17, 2010