

Illinois Principals Association

PARTNER

PROSPECTUS



WWW.ILPRINCIPALS.ORG

Your Partnership Matters



Experience and research have taught us that School Leaders Matter. After teachers, principals have the most significant impact on student performance. Specifically, principals influence culture, build and sustain organizational systems, and attract and retain high-quality teachers. However, only 1-in-4 principals stay in a leadership position in the same building more than 5 years, which negatively effects student and adult performance.

To combat our schools' leadership churn, the IPA has focused its efforts on our vision of **ensuring effective, sustained educational leaders in every school community**. And, we need your help.

In the pages that follow, you will find the vast benefits and opportunities available for you to partner with the IPA. Not only will the resources you provide allow for us to help school leaders get better faster and stay in positions longer, but you will also gain 24/7/365 exposure to those who make and influence purchasing decisions in our state's schools. Further, you will find a wide variety of offerings to maximize your marketing dollars that gain you yearlong recognition and visibility.

Please consider partnering with the IPA today. It matters as we work together to combat the leadership churn in our schools.

A handwritten signature in black ink that reads "Jason E. Leahy". The signature is fluid and cursive, with a large loop at the end.

Jason Leahy
Executive Director
Illinois Principals Association

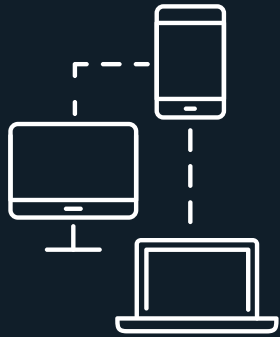
5,700



highly engaged members

750

annual conference attendees



13,000

monthly website visitors

3,500

Model Student Handbook Users

4,500

workshop attendees annually

87,000



Ed Leaders Network Subscribers

INFO

BENEFITS

FRIEND

SILVER

BRONZE

GOLD

PLATINUM

Corporate Partner Support



Contact Pam Burdine, IPA Conference Coordinator & Corporate Relations Support Specialist, at pam@ilprincipals.org or 217-525-1383. Pam can answer any questions about corporate membership, sponsorship benefits and opportunities.

INFO

BENEFITS

FRIEND

Corporate Membership

IPA Corporate Members are a critical part of our Association community. **IPA Corporate Membership is included at every sponsorship level**, or your organization can join for an annual dues rate of \$250. Benefits of Corporate Membership include:

BRONZE

SILVER

GOLD

PLATINUM

Receive IPA member communications	✓
Company listing and link in the IPA's online Corporate Partner Directory	✓
Recognition in a weekly email, PrinciPal, that goes out to over 5000 IPA members	✓
Recognition on social media as Corporate Partner	✓
Corporate Partner image to use in emails and other digital communication	✓
Member mailing labels available once a year upon request	✓
Savings on Annual Conference Booth Space	✓
1-month lead time on choice of booth space and sponsorships	✓
Special IPA Corporate Member sign on your booth and name badge	✓
Special IPA Member demarcation in the Annual Conference Program	✓
Opportunity to place promotional material on Annual Conference resource table	✓

Corporate Sponsorship

Corporate sponsorships allow for the purchase of a specific package of benefits that serve to get your brand out in front of principals. Sponsors benefit from the exposure, and IPA members and programs benefit from the financial support. Please explore the benefits and many opportunities for IPA sponsors in this prospectus.

Corporate Sponsor Benefits

	Friend \$1,000 - \$2,499	Bronze \$2,500 - \$4,999	Silver \$5,000 - \$9,999	Gold \$10,000 - \$14,999	Platinum \$15,000+
Corporate Membership	✓	✓	✓	✓	✓
Receive IPA member communications	✓	✓	✓	✓	✓
Company listing and link in the IPA online Corporate Partner Directory	✓	✓	✓	✓	✓
Recognition IPA's weekly email, the PrinciPal, that goes out to over 5000 IPA members	✓	✓	✓	✓	✓
Recognition on social media as Corporate Partner	✓	✓	✓	✓	✓
Corporate Partner image to use in email and other digital communication	✓	✓	✓	✓	✓
Member mailing labels available once a year upon request	✓	✓	✓	✓	✓
Savings on Annual Conference booth space	✓	✓	✓	✓	✓
1-month lead time on choice of booth space and sponsorships	✓	✓	✓	✓	✓
Special IPA Corporate Member sign on your booth and name badge	✓	✓	✓	✓	✓
Special IPA Member demarcation in the Annual Conference program	✓	✓	✓	✓	✓
Opportunity to place promotional material on Annual Conference resource table	✓	✓	✓	✓	✓
Listing on IPA website banner	✓	✓	✓	✓	✓
Listing in the IPA Annual Report	✓	✓	✓	✓	✓
Listing on the Annual Conference website & app	✗	✓	✓	✓	✓
Listing on Annual Conference signs	✗	✓	✓	✓	✓
Recognition during an Annual Conference General Session	✗	✓	✓	✓	✓
Advertisement in the printed Annual Conference agenda (registration deadline of July 31)	✗	✗	✓	✓	✓
Rotating banner ad on the Annual Conference mobile app	✗	✗	✓	✓	✓
Recognition in an edition of the monthly Corporate Member Spotlight sent to IPA Members	✗	✗	✓	✓	✓
Free 10 x 10 booth at the Annual Conference	✗	✗	✗	✓	✓
Opportunity to attend the Welcome Reception at the Annual Conference to greet attendees (2 reps from your organization)	✗	✗	✗	✓	✓
Meet with IPA Region Directors & Membership Chairs during annual training	✗	✗	✗	✓	✓
IPA website banner with logo	✗	✗	✗	✗	✓
Meet with IPA Board of Directors during a quarterly Board Meeting	✗	✗	✗	✗	✓
Letter of support from IPA Executive Director on IPA letterhead for company representative use	✗	✗	✗	✗	✓
Opportunities to connect company representatives with IPA Region Leadership	✗	✗	✗	✗	✓

INFO

BENEFITS

FRIEND

SILVER

BRONZE

GOLD

PLATINUM

SPONSORSHIP OPPORTUNITIES

INFO

Friend | \$1,000 - \$2,499

BENEFITS

Annual Conference 5K Fun Run/Walk

\$1,000

5K fun run/walk that will be held on Sunday, October 20, 2019 at 10:00 a.m., with sign-in at 9:30 a.m. As the sponsor, you will receive the following benefits: logo on t-shirt sleeve; signs at the run/walk, including the start and finish line. You will also be listed as the 5K Fun Run/Walk sponsor in the conference agenda.

FRIEND

Annual Conference Masseur in MarketPlace

\$1,000

Pamper attendees by having a masseuse in your booth. The sponsor of this will receive a specific booth location to allow room for the masseuse. This is a hit with attendees! As the sponsor, you will receive the following benefits: Priority booth placement. You will also be listed as the conference masseuse sponsor in the conference agenda.

BRONZE

Annual Conference Small Group Session Room

\$1,000 per room | 8 available

Take advantage of the opportunity to sponsor a Small Group Session Breakout Room for the conference. The Small Group Sessions are the heart of the conference, so what better way to get your company some recognition as a room sponsor. As the sponsor, you will receive the following benefits: Sponsor logo on session sign outside of room; your literature available in room for attendees; and you will be listed as a small group session room sponsor in the conference agenda.

SILVER

GOLD

Annual Conference Surveys

\$1,500

Session surveys are a requirement for any conference attendee desiring professional development hours for attending the conference, sponsoring the surveys is a great way to get your name in front of Illinois' education leaders. As the sponsor, you will receive the following benefits: Your logo on each session survey; and you will be listed as the conference surveys sponsor in the conference agenda.

PLATINUM

Annual Conference Connect to Win Game

\$1,500

Conference attendees will have an opportunity to play "Connect to Win" on the conference mobile app, earning points for visiting exhibitors and sponsors; tweeting; and other tasks at the conference. As the sponsor, you will receive the following benefits: your logo incorporated into the conference mobile app game; and you will be listed as the conference connect to win sponsor in the conference agenda.

Annual Conference Centerpieces

\$1,500

We always like to make the MarketPlace look nice and a personal touch is the centerpiece that we use on the lunch tables in the MarketPlace. This is a great way to get your company logo out there! As a sponsor, you will receive the following benefits: Your logo incorporated into the decoration (as determined by IPA); and you will be listed as the centerpiece sponsor in the conference agenda.

Annual Conference Elevator Clings

\$1,500

There will be elevator clings at the hotels and Peoria Civic Center highlighting the theme and special details. Clings are highly visible and will be up for the duration of the conference. As the sponsor, you will receive the following benefits: Logo included on elevator cling; and you will be listed as the elevator clings sponsor in the conference agenda.

WELL Summit - Sapphire Level

\$1,500 | Multiple Available

The purpose of this event to empower, connect, inspire, support, celebrate and develop women in educational leadership. Sponsor benefits include: Company Logo on WELL Summit website and printed materials; name on conference sign; name on attendee tables.

INFO

BENEFITS

FRIEND

BRONZE

SILVER

GOLD

PLATINUM



Horace Mann's mission aligns very closely with that of the IPA. We both serve educators with passion and purpose.

John Murphy | The Horace Mann Companies



Bronze | \$2,500 - \$4,999

INFO

Annual Conference Coffee Break

\$2,500 | 3 available

Food is the fuel that keeps attendees moving! We offer 3 different breaks with snacks and beverages. Breaks take place Monday morning, Monday afternoon, and Tuesday morning. As the sponsor of one of the breaks, you will receive your logo on napkins during the break you sponsor (provided by IPA). You will be listed as a coffee break sponsor in the conference agenda.

BENEFITS

Annual Conference Registration Badges

\$2,500

Annual conference attendees are all given a badge and lanyard to wear for the event. As the sponsor of this, IPA will put your logo on the lanyard for the name badge.

FRIEND

Annual Conference Connection Center

\$2,500

The Connection Center is a comfortable place for networking and idea exchange as well as a chance to reflect on conference events and sessions. A phone charging station will be available here as well, drawing participants throughout the day. The Connection Center is in the MarketPlace on Monday. As the sponsor, you will receive the following benefits: Logo included on Connection Center signs; your literature available in the Connection Center for conference attendees; and you will be listed as the Connection Center sponsor in the conference agenda.

BRONZE

SILVER

Annual Conference Innovation Playground

\$2,500 | 4 Available

The Innovation Playgrounds offer the chance for schools to showcase their innovative student programs. Conference participants have an opportunity to interact with students and not only learn about the innovative learning taking place in their schools, but consider how such programs may be a fit in leaders' own schools and districts. As the sponsor, you will have a sign place at an Innovation Playground featuring your name and logo; and you will be listed as an Innovation Playground sponsor in the conference agenda.

GOLD

Legal & Legislative Update

\$2,500

This annual printed publication provides IPA's over 5000 members all relevant changes to state, federal and case laws that will affect a school's day-to-day operations. This sponsorship includes a full-page ad in the publication.

PLATINUM

School Leader Network

\$2,500 | 4 available

The IPA has three tiers of School Leader Networks. The networks are designed to provide school leaders at different stages of their careers with the mindset, tools, encouragement, and community of peers necessary to succeed as an educational leader. The sponsorship includes the opportunity for you to present to participants for 15 minutes, distribute your organization's materials, place your company's logo with a link back to your company's website on the individual networks' webpages, and place your company's logo on the School Leader Networks marketing materials.

Board of Director Meeting Sponsor

\$2,500 | 4 available

IPA Board Meetings are held quarterly - January, April, July & October. This sponsorship is to provide lunch for the 45-member board with the opportunity to present to them for 15 minutes and distribute your organization's materials.

Assistant Principal/Dean Summit

\$2,500 | 2 per summit available

Assistant Principals and Deans play a unique and critical role in leading our schools. In order to meet the professional learning needs of these critical leaders, the IPA hosts two Assistant Principal/Dean Summits, one in January in southern Illinois and the other in June in Northern Illinois. The sponsorship includes the opportunity for you to present to participants for 15 minutes, distribute your organization's materials, and place your company's logo with a link back to your company's website on the IPA summit web page, and place your company's logo on summit marketing material.

WELL Summit - Emerald Level

\$3,000 | Multiple Available

The purpose of this event to empower, connect, inspire, support, celebrate and develop women in educational leadership. Sponsor benefits include: Company Logo on WELL Summit website and printed materials; name on conference sign; name on attendee tables; recognition during a General Session; opportunity to attend sponsored event (2 reps from your organization) to greet attendees.

Annual Conference Shirts

\$3,500

The first 200 Conference Attendees to register for the event will receive a limited edition polo with the IPA Logo. As a sponsor, your logo will be incorporated on the sleeve of the polo shirt, and you will be listed as the polo shirt sponsor in the conference agenda.



We started with IPA many years ago and that partnership has become paramount to our success. IPA is a strong and professional association who makes us feel like family!

Dorothy Walton | Association Member Benefits Advisors



INFO

BENEFITS

FRIEND

BRONZE

SILVER

GOLD

PLATINUM

Silver | \$5,000 - \$9,999

INFO

Annual Conference Welcome Reception Beverages

\$5,000

The Welcome Reception is held on Sunday night and is the kickoff to the conference. As the sponsor you will get to place your signs at the ever-busy drink stations. You will also be listed as the welcome reception beverage sponsor in the conference agenda.

BENEFITS

Annual Conference Mobile App

\$5,000

The mobile conference app is now a requirement for any attendees who want to earn professional development hours. Sponsor the app and your logo will appear on the launch screen anytime the app is started. You will also be listed as the mobile app sponsor in the conference agenda.

FRIEND

Annual Conference Continental Breakfast

\$5,000 | 2 available

Help attendees start their day off right! IPA offers breakfast on both Monday and Tuesday mornings. As the sponsor of one of the breakfasts, you will get your logo on napkins at the breakfast (provided by IPA). You will also be listed as a breakfast sponsor in the conference agenda.

BRONZE

SILVER

Annual Conference Spiral-Bound Agenda Book

\$5,000

Every attendee will be given a spiral-bound conference agenda. Not only does the agenda contain information about the small group sessions, it has vital details about lodging, eating and other items attendees must know. As the sponsor, you will receive a full-page advertisement in printed agenda, either in the front or on the back cover, your choice.

GOLD

Salary Study

\$5,000

The IPA annually surveys and studies the salaries and benefits of educational leaders throughout Illinois. Data is collected every fall and a physical research report is provided to the over 5000 IPA members every spring. This sponsorship includes a full-page ad in the research report; your logo and relevant company information on the salary study page of the IPA website with a link to your website; and your logo with a link to your website on the online survey.

PLATINUM

WELL Summit - Diamond Level

\$5,000 | Multiple Available

The purpose of this event is to empower, connect, inspire, support, celebrate and develop women in educational leadership. Sponsor benefits include: Company Logo on WELL Summit website and printed materials; name on conference sign; name on attendee tables; recognition during a General Session; opportunity to attend sponsored event (2 reps from your organization) to greet attendees; speak to the audience during a General Session

Principal's Calendar

\$5,000

The Principal's Calendar is intended to help school leaders stay focused, organized, and growing. The Principal's Calendar provides monthly lists of important responsibilities and legal requirements. In addition, it offers dates to remember (some just for fun) as well as critical professional development opportunities and resources. The sponsorship includes your company's logo placed on the front page of the calendar, a link back to your company on the calendar website, and reference to your company in all calendar marketing and communication.

INFO

BENEFITS

FRIEND

BRONZE

SILVER

GOLD

PLATINUM



We see huge returns in our investment each year by developing new relationships while connecting with old friends. Participating in IPA leadership events help us understand goals and challenges educators face every day and how we can better partner with them into the future.

Dave Hall | Lifetouch



Gold | \$10,000 - \$14,999

INFO

Annual Conference General Session Keynote

\$10,000 | 2 available

The General Sessions are your chance to speak directly to all conference attendees. You will get to introduce yourself and your organization before introducing the session's speaker. You will also be listed as a general session keynote sponsor in the conference agenda.

BENEFITS

Annual Conference Monday Night Reception

\$10,000

After a full day of learning at the IPA's Annual Conference, attendees are invited to relax and network with each other at a Monday night reception. A representative from your organization will be able to give a brief introduction at the event. In addition to the sponsor benefits listed, your logo will appear on cocktail napkins at the event and your logo projected on the wall when possible.

FRIEND

Annual Conference Attendee Mementos

\$10,000

All conference attendees are given a copy of a book written by one of the keynote speakers at the conference. As the sponsor, you will be allowed to have a bookmark included with the book, in addition to all other sponsor benefits.

BRONZE

SILVER

The PrinciPal

\$10,000

The PrinciPal is a weekly email to IPA's 5000+ members that provides updates on timely educational topics. As a sponsor of the PrinciPal, your logo with a link to your website will be included in the email each week.

GOLD

Online Model Student Handbook

\$10,000

The IPA's Online Model Student Handbook is one of the Association's most popular services. It provides building leaders student handbook policies aligned to state and federal law as well as model school board policy developed by the Illinois Association of School Boards. It is updated every three months. With this sponsorship, your company's logo will be placed on each page of the Model Student Handbook website with a link back to your company's website. Additionally, your company's logo will be included on all promotional material.

PLATINUM

Principal Appreciation Day

\$10,000

This state-endorsed celebration held every October honors the work and commitment of principals, assistant principals and deans in schools throughout Illinois. A mailing including a letter of appreciation with a copy of the governor's proclamation is mailed to all administrators in Illinois. This sponsorship includes recognition of your organization in the letter; your organization's name included in a state-wide press release; and your organization's logo linked back to your website on the IPA's Principal Appreciation Day web page.

Platinum | \$15,000+

Annual Conference Welcome Reception

\$15,000

IPA Annual Conference holds a Welcome Reception on Sunday evening for all attendees coming to conference. This event also recognizes the Past Presidents of the Illinois Principals Association. A representative from your organization will be able to give a brief introduction at the event. In addition to the sponsor benefits listed, your logo will appear on cocktail napkins at the event and your logo projected on the wall when possible.

Annual Conference Lunch

\$15,000

The MarketPlace on Monday lunch will be the hub for all conference attendees. As the sponsor of this lunch you will have your logo on the meal napkins during Monday's lunch (provided by IPA). You will also be able to have two company representatives in attendance to greet attendees at lunch and be listed as the Monday lunch sponsor in the conference agenda.

Awards for Excellence Program

\$15,000

Excellence deserves recognition! The Awards for Excellence program does just that by recognizing the outstanding accomplishments of school leaders so they receive the acclaim they deserve. State winners are selected by an Awards Committee made up of past IPA presidents. State winners are recognized annually at awards ceremonies held in conjunction with the Annual Conference every October. The sponsorship includes your company's logo and a link to your company's website on the Awards for Excellence web pages, inclusion of your company's name on award winner press releases, the opportunity for you to recognize award winners at their schools, and the opportunity for you to recognize winners during the IPA's Annual Conference.

IPA Connect Principal Community

\$20,000

The IPA Connect Principal Community is the IPA's dynamic discussion forum that provides IPA Members a platform to communicate with colleagues regarding best practices, advice, and education related trends. When sponsoring the IPA Connect Principal Community, your logo (linked back to the company's webpage) is placed on each message sent through the IPA Connect Principal Community e-discussion group touching thousands of educational leaders daily. Your logo will also be placed on the IPA Connect homepage.

Ed Leaders Network Learning Partner

\$20,000 | 5 available

The Ed Leaders Network (ELN), the nation's premiere digital professional learning community, serving close to 100,000 educators with high quality, on-demand professional learning. ELN is developed and delivered through a collaborative effort between 15 principals associations in 12 states including: IL (IPA), IN (IASP), KY (KAESP); MI (MEMSPA/MASSP), MN (MESPA/MASSP), MO (MAESP/MASSP), NH (NHSP), OH (OASSA), PA (PPA), VT (VPA), WA (AWSP), and WI (AWSA). This sponsorship includes your logo on the ELN partner page of the ELN website with a link to your website; your logo and link to your website in all ELN Connect weekly emails to ELN members; your logo on all ELN marketing materials; and your logo on all ELN course guides.

INFO

BENEFITS

FRIEND

BRONZE

SILVER

GOLD

PLATINUM

Thanks to our current sponsors

Platinum | \$15,000+

Association Member Benefits Advisors
ECRA Group
Horace Mann

Illinois Principals Foundation
Lifetouch
Southern Illinois University - Carbondale

Gold | \$10,000 - \$14,999

Club's Choice Fundraising
FranklinCovey

Rise and Shine Illinois

Silver | \$5,000 - \$9,999

College Board
Crayola
Flippen Group
IESA

IHSA
Stifel, Nicolaus & Co.
Virco

Bronze | \$2,500 - \$4,999

AXA Advisors, LLC
Big Deal Media

Meemic Insurance Company

Friend | \$1,000 - \$2,499

AdvancED & Measured Progress
Barnes and Noble
Discovery
Easterseals
Embrace Education
Engler Callaway Baasten & Sruga, LLC
GRP

HUMANeX VENTURES
IAASE
IASBO
Jostens
Sangamon County Health Department
Springfield Clinic

CORPORATE SPONSOR REGISTRATION FORM

STEP 1

Organization Name: _____ Website: _____

Primary Contact Name: _____

Primary Contact Email: _____ Primary Contact Phone: _____

Organization Address: _____

City: _____ State: _____ Zip Code: _____

Please provide a short description of your organization and/or products that IPA can display on its website in the corporate partner directory:

Sponsorship Opportunity Requested (*skip if only purchasing corporate membership*):

Name: _____ Cost: _____

Name: _____ Cost: _____

Corporate Membership (price included in **ALL** sponsorship opportunities, otherwise \$250): _____

STEP 2 (skip to step 3 if sponsorship opportunity is **NOT** Annual Conference related)

Booth Fee 10 x 10 (Gold and Platinum sponsors receive booth for free): Member rate: _____ \$489

Conference Attendee List: _____ Included For All Members And Sponsors

Booth Preference (top 3 booth locations, see MarketPlace map): 1: _____ 2: _____ 3: _____

Organizations you would prefer NOT to be adjacent to: 1: _____ 2: _____ 3: _____

STEP 3 (please circle the categories that best fit your organization)

Alarm and Security Systems

Apparel

Associations & Government

Athletic Equipment

Attendance Programs

Audio/Visual

Awards

Calendars/Datebooks

Computers & Software

Curriculum

Financial Consulting/Investments

Fundraising

Furniture

Graduation Projects/Class Rings/

Yearbooks

Gym & Playground Equipment

Insurance

Office Machines & School Supplies

Photography

Professional Development

Publishers & Text Books

Signs/Posters

Teaching Aids/Materials

Testing/Assessments

Other _____

PAYMENT INFORMATION REQUIRED TO PROCESS REGISTRATION FORM:

TOTAL FROM STEPS 1 and 2

Check # _____ (Please include a copy of completed form with your check made payable to Illinois Principals Association)

Purchase Order # _____

Visa MasterCard Discover American Express

Credit Card # _____ Exp. _____

Billing Address: _____

Signature: _____