

# Partner

with

# IPA



The Mission of the Illinois Principals Association  
is to advance learning through effective  
educational leadership.

# Partner

The Illinois Principals Association (IPA) is the premier educational organization for building administrators in the state of Illinois. Our 4200+ members are comprised of principals, assistant principals and deans as well as several special education directors, curriculum directors, assistant superintendents and superintendents.

To further the mission of the IPA, we invite you to partner with us to provide building administrators, schools and children with products, programs and services that enhance the education profession.

Following you will find several opportunities that allow you to experience quality face-to-face time with school administrators as well as receive 24/7/365 exposure to those who make and influence purchasing decisions for schools. You will find a wide variety of offerings to maximize your marketing dollars and gain you yearlong recognition and visibility.

Will you please help us support this important mission? If you have any questions or need more information, please contact us at 217-525-1383. Thank you.

with **IPA**

# ASSOCIATE MEMBERSHIP

We invite you to join the Illinois Principals Association and receive the following benefits:

- Access to over 4200 building administrators in Illinois 24/7/365 with a link from our website to yours.
- Listing in the *IPA Buyer's Guide*, a special pull-out insert in the IPA Newsletter, that lists Associate Members and contact information as recommended service and product providers.
- Listing in the *IPA Annual Report*.
- Opportunity to purchase labels two times per year for your mailings and use of the IPA logo on those mailings. *(Cost is \$.05/label and advance approval of your mailing piece required.)*
- One broadcast e-mail per year to IPA members. *(Your message or ad will be sent for you by an IPA staff person.)*
- You will receive two publications to keep you abreast of issues facing school administrators: *IPA Newsletter (11x per year)* and the *Building Leadership Bulletin (9x per year)*.
- Opportunities to get involved one-on-one with administrators at the local level by attending Region events.
- \$655 savings if you participate in the annual Principals Professional Conference:
  - A \$214 savings (33%) on booth space.
  - Free business card size ad in the Exhibit Program - \$338 est value.
  - A FREE set of conference registrant mailing labels – a \$75 value.
  - Invitation for one person for the Welcome Reception - a \$28 value.
  - 1-month lead time on choice of booth space and sponsorships.
  - Special IPA Member sign on your booth and name badge.
  - Special IPA Member demarcation in the Exhibitor Program.
  - Special listing of IPA Associate Members in the Exhibit Hall.
  - 200 pieces of your promotional material may be put out on the resource Table located near the Conference Registration Desk.

All of this for only ~~\$350!~~ **\$250!**

(This discount applies to enrollments received before 6/30/09. Membership dues are annual. Please complete and return the enclosed Membership Enrollment Form to start receiving your benefits!)

Whether you join IPA or not, following are some additional great opportunities to market to school administrators.

# AWARD SPONSORSHIPS

## IPA Awards for Excellence

The IPA Awards for Excellence are to recognize the outstanding accomplishments of school administrators so they receive the acclaim and recognition they deserve. The sponsorship amount for each award is \$550: a \$500 check is given to the award winner along with a plaque at the annual conference.

### Community Service Award

This award is to recognize an IPA member for his/her outstanding service to the community that reflects positively on the principalship.

### Innovative Education Award

This award is to recognize an IPA member based on his/her development and support of an innovative educational program in their school.

### Friend of Education Award

This award is to recognize an individual, organization, business entity or government agency for their contributions to the field of education, particularly the support of the principalship.

### Partner in Education Award

This award is to recognize an IPA member who displays outstanding efforts in creating partnerships between schools, principals, associations and organizations for the betterment of all.

### Herman Graves Award

Considered the highest honor bestowed by the IPA, this award was established to recognize Mr. Herman Graves for his enthusiasm and outstanding service to the Association. He was known as "Mr. IPA" because he never passed up an opportunity to extol the virtues of the Association, whether he was addressing a new principal, legislator, superintendent or any other individual whom he felt should be informed.

**NOTE: IPA Associate Members receive a 10% discount on these sponsorships**

Partne

# PUBLICATION SPONSORSHIPS

## **PrinciPAL Connection**

This is a weekly electronic publication sent to approximately 4200 IPA members to update them on Association news, announcements, and timely topics of interest to school administrators.

Cost: \$120/issue (includes your logo or organization's name with a link to your website.)

*(A maximum of 4 ads/issue will be accepted; 6 month minimum contract; 10% discount for 12 mo. contract; maximum of 2 different ads may be used during the contracted time.)*

## **Website**

This partnership includes your logo on the IPA website with a link to your website. The IPA website gets approximately 300,000 hits/month.

Costs:  Homepage: \$500/month  Top 10 hit pages: \$350/month  Other pages: \$200/month

*(A maximum of 4 ads per page will be accepted; 6 month minimum contract; 10% discount for 12 mo. contract; maximum of 2 different ads may be used during the contracted time.)*

## **Building Leadership Bulletin**

This is a printed publication on one, specific topic which is mailed each month 9 times/year to our members and is posted in the Members Only section of our webpage for two years.

Cost: \$500/issue (includes your black and white 1.5”h x 3”w ad on the outside back cover mailing panel.)

*(A maximum of 2 ads/issue will be accepted; 3 month minimum contract; 10% discount for 9 mo. contract; same ad for 3 months or 2 different ads allowed for 6 month or more contract.)*

## **Newsletter**

The IPA *Newsletter* is a printed publication containing many different topics and articles. It is mailed monthly 11 times/year to 4200 + IPA members and is posted in the Members Only section of our webpage.

Cost: \$500/issue (includes your 1.5”h x 3”w ad on the back cover mailing panel.)

*(A maximum of 2 ads/issue will be accepted; 3 month minimum contract; 10% discount for 11 mo. contract; same ad for 3 months or 2 different ads allowed for 6 or more month contract.)*

**NOTE: IPA Associate Members receive a 10% discount on these sponsorships**

# EVENT SPONSORSHIPS

## Principals Professional Conference

This annual event takes place in October and attracts approximately 775 building administrators from all over Illinois. It also offers one of the largest educational trade shows in the State.

## Assistant Principals Conference and Deans Day

This annual event takes place in February and attracts approximately 175 assistant principals and deans from all over Illinois.

### **Benefits for being a sponsor at either or both conferences include:**

- Your logo with a link from the IPA website to yours for an entire year (for a \$3000 + contribution, for less than \$3000, you will be listed as a sponsor on the IPA website (no link) for 1 year.)
- Listing about your organization including a description in a special pull-out section of the IPA Newsletter 2 xs per year.
- Recognition in the preview mailing sent to over 8000 school administrators.
- Recognition in the final conference program.
- Sponsor name badge ribbons
- Recognition in the IPA Newsletter distributed to over 4200 IPA members.
- Option to distribute literature at the conference (for a \$1000+ contribution).
- Sign in a prominent location at the conference (for a \$1000+ contribution).
- Recognition from the podium (for \$3000 or more contribution).
- Microphone time during the conference to address all conference attendees (for a \$10,000+ contribution).

Specific conference sponsor opportunities and exhibit information for the Principals Professional Conference will be available in April for Associate Members and May for all others. Check the IPA website ([www.ilprincipals.org](http://www.ilprincipals.org)) or call 217-525-1383 for more information.

## Board of Directors Meetings

The IPA Board of Directors is comprised of 21 State Directors representing regions from all over the State, Committee Chairs, 5 Officers, and Liaisons from other educational state organizations. The 55 person Board meets 4 xs per year to review association operations and set directives and goals. If you sponsor a meal for any or all of these meetings, you will get the opportunity to speak to the group and distribute literature about your organization.

### July Leadership Conference (Location TBD)

- Lunch on Day 1 - \$750
- Reception on Day 1 - \$500
- Dinner on Day 1 - \$1000
- Breakfast on Day 2 - \$500
- Lunch on Day 2 - \$1000

October Board of Directors Box Lunch (Peoria) \$1000

January Board of Directors Lunch (Springfield) \$1000

May Board of Directors Lunch (Springfield) \$1000

**NOTE: IPA Associate Members receive a 10% discount on these sponsorships**

Partner

**Illinois Principals Association**

**2940 Baker Drive**

**Springfield, IL 62703**

**Ph: 217-525-1383**

**Fax: 217-525-7264**

**[www.ilprincipals.org](http://www.ilprincipals.org)**