



# ASCD Leadership Summit

## GROWING TOGETHER

October 12-15, 2023  
Grapevine, TX

# PARTNERSHIP OPPORTUNITIES

## WHY PARTNER WITH ASCD?

At the Leadership Summit attendees can reconnect in-person and gain the leadership skills needed to inspire and motivate their school community. Together superintendents, principals and administrators will learn from leaders in the field, explore best practices and think creatively alongside other passionate practitioners. Step into an enriching journey of collective growth and development at the Leadership Summit.

## PARTNER PACKAGES (BUNDLE AND SAVE)

The ASCD Leadership Summit will allow for networking and promotion of your organization to all ASCD attendees. These bundles let you reach the superintendents, principals, and administrators before they arrive, right at registration and during the event. It's the marketing trifecta to support tabletop traffic and brand messaging!

### Associate Partner / \$2,000

- One (1) 6-8" tabletop with two (2) chairs
- One (1) electrical outlet
- Two (2) full conference badges
- Recognition on ASCD website and mobile app

### Platinum Partner / \$3,000

- One (1) 6-8" tabletop with two (2) chairs
- One (1) electrical outlet
- Two (2) full conference badges
- One (1) mobile app ad
- Recognition on ASCD website and mobile app

### Premium Partner / \$4,000

- One (1) 6-8" tabletop with two (2) chairs (premium table placement)
- One (1) electrical outlet
- Two (2) full conference badges
- One (1) tote bag insert
- Two (2) Social Media Posts from ASCD
- Recognition on ASCD website and mobile app
- Only 4 opportunities available

## THOUGHT LEADER PARTNERSHIPS

### Sponsored Session / \$5,000

Connect with conference attendees by hosting a 60-minute industry thought leadership innovation session. Your marketing presentation will be included in the ASCD conference schedule which will include your session description.

#### Friday and Saturday Sessions

- 10:00 – 11:00am
- 11:30 – 12:30pm
- 1:00 – 2:00pm
- 2:30 – 3:30pm

#### Benefits include:

- One (1) Sponsored Session on Friday or Saturday of Leadership Summit
- One (1) mobile app ad
- One (1) push notification
- Pre-conference eblast from ASCD promoting all Sponsored Sessions

### Turbo Talks / \$5,000

Sponsor one of the most popular stops at ASCD! Attendees stop by for brief, fun, entertaining and educational presentations! Reach attendees through a table next to the Turbo Talks! Includes one double sided meter board signage and ability to introduce the start of Turbo Talks at Leadership Summit.

### Mini Table Meet Ups / \$4,000

Throughout Leadership Summit ASCD will have a meet up space for attendees to gather and converse, to listen to other points of view and find possible answers to issues that all school leaders must deal with. ASCD will have 12 tables that seat 10-12 attendees each to discuss current issues that school leaders are facing. Sponsor this special area and have your own table where you can provide information on your company. Includes signage.



## TECHNOLOGY PARTNERSHIPS

### Mobile App / \$4,000

As the exclusive sponsor of the mobile app, your company information will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens. 1 mobile app banner ad included.

### Mobile App Ad / \$1,500

Put your company message in a banner ad at the top of the M&M conference mobile app screen. Your banner ad can link your URL or a special message for M&M attendees. Ads rotate at the top of the app dashboard page. A limited quantity of ads will be available.

### Sponsored Email Message / \$3,500

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Sponsor must provide HTML copy. All copy must be approved by ASCD. All emails are sent through ASCD, no direct access to attendee emails is available. *2 available.*

### Know Before You Go Email / \$2,500

An exclusive opportunity to reach attendees with your Banner Ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the online virtual conference. Your message can reach all registered attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.



## RESOURCE PARTNERSHIPS

### Tote Bags / \$5,000

*Exclusive.* Each attendee will receive a tote bag with your company's logo on it, filled with registration material. This bag will be used throughout the conference to gather information from the exhibit floor and long after the conference has concluded. Benefits include your company logo imprinted on attendee bags and one complimentary tote bag insert.

### Lanyards / \$4,000

*Exclusive.* Provided to every attendee at registration, the lanyards ensure your company maximum visibility to meeting attendees. Your logo will appear alongside the ASCD logo on all lanyards.

### Tote Bag Insert / \$1,500

Take advantage of a great way to drive attendees to your tabletop. Purchase a registration insert letting attendees know where to find you and how they can receive an extra conference perk.

### Additional Digital and Print Graphics / Pricing Varies

Gaylord Convention Center offers additional digital and print branding throughout the ASCD Leadership Summit space. Please contact Mary Michalik at [Mary@CorcExpo.com](mailto:Mary@CorcExpo.com) for branding locations and pricing.

## CONTACT INFORMATION

Contact our team members for more information about sponsorships and exhibit opportunities at the 2023 ASCD Leadership Summit.

### MATT MCLAUGHLIN

Sponsorship Sales

**PHONE:** 1-312-265-9655

**EMAIL:** [Matt@CorcExpo.com](mailto:Matt@CorcExpo.com)

### MARY MICHALIK

Sponsorship Director

**PHONE:** 1-312-265-9650

**EMAIL:** [Mary@CorcExpo.com](mailto:Mary@CorcExpo.com)



ASCD Leadership Summit Partnerships  
October 12-15, 2023

Gaylord Texan Resort, Grapevine, Texas

**INSTRUCTIONS:** Complete all sections of application. Save a copy of this application for your files. Review Partnerships and Benefits to confirm they are as discussed with your sales manager then review payment terms and conditions. Please sign and return this application to Mary Michalik, [Mary@corcexpo.com](mailto:Mary@corcexpo.com) or Matt McLaughlin, [Matt@corcexpo.com](mailto:Matt@corcexpo.com). Upon receipt of application and full payment, Sponsorship Management will send confirmation email.

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**Please Select from Options Below:**

**PARTNER PACKAGES**

!! Associate Partner \$2,000  
!! Platinum Partner \$3,000  
!! Premium Partner \$4,000

**RESOURCE PARTNERSHIPS**

!! Tote Bags \$5,000  
! " Lanyards \$4,000  
! " Registration Tote Insert \$1,500

**TECHNOLOGY PARTNERSHIPS**

!!! Mobile App \$4,000  
!!! Sponsored Email Messaging \$3,500  
!!! Know Before You Go Email \$2,500  
!!! Mobile App Banner Ad \$1,500

**THOUGHT LEADER PARTNER**

! ! " Sponsored Session \$5,000  
! ! " Turbo Talks \$5,000

**METHOD OF PAYMENT ASCD Federal Tax ID #52-6078980**

! Please Invoice In the amount of \$ \_\_\_\_\_  
! Check Make check payable to ASCD and send to PO Box 824966, LaGrange, IL 60525  
! Credit Card Please use our secure payment website for credit card payments:  
<http://www.corcexpo.com/ascd-payment>

The amount identified above is the sum your Company is contractually committed to pay. All monies owed ASCD must be paid upon receipt of an invoice. Payment may be made by credit card or check. All checks returned to ASCD unpaid for any reason must be made good by certified check for the original amount plus all fees.

A Company in good standing with ASCD is one that meets the following criteria:

- Company has neither defaulted nor breached any previous agreements with ASCD and does not have any unresolved accounting issues with ASCD.
- Company does not have unpaid invoices aged beyond 90 days from date of invoice.
- Company has fully complied with ASCD's advertising policy.

**Payment and Open Invoices Aged Beyond 90 Days**

ASCD requests prompt payment of all invoices, as the success of our meetings is dependent upon the receipt of committed funds. As ASCD’s budgeting and its contractual commitments are based upon committed sponsorship dollars, no refunds, reductions in committed amounts, or “carry overs” (to future events) will be available for any reason. In the event of any uncured breach or default by Company of the Good Standing Policy or any other agreement Company has with ASCD, ASCD may in its sole discretion apply any payments made by Company to ASCD under this or any other agreement it has with ASCD.

**Agreement**

This document constitutes the entire agreement between the parties regardless of prior negotiations and/or understandings and is binding upon confirmed receipt by an authorized ASCD staff representative regardless of any written or oral representation of any agent, Board member, officer, or other employee of ASCD. This Agreement may be amended or supplemented by a written document referencing this Agreement and signed by both parties.

In the case of any act or cause outside the control of ASCD, including, but not limited to, acts of war, terrorism, fire, strike, natural disaster, or other emergency, that makes the holding of the event impossible, impractical or inadvisable (including an event curtailing the travel of 25% or more the anticipated attendees), ASCD may retain such part of the sponsor’s fees as shall be required to recompense ASCD for its expenses and obligations related to the event. In the alternative, ASCD may credit sponsor an amount, determined solely in ASCD’s discretion, for a future event. Notwithstanding the foregoing, ASCD shall attempt to maximize its resources to avoid such liabilities.

Sponsor acknowledges that its participation at the event is at the sole business discretion of ASCD. Sponsor agrees that it will not directly or indirectly, expressly or implicitly, solicit, recruit or otherwise promote any product, service or organization that is any way competitive with ASCD without the advanced written consent of ASCD.

Sponsor acknowledges that ASCD Events and all Sponsorship opportunities, and all related activities, events and their component parts occurring during the dates identified above are conducted and controlled exclusively by and for ASCD. Sponsor recognizes that the Sponsorship opportunity granted hereunder is non-transferable, nor can it be assigned, subdivided, bifurcated, or parceled out in any manner, either with or without compensation, by Sponsor. Only ASCD recognized Sponsors may receive recognition, in any form or fashion, by ASCD, as determined by ASCD in its sole discretion. Failure to abide by this provision constitutes a material breach of this Agreement. In such a case, ASCD, at its sole discretion, shall be released from any and all obligations to Sponsor hereunder, and shall retain all amounts paid by Sponsor.

Sponsor agrees to indemnify and hold ASCD harmless from any and all claims and/or liabilities, including reasonable attorneys’ fees, resulting from any errors, acts, omissions, or negligence of Sponsor, its officers, directors, agents and employees, in connection with the event.

Sponsor hereby agrees to sponsor the item(s) identified above for which it has been invoiced by ASCD for Event(s) specified above and fully understands that by signing below, this form shall become a binding contract subject to the Sponsorship Terms and Conditions, as outlined in the materials and those established by ASCD.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Sponsor)

Name: \_\_\_\_\_ Title: \_\_\_\_\_