



# CALIFORNIA CHARTER SCHOOLS CONFERENCE

MARCH 13-16  
2023

SACRAMENTO, CA  
CONVENTION CENTER



## CONFERENCE SPONSORSHIP LEADERSHIP. LOYALTY. LOCATION. LEADS.

Ensure your company is in front of decision-making attendees.  
Distinguish yourself as an important contributor to the charter school  
movement and stand out from your competitors as leaders in your field.

### CONTACT US

Exhibit Management  
800.280.6218

[sponsorships@ccsa.org](mailto:sponsorships@ccsa.org)  
[charterconference.org/sponsorship](http://charterconference.org/sponsorship)



# TOP TIER “CHOOSE-YOUR-OWN” SPONSORSHIPS



We want YOU to be able to pick the benefits and entitlements that best fit your marketing goals and budget. Sponsorship at these levels truly is a **partnership** — as you come alongside CCSA to further the charter school movement in California and beyond. The number of benefits that you can choose is based upon your partnership level. The higher your level of partnership, the more entitlements you can choose. There are a number new opportunities this year — check them out and build the perfect sponsorship package for your company.

## TIER 1 PARTNER - \$32,000

Our Tier 1 partners receive:

- 1 Breakout session in the strand of your choice
- 1 Solution session
- + ALL of the Exhibit & Registration entitlements
- 5 Selections from the Advertising & Marketing entitlements
- 4 Selections from the Networking entitlements
- 4 Selections from the Facilities Branding entitlements
- + *ALL of the top tier Brand Recognition!*

## TIER 2 PARTNER - \$28,000

Our Tier 2 partners receive:

- 1 Breakout session in the strand of your choice
- 1 Solution session
- 3 Selections from the Exhibit & Registration entitlements
- 4 Selections from the Advertising & Marketing entitlements
- 3 Selections from the Networking entitlements
- 3 Selections from the Facilities Branding entitlements
- + *ALL of the top tier Brand Recognition!*

## TIER 3 PARTNER - \$20,000

Our Tier 3 partners receive:

- 1 Solution session
- 2 Selections from the Exhibit & Registration entitlements
- 3 Selections from the Advertising & Marketing entitlements
- 2 Selections from the Networking entitlements
- 2 Selections from the Facilities Branding entitlements
- + *ALL of the top tier Brand Recognition!*

## TIER 4 PARTNER - \$18,000

Our Tier 4 partners receive:

- 1 Solution session
- 1 Selection from the Exhibit & Registration entitlements
- 2 Selections from the Advertising & Marketing entitlements
- 1 Selection from the Networking entitlements
- 1 Selection from the Facilities Branding entitlements
- + *ALL of the top tier Brand Recognition!*

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# ENTITLEMENT GROUPS FOR TOP TIER SPONSORSHIPS



## EXHIBITS & REGISTRATION ENTITLEMENTS

- One complimentary (10'x10') booth in the Sponsor Circle (may choose this option more than once for a larger exhibit presence)
- 5 complimentary, full conference registrations (may choose this option more than once for more registrations)
- Chair drop of your company collateral at one general session (2 available - sponsor must produce and ship handout, max 4x6 size, may also be handed out depending on venue)
- Inclusion in the Raffle Coupon Game (prize provided by your company)

## ADVERTISING & MARKETING ENTITLEMENTS

- Color ad in the printed program
- Premium placement for your ad (subject to availability)
- Your company's collateral in attendee registration materials (subject to approval; sponsor will produce and ship materials)
- Exclusive opportunity for unique item in registration bag (e.g. pen, mints, lip balm - sponsor will produce and ship items)
- Complimentary post-conference attendee mail list
- Your logo on the cover of the printed program (Tier 1 and 2 Partners only)

## FACILITIES BRANDING ENTITLEMENTS

- Entryway banner with your message (banner is exclusive) - can choose more than one (Limited to Tier 1 and Tier 2 partners)
- Your logo on overhead aisle number banners in the Exhibit Hall (limited availability)
- One Floor Cling in High Traffic Area in Exhibit Hall
- One Floor Cling in entry to General Sessions (Limited to 3 companies)
- Exclusive stand-alone sign placed in high-traffic area

## NETWORKING ENTITLEMENTS

- Complimentary meeting space provided for use at your discretion, located on Exhibit Hall floor (Any AV, Internet and/or catering at your own expense)
- 15 Welcome Kick-off drink tickets with sponsor's logo to be distributed at your discretion (may choose more than once for more drink tickets)
- 15 Exhibitor Scoop drink tickets with sponsor's logo to be distributed at your own discretion (may choose more than once for more drink tickets)
- Complimentary CCSA Vendor Membership at the Basic Level
- Provide sponsor recognition as sole sponsor of one CCSA Regional Meeting, to take place Fall 2023. (Sponsor will have the opportunity to address attendees for 3-4 minutes, with up to two personalized slides, distribute marketing materials, and network with charter school leaders.)



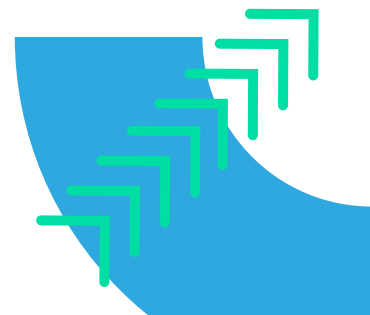
## TOP TIER BRAND RECOGNITION

- Your logo on a slide at each plenary session
- Your logo on conference website home page with link to your company's website
- Your logo on sponsor thank you web page with link to your company's website
- Your logo on an email sent by CCSA to all registered attendees promoting the conference
- Your logo on general sponsor thank you signage
- Conference logo provided for your use promoting your partnership
- 500-word profile on sponsor thank you web page
- 500-word profile on floor plan & exhibitor search web page (Available to exhibiting sponsors only)
- 500-word profile in mobile app
- Sponsor recognition in one "official news" notification in mobile app (timing and wording determined by CCSA)



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# PACKAGE SPONSORSHIPS

Find just the right way to promote your support of the charter movement with our pre-built sponsor packages (and maximize your visibility with a prime exhibit spot in the Sponsor Circle!)



## BADGE LANYARD – \$15,000

(Exclusive - 1 Available)

Your company name will appear on the badge lanyard that is given to each conference attendee. Your company logo will be what every attendee is wearing this year!

## WIFI ACCESS – \$12,000

(Exclusive - 1 Available)

Your company will get to choose the password (subject to approval) for the free Wi-Fi that will be available for all attendees. This is your chance to be front-of-mind with the majority of conference attendees while they're onsite.

## MOBILE EVENT APP – \$8,500

(3 Available)

You can be the sponsor of the tool that attendees use to navigate the conference and show floor. Get your logo in the hands of every attendee that's using the App!

## T-SHIRT – \$7,500

(Minimum of 3 sponsors needed —exclusive opportunity to a maximum of 4 sponsors)

New! The front of the t-shirt will have a Charter Positive message. The back of the shirt will feature the CCSA logo and the logo of only 3 sponsors! This is a sponsorship that has appeal and longevity far beyond the conference. (Deadline for commitment is January 13th, 2023. All logos will be one color)

## HEADSHOT BAR - \$7,500

(2 Available)

Everyone loves a new professional photo — especially one that looks good. And that will make YOU look good! Your company logo will be featured on the Headshot Bar signage and on ad for the Headshot bar in the printed program.

## WELCOME KICK-OFF – \$7,500

(5 Available)

Every attendee's favorite event! Help kick off the conference with a sponsorship that offers a lot of brand recognition for the money. You can even bring your two branded cocktail tables back to your booth for the rest of the show. And this year, you've got the option to purchase additional drink tickets to offer your new contacts at the reception.

## EXHIBITOR SCOOP HAPPY HOUR – \$4,500

(3 Available)

You might remember this event as the Ice Cream Social at past conferences. Don't worry- we'll still have ice cream! But we're also going to add a couple of bars in the expo hall as well. This is a very popular event and will bring your company a lot of recognition. With this sponsorship you have the option to add-on branded napkins that will be used at each station for drinks or ice cream, or additional drink tickets to hand out to your best prospects.

## EXHIBIT HALL LUNCH – \$4,500

(3 Available per day, 2 days)

Your company name will appear on the lunch signage — a stop for every conference attendee. If you choose this sponsorship you can add-on the placement of a company sticker on each boxed lunch.

## REGIONAL MEETING – \$4,500

(5 Available, 1 per Regional Meeting)

With this sponsorship you'll have the opportunity to do a short welcome (2 minutes) at one of the regional meetings that will be held onsite. Upgrade your sponsorship with company branded napkins for use by catering at the bars prior to the meeting. Details are on the next page in the "Optional add-on" row. Available meetings: LAUSD; Santa Barbara, Ventura, and LA County; Southern CA (San Diego, Orange, Riverside, Imperial, and San Bernardino); Bay Area; Northern and Central CA.

## COFFEE BREAK – \$4,250

(3 Available per day, 2 days)

Attendees love their coffee in the morning! You can add-on your company branded recyclable coffee cup for a little extra branding and recognition

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PACKAGE SPONSORSHIP ENTITLEMENTS	BADGE LANYARD SPONSORSHIP	WIFI ACCESS SPONSORSHIP	MOBILE EVENT APP SPONSORSHIP	T-SHIRT SPONSORSHIP	HEADSHOT BAR SPONSORSHIP	WELCOME KICK-OFF SPONSORSHIP	EXHIBITOR SCOOP HAPPY HOUR SPONSORSHIP	EXHIBIT HALL LUNCH SPONSORSHIP	REGIONAL MEETING SPONSORSHIP	COFFEE BREAK SPONSORSHIP
	\$15,000	\$12,000	\$8,500	\$7,500	\$7,500	\$7,500	\$4,500	\$4,500	\$4,500	\$4,250
Your logo on an email sent by CCSA to all registered attendees promoting the conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor recognition in one "official news" notification in mobile app		✓	✓	✓	✓	✓				
100 word profile in mobile app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
100 word profile on floor plan & exhibitor search web page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
100 word profile on sponsor thank you page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Conference logo provided for use by your company with approval from CCSA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your logo on general sponsor thank you signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your logo on sponsor thank you web page with link to your company's website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your logo on a slide at one Plenary Session	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Color ad in the printed program	Half-page	Half-page	Quarter-page	Quarter-page	Quarter-page	Quarter-page	Quarter-page	Quarter-page	Quarter-page	Quarter-page
Complimentary, full conference registrations	4	4	4	3	4	3	3	2	2	2
Exhibit Presence in the Sponsor Circle	35% discount on a 10'x10' purchased space	35% discount on a 10'x10' purchased space	25% discount on a 10'x10' purchased space	25% discount on a 10'x10' purchased space	25% discount on a 10'x10' purchased space	25% discount on a 10'x10' purchased space				

### UNIQUE OFFERINGS

Package Specific Signage		Your logo on WiFi signage		Your logo on Mobile App signage	Your logo on Headshot Bar signage	Your logo on Welcome Kick-Off signage	Your logo on Happy Hour signage	Your logo on Exhibit Hall Lunch signage	Your logo on Regional Meeting sponsor thank you signage	Your logo on Coffee Break signage
Package Specific Opportunities	Your logo on Badge Lanyard supplied to all attendees	Your Company will select Wifi password	Your logo on T-shirt supplied to all attendees		Your logo on Headshot Bar ad in printed program	Your logo on two cocktail tables at Welcome Kick-Off Your logo on Welcome Kick-Off listing in online program search plus 30 drink tickets to distribute at your company's discretion Additional Welcome Kick-Off Drink Tickets to distribute (in packets of 25) \$175	Additional Happy Hour Drink Tickets to distribute (in packets of 25) \$175 Your custom cocktail napkin at a Happy Hour Bar (you provide the napkins) \$750	Your custom sticker on each boxed lunch provided to attendees (you provide the stickers) \$2,000	Opportunity for your company to make a 3-minute introduction at your sponsored Regional Meeting Your custom cocktail napkin at your sponsored regional meeting (you provide the napkins) \$500	Your branded coffee cups at the coffee break (you provide the cups) \$1500
Package Specific Web Branding		Your logo on WiFi web page		Your logo on mobile app web page		Your logo on Welcome Kick-Off listing in online program search plus 30 drink tickets to distribute at your company's discretion	Your logo on Happy Hour listing in online program search	Your logo on Exhibit Hall Lunch listing in online program search	Your logo on Regional Meetings section of online program search	Your logo on Coffee Break listing in online program search
Mobile App Branding				Banner ad in mobile app and Your logo on mobile app homepage						
Optional Speed Networking Add-on	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*	Participate in Speed Networking as part of the conference Developer Summit (\$2,900 additional)*