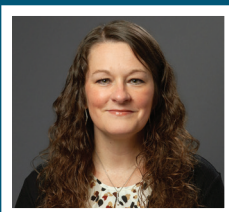


IPA PARTNER GUIDE



school leadership matters

August 2026



Principals
influence
culture, build
and sustain
organizational
systems,
and attract
and retain
high-quality
teachers.



If you share our vision to ensure there are effective, sustained educational leaders in every school community, we welcome you to explore the benefits and opportunities available for you as an IPA partner.

IPA BY THE NUMBERS

7,000⁺
members

8,000⁺
annual event attendees

215,000⁺
annual unique website visitors

500⁺
MSH subscribers

19,700⁺
social media participants

140,000⁺
ELN subscribers

What's in it for you?

(Corporate Member Benefits)

**IPA member
communications**

**Listing in IPA's
online Partner
Directory**

**Digital corporate
partner graphic**

**Access to the
IPA Partner
portal**

**Savings
on Annual
Conference
booth space**

**Priority access
to event booth
space and
partnership
opportunities**

**Recognition
on booth sign
at Annual
Conference**

**Special
recognition
on Annual
Conference
website and app**

In addition to our corporate membership option, IPA facilitates multiple programs and hosts several events, each with their own sponsorship opportunities.

Sponsorship opportunities — IPA resources/programs



Ed Leaders Network Learning Partner

Serves 140,000+ educators and is a collaboration between 16 principal associations in 13 states

\$20,000 (5 available) includes:

- Logo/link on ELN home page
- Logo in weekly emails/marketing/course guides
- 30-second prerecorded ad to be played prior to select live webinars



IPA Connect Principal Community

Daily exposure to IPA members (7,000+)

\$20,000 includes:

- Logo/link included in daily digest emails
- Logo/link on resource webpage

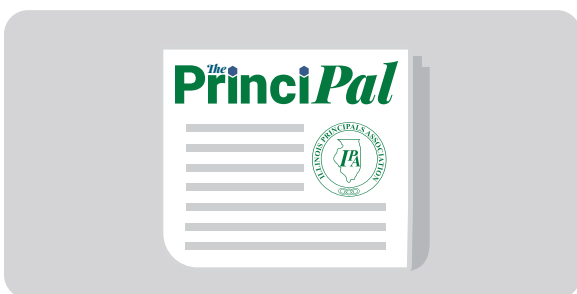


Awards for Excellence

Recognized annually at awards ceremonies

\$15,000 includes:

- Logo/link on awards webpage
- Inclusion in press release
- Opportunity to participate in recognition events, including IPA's Annual Conference



The PrinciPal

Weekly email (sent each Friday) to IPA members (7,000+)

\$15,000 includes:

- Logo/link included in each weekly issue



Professional Learning Partner

Weekly email (sent each Tuesday) and multiple Administrator Academies held each school year.

\$15,000 includes:

- Logo/link included in each weekly issue
- 30-second prerecorded ad to be played prior to each administrator academy

Sponsorship opportunities — IPA resources/programs

MODEL STUDENT HANDBOOK

Model Student Handbook

District level digital subscription (500+ districts)

\$10,000 includes:

- Logo/link on resource webpage



Salary Study

Updated annually (Q1), shared electronically with IPA members (7,000+) and available online

\$10,000 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing



Principal Appreciation Week/Day

Mailed to all public and private school principals

\$10,000 includes:

- Recognition in letter
- Inclusion in statewide press release
- Logo/link on Principal Appreciation webpage



IPA Talk

Recorded weekly and featured in the PrinciPal weekly email, on the IPA website, and the IPA YouTube channel

\$10,000 includes:

- Logo/link incorporated in video, on event webpage
- Logo/link on resource marketing



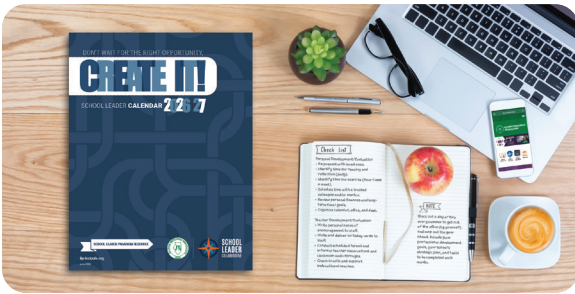
Legislative & Case Law Update

Updated annually (Q4), shared electronically with IPA members (7,000+) and available online

\$7,500 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing

Sponsorship opportunities — IPA resources/programs



School Leader Calendar

Printed annually (Q2) and available online

\$5,000 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing



School Leader Evaluation Plan

Printed annually and available online

\$5,000 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing

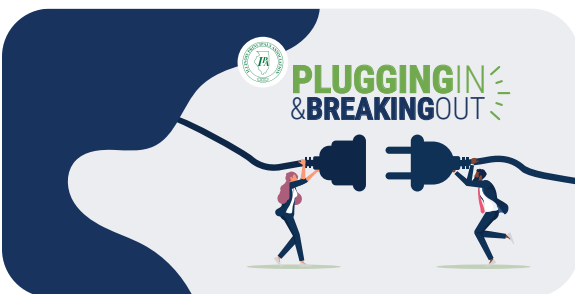


Cycle of Inquiry

Printed annually and available online

\$2,500 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing



Plugging In & Breaking Out

Recorded the first Wednesday each month, (September-May) (averages 100 participants) and featured in the PrinciPal, on the IPA website, and the IPA YouTube channel

\$2,500 includes:

- Logo/link incorporated in video/event webpage/marketing
- Presentation opportunity (10 minutes at session of choice)



School Leader Entry Plan

Printed annually and available online

\$2,500 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing

Sponsorship opportunities — IPA resources/programs



School Leader Hiring Guide

Printed annually and available online

\$2,500 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing

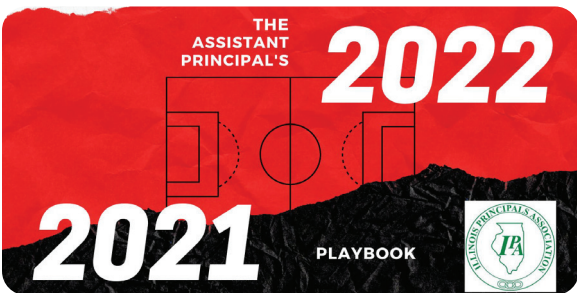


School Leadership That Fits

Available online

\$2,500 includes:

- Full page ad in publication
- Logo/link on resource webpage/marketing



Assistant Principal Playbook

Available online

\$2,500 includes:

- Logo/link on resource webpage/marketing

Sponsorship opportunities — IPA events



AP/Dean Summit North

Held annually in June

100+ attendees (assistant principals and deans)

\$1,000 (multiple available) includes:

- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

\$500 (multiple available) includes:

- Recognition during General Session
- Logo/link on event webpage/marketing



AP/Dean Summit South

Held annually in January

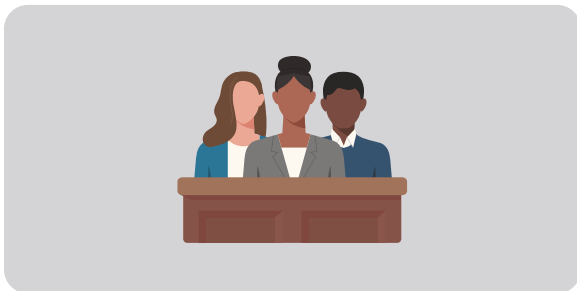
75+ attendees (assistant principals and deans)

\$1,000 (multiple available) includes:

- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

\$500 (multiple available) includes:

- Recognition during General Session
- Logo/link on event webpage/marketing



Board of Director Meetings

- Held quarterly (January, April, July, October)
- 45 members

\$2,500 (4 available) includes:

- 15-minute presentation opportunity
- Distribution of your organization's materials



Launching Excellent Leaders Academy

Academy held annually in July for new Illinois principals, open to 40 in-person participants (virtual option available)

\$1,000 (multiple available) includes:

- Distribution of your organization's materials
- Recognition during General Session
- Logo/link on event webpage/marketing

\$500 (multiple available) includes:

- Recognition during General Session
- Logo/link on event webpage/marketing

Sponsorship opportunities — IPA events



IPA Education Leaders Annual Conference
October 18-20, 2026 — Peoria, IL

Education Leaders Annual Conference

- Held annually in October
- 850+ attendees

\$500 Prize (multiple available) includes:

- Logo on prize sign
- Logo/link on event agenda

\$1,000 Small Group Session (multiple available) includes:

- Logo on sign outside room
- Distribution of your organization's materials
- Logo/link on event agenda

\$1,000 Grand Prize includes:

- Logo on app
- Logo on prize sign
- Logo/link on event agenda

\$1,500 Surveys includes:

- Logo on survey
- Logo/link on event agenda

\$1,500 Elevator Clings includes:

- Logo/link on event agenda

\$2,000 Connect to Win game includes:

- Logo on game and conference app
- Logo/link on event agenda

\$2,500 Centerpieces includes:

- Logo on each table
- Logo/link on event agenda

\$2,500 Coffee Break includes:

- Logo on napkins
- Logo/link on event agenda

\$2,500 Connection Center includes:

- Logo/link on Connection Center signs
- Distribution of your organization's materials
- Logo/link on event agenda

\$5,000 Welcome Reception Beverages includes:

- Logo near each drink station
- Logo/link on event agenda

\$5,000 Mobile App includes:

- Logo on launch screen
- Logo/link on event agenda

\$5,000 Continental Breakfast (2 available) includes:

- Logo on napkins
- Logo/link on event agenda

\$5,000 Swag Bag includes:

- Logo on bag
- Distribution of your organization's materials
- Logo/link on event agenda

\$10,000 Registration badges includes:

- Logo/link on badge
- Logo/link on event agenda

\$15,000 General Session Keynote (2 available) includes:

- Presentation opportunity
- Logo/link on event agenda

\$15,000 Monday Night Reception includes:

- Presentation opportunity
- Logo on napkins
- Logo/link on event agenda and projected on wall during the event

\$15,000 Lunch includes:

- Interaction opportunity with participants
- Logo on napkins
- Logo/link on event agenda

IPA Golf Tournament Sponsorship Opportunities:

- **\$350 closest to pin sponsor** — includes golf for two, recognition in tournament communications, verbal acknowledgement day of tournament
- **\$500+ sponsor** — includes golf for two, recognition in tournament communications, logo on webpage and signage

Sponsorship opportunities — IPA events



Current I-Grow Summit Partners

- Illinois Principals Association (IPA)
- Illinois State Board of Education
- Illinois Education Association
- Illinois Federation of Teachers
- Illinois Elementary School Association
- Illinois Association of Latino Administrators and Superintendents
- Equitable
- Illinois Association of School Administrators

I-Grow Summit

- Held annually in April
- 150+ attendees (educational leaders and teachers of color)

Bridge Builder: \$3,000

- Presentation opportunity (5 minutes)
- Two tickets to attend event
- Exhibit table
- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Visionary: \$2,000

- Two tickets to attend event
- Exhibit table
- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Champion: \$1,000

- One ticket to attend event
- Exhibit table
- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Supporter: \$500

- Recognition during General Session
- Logo/link on event webpage/marketing

Sponsorship opportunities — IPA events



Current WELL Summit Partners

- ED-RED
- Illinois Alliance of Administrators of Special Education (IAASE)
- Illinois Association of Regional Superintendents of Schools (IARSS)
- Illinois Association of School Administrators (IASA)
- Illinois Association of School Boards (IASB)
- Illinois Association of School Business Officials (IASBO)
- Illinois Association of School Personnel Administrators (IASPA)
- Illinois Digital Educators Alliance (IDEA)
- Illinois Early Childhood Professional Learning
- Illinois Elementary School Association (IESA)
- Illinois High School District Organization (IHSDO)
- Illinois Music Education Association (ILMEA)
- Illinois Principals Association (IPA)
- Illinois Resource Center
- Illinois State Board of Education
- Large Unit District Association (LUDA)
- Legislative Education Network of DuPage (LEND)
- South Cook Cooperative Organization for Public Education (SCOPE)

WELL Summit

- Held annually in March
- 18 statewide partners
- 400+ attendees (women at all levels of their educational career)

Diamond: \$5,000

- Presentation opportunity (5 minutes)
- Four tickets to attend event
- Exhibit table
- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Emerald: \$3,000

- Two tickets to attend event
- Exhibit table
- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Sapphire: \$1,500

- Exhibit table
- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Citrine: \$1,000

- Recognition during General Session
- Distribution of your organization's materials
- Logo/link on event webpage/marketing

Friend: \$500

- Recognition during General Session
- Logo/link on event webpage/marketing

Once your contributions reach a certain amount, you'll receive additional benefits as noted below.

	MEMBER	BRONZE	SILVER	GOLD	PLATINUM
GENERAL BENEFITS	\$250	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$14,999	\$15,000+
Corporate Membership	✓	✓	✓	✓	✓
Member communications	✓	✓	✓	✓	✓
Listing and link in online Partner Directory	✓	✓	✓	✓	✓
Acknowledgement and link in PrinciPal at time of new or renewed membership	✓	✓	✓	✓	✓
Corporate partner graphic for use in emails and other digital communications	✓	✓	✓	✓	✓
Access to the IPA Partner portal to update information, track benefits, and connect with members through the IPA member directory	✓	✓	✓	✓	✓
Listing on IPA homepage		✓	✓	✓	✓
Recognition (quarterly) in the PrinciPal, a weekly email sent to IPA members (7,000+)			✓	✓	✓
Recognition on social media				✓	✓
Letter of support from IPA Executive Director on IPA letterhead for company representative use					✓
Opportunities to connect with IPA Region Leadership					✓

ANNUAL CONFERENCE BENEFITS	MEMBER	BRONZE	SILVER	GOLD	PLATINUM
Savings on and priority access to Annual Conference booth space	✓	✓	✓	✓	✓
Priority access to sponsorship opportunities	✓	✓	✓	✓	✓
IPA Corporate Member and Partner Category sign on Annual Conference booth	✓	✓	✓	✓	✓
Preferred booth placement for enhanced visibility with conference attendees		✓	✓	✓	✓
Listing on Annual Conference signage, website and mobile app		✓	✓	✓	✓
Recognition during Annual Conference General Session			✓	✓	✓
Complimentary booth at Annual Conference				✓	✓

For more information, please contact:

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