



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);
- Copies of IASA’s publications;
- IASA Membership Card
- 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 (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:

Cherry L. Middleton, Director of Operations and Facilities at 217/753-2213 or email: cmiddleton@iasaedu.org

Traditional School Service Member: \$475.00 for FY 2021 – July 1, 2020 through June 30, 2021

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

ADVERTISING AVAILABILITY

Advertising - IASA Leadership Matters Newsletter

The *Leadership Matters newsletter*, published monthly, 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: Success stories; News from the Regions - a by region report on members activities; listing of committee and meeting dates; and current schedules of professional development offerings..

Five years ago, the newsletter placed third and won the Bronze Medal in a national contest sponsored by *Association TRENDS* magazine.

School Service Members can purchase advertising space in the IASA Newsletter. The newsletter is emailed to over 1,750 members each month and placing an ad is an excellent opportunity to get your company’s name and services in front of superintendents, assistant superintendents, and other administrators throughout the state.

All ads must be submitted in an electronic format. Pricing for each monthly issue is as follows:

Event	Amount
Package A (full page ad 7.5” H x 9.5” D, four-color)	\$500
Package B (1/2 page ad 7.5” H x 4.5” D , four-color)	\$300

Advertising - IASA Membership Directory

Contact Cherry Middleton in the IASA office regarding advertising in the IASA Membership Directory.

Advertising - IASA Annual Report

Deadline: March 1, 2021 (The Annual Report will go to print in the spring of 2021.)

The Annual Report 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)	\$6,500 (sponsored by Hodges, Loizzi, Eisenhammer, Rodick and Kohn for FY 2020)

Advertising – IASA Video Library

Don't miss the opportunity to participate as a sponsor of the IASA Video Library.

Event	Amount
IASA Video Library	\$5,000 (limited to 5 sponsors)

Advertising – IASA Podcast Library

Don't miss the opportunity to participate as a sponsor of IASA's Podcast Library.

Event	Amount
IASA Podcast Library	\$5,000 (limited to 5 sponsors)

OTHER WORKSHOPS

New Superintendent Workshops and Mailings

Event	Amount
New Supts. Workshop – July 2020	(lunch - \$2,500 per day)
New Supts. Dinner – July 2020	Actual cost (Ameresco for FY 20)
Nameplates for New Superintendents – August 2020	\$5,000 – ISDLAF+ FY 20 (no additional sponsors needed)

IASA BOARD OF DIRECTOR EVENTS

Board of Directors - July Workshop

July 22-24, 2020

Event	Amount
Reception and Dinner (Wednesday)	myON for FY 21
Reception and Dinner (Thursday)	TBD
Breakfast - Board Meeting (Wednesday)	\$2,500
Breakfast – Board Meeting (Thursday)	\$2,500
Breakfast – Board Meeting (Friday)	\$2,500

CONFERENCES/OTHER

AASA National Conference on Education

February 18-20, 2021

New Orleans, LA

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

IASA Annual Conference

September 30-October 2, 2020 – BOS Center in Springfield

Event	Amount
Wednesday Evening Welcoming Reception	\$5,000
Meal Sponsorship (signage at all meal sessions)	\$5,000
Wednesday - Opening Ceremony Speaker	\$5,000
Thursday and Friday Breakout Sessions Sponsor	\$5,000

Thursday - Second General Session	\$5,000
Thursday President's Reception	\$5,000
Friday - Closing General Session (Brunch)	\$5,000
Exhibit Booth – limited to 70 (10' x 10' booth)	\$875/member and \$1,275/non-member
Lanyards - put company logo on lanyard	\$5,000
Conference packets - logo on poly envelope (distributed at annual conference)	\$5,000
Annual Conference Program Booklet or Conference App (sponsorship)	\$5,000
Annual Conference Event Website (sponsorship)	\$5,000

IASA School for Advanced Leadership (ISAL V)

Two-year program (start date January 2021 - 8 sessions total)

Event	Amount
IASA School for Advanced Leadership Training <i>(may be sponsored by up to five partners)</i>	\$7,500 per year (\$15,000 total commitment) - HLERK, PMA, Ameresco, FGM Architects and Single Path – FY 19 and 20

Superintendents of Distinction

Annual awards luncheon held in the spring to recognize Superintendents of Distinction

Event	Amount
Superintendents of Distinction Awards Luncheon and Awards	Actual cost - Horace Mann Companies