



CALIFORNIA CHARTER SCHOOLS CONFERENCE

MARCH 10-13
2025

SACRAMENTO, CA
SAFE Credit Union 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.
Stand out from your competitors as leaders in your field.

CONTACT US

Exhibit Management
800.280.6218

sponsorships@ccsa.org
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 of 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 Sponsor Lounge: Custom Programming marketed by CCSA
(may substitute for breakout session in the strand of your choice; see networking entitlements below for more details)
- 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 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 2 PARTNER - \$28,000

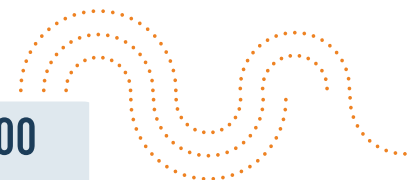
Our Tier 2 partners receive:

- 1 Sponsor Lounge: Custom Programming marketed by CCSA
(may substitute for breakout session in the strand of your choice; see networking entitlements below for more details)
- 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 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 (3 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

- Full-page color ad in the printed program (counts as 2 options)
- Half-page 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
- Mobile App rotating banner ad
- Your logo on the cover of the printed program (Tier 1 and 2 Partners only)



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
- 300-word profile on sponsor thank you web page
- 300-word profile on floor plan & exhibitor search web page (Available to exhibiting sponsors only)
- 300-word profile in mobile app
- Sponsor recognition in one "official news" notification in mobile app (timing and wording determined by CCSA)

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 as a Sponsor Lounge provided for use at your discretion, throughout the course of the conference. Sponsor may hold sessions, workshops, catered events or happy hour. Tier 1 will have a premium space on A side of convention center, Tier 2 will be placed on B side. This option is limited to Tier 1 or Tier 2 only. Limited availability. (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 Happy Hour drink tickets with sponsor's logo to be distributed at your own discretion (may choose more than once for more drink tickets)
- 15 Wednesday Night Closing Celebration drink tickets with sponsor's logo to be distributed at your discretion (may choose more than once for more drink tickets)
- Complimentary CCSA Vendor Membership at the Charter Ally level
- Provide sponsor recognition as sole sponsor of one CCSA Regional Meeting, to take place Fall 2024. (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.)
- Table Time outside the General Sessions for 20 minutes prior and post-session. Includes 6 foot draped table, 2 chairs, and a tabletop identification sign (limited to 10)



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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.

STUDENT PITCH COMPETITION – \$10,000

(Exclusive - 1 Available)

NEW! The Student Pitch competition will be a showcase for young entrepreneurs to share their ideas with a team of judges. They'll present their business plans with the goal of winning funding money. The cool part of this sponsorship is that (25%) of the sponsorship fee goes directly to the winning school's team. You can even have a representative on the judging panel!

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 – \$8,000

(Minimum of 2 sponsors needed —exclusive opportunity to a maximum of 4 sponsors)

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 a limited number of sponsors! This is a sponsorship that has appeal and longevity far beyond the conference. (Deadline for commitment is January 19th, 2025. All logos will be one color)

EXHIBIT HALL STAGE - \$8,000

(2 Available, 1 per day)

NEW! Here's your chance to be the title sponsor of the New Exhibit Hall Stage! The stage will host the Student Pitch Competition, Programming Sessions and Author Talks.

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.

WELLNESS/MASSAGE THERAPY - \$7,500

(2 Available)

NEW! This is your opportunity to pamper an Educator! Always popular with attendees, this area will have several massage therapists to work out the stress and kinks. Paired with the opportunity to provide a small swag item for massage recipients, this sponsorship makes a lasting impression.

EXHIBIT HALL HAPPY HOUR – \$4,750

(3 Available)

We're going to add a couple of bars to the expo floor, and will be serving complimentary drinks to attendees. With this sponsorship you have the option to add-on branded napkins that will be used at each bar for drinks. We'll also give you some extra drink tickets to hand out to your best prospects!

EXHIBIT HALL LUNCH – \$4,750

(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.

THURSDAY HOT BREAKFAST – \$4,750

(2 Available)

The Thursday General Session is going to feature a hot breakfast! The addition of breakfast really elevates this session. And, you'll get the kudos. You can even add-on a give-away that will be at each place setting!

REGIONAL MEETING – \$4,750

(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.

EXHIBITOR SCOOP – \$4,500

(3 Available)

The Ice Cream Social is always a popular event in the exhibit hall, and will bring your company a lot of recognition. There's nothing like a frozen treat to bring a smile, and spark conversation!

COFFEE BREAK – \$4,500

(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.

ART INSTALLATION - \$4,500

(Exclusive - 1 Available)

NEW! Installation from the Children's Museum of Art & Social Justice (KIPP Chicago). The museum offers a space to showcase and celebrate students' artistic explorations of social justice themes, inspiring action toward social change. The exhibitions are collaborative efforts between art educators, artists, writers, and students. The work is completed during the school day, mostly in arts classrooms, but also in after school clubs.

BOOKSTORE - \$4,500

(Exclusive - 1 Available)

NEW! The Bookstore will be in a prime location right behind the CCSA booth! This will be a great retail area, and will be a traffic generator. The bookstore will feature books from authors speaking at the conference as well as an education opportunity regarding the rise of banned books in the United States. Books by people of color and about racial justice have been among the most often banned titles in the last three years. The purpose of the installation is to raise critical cultural literacy and to inspire advocacy to defend the freedom to learn, read, and teach our history in full. The installation includes interactive data points and a curated collection of banned books and giveaways.

NETWORKING NOOK PODS - \$4,500

(6 Available)

NEW this year! We're going to add small pods to some key high traffic areas where attendees can sit and have a conversation with a few other people. Like an enclosed picnic table with seating for 2, these pods will offer a fun gathering place, and can be branded on the outside with your customized message. They can also be used as a small meeting space outside of your booth. These pods will get a lot of use, and offer a great visual impact marketing opp for your company!



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PACKAGE SPONSORSHIP ENTITLEMENTS	BADGE LANYARD SPONSORSHIP	WIFI ACCESS SPONSORSHIP	NEW! STUDENT PITCH COMPETITION SPONSORSHIP	MOBILE EVENT APP SPONSORSHIP	NEW! EXHIBIT HALL STAGE SPONSORSHIP	T-SHIRT SPONSORSHIP	HEADSHOT STATION SPONSORSHIP	NEW! WELLNESS/ MASSAGE THERAPY SPONSORSHIP	WELCOME KICK-OFF SPONSORSHIP	NEW! ART INSTALLATION SPONSORSHIP	NEW! BOOKSTORE SPONSORSHIP	EXHIBIT HALL HAPPY HOUR SPONSORSHIP	EXHIBIT HALL LUNCH SPONSORSHIP	THURSDAY HOT BREAKFAST SPONSORSHIP	REGIONAL MEETING SPONSORSHIP	EXHIBITOR SCOOP SPONSORSHIP	COFFEE BREAK SPONSORSHIP	NETWORKING NOOK PODS
	\$15,000	\$12,000	\$10,000	\$8,500	\$8,000	\$8,000	\$7,500	\$7,500	\$7,500	\$4,500	\$4,500	\$4,750	\$4,750	\$4,750	\$4,750	\$4,500	\$4,500	\$4,500
	Exclusive	Exclusive	Exclusive	3 Available	2 Available (1 Per Day)	Minimum of 2 sponsors, Maximum of 4 sponsors	2 Available	2 Available	5 Available	Exclusive	Exclusive	3 Available	3 Available Per Day	2 Available	5 Available, 1 per Regional Meeting	3 Available	3 Available Per Day	6 Available
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 the 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	1/2 Page (upgrade to full-page for \$250)	1/2 Page (upgrade to full-page for \$250)	1/2 Page (upgrade to full-page for \$250)	1/2 Page (upgrade to full-page for \$250)	1/2 Page (upgrade to full-page for \$250)	1/2 Page (upgrade to full-page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)	1/4 Page (upgrade to 1/2 page for \$250)
Complimentary, full conference registrations	4	4	4	4	4	4	3	3	3	2	2	2	2	2	2	2	2	2
Exhibit Presence in the Sponsor Circle	35% discount on a 10x10 purchased space	35% discount on a 10x10 purchased space	25% discount on a 10x10 purchased space	25% discount on a 10x10 purchased space	25% discount on a 10x10 purchased space	25% discount on a 10x10 purchased space	25% discount on a 10x10 purchased space	25% discount on a 10x10 purchased space	25% discount on a 10x10' purchased space									
Opportunity to host an Information Table outside the General Session on Tuesday, Wednesday, or Thursday.																		
You'll get a 6 foot draped table, 2 chairs, and a table top identification sign. Tables can be hosted 20 minutes prior to the start of the General Session and 20 minutes post session (limited to 10 participants each day)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
- Additional cost of \$600																		

UNIQUE OFFERINGS

Package Specific Signage		Your logo on WIFI signage	Your logo on Student Pitch Signage	Your logo on Mobile App signage	Your logo on Exhibit Hall Stage Signage	Your logo on T-Shirt signage	Your logo on Headshot Station signage	Your logo on Wellness Area Signage	Your logo on Welcome Kick-Off signage	Your logo on Art Installation signage	Your logo on Bookstore Signage	Your logo on Exhibit Hall Happy Hour signage	Your logo on Exhibit Hall Lunch signage	Your logo on Thursday Hot breakfast signage	Your logo on Regional Meeting sponsor thank you signage	Your logo on Exhibitor Scoop signage	Your logo on Coffee Break signage	Your logo on Networking Nook Pods signage
Package Specific Opportunities	Your logo on Badge Lanyard supplied to all attendees	Your Company will select WIFI password	Opportunity to be a judge on the Student Pitch panel Portion of sponsorship goes directly towards prize money for winners! 30 second video played before Pitch Competition One minute of speaking or introduction time during Pitch Competition	Banner ad in mobile app and your logo on mobile app homepage	30 second video played on monitor in Exhibit Hall Stage Area as part of a loop. One minute speaking or introduction opportunity. Logo on Exhibit Hall Stage listing in mobile app.	Your logo on T-Shirt supplied to all attendees	Your logo on Headshot Station ad in printed program	Your company may provide t-shirts for therapists to wear on 1 day Opportunity to provide swag item to visitors to wellness area (small item only - with CCSA approval)	Your logo on two cocktail tables at Welcome Kick-Off 30 drink tickets with your logo to distribute at your company's discretion Additional Welcome Kick-Off Drink Tickets (in packets of 25 = \$175)		Logo or short video (15 seconds) on Monitor in Bookstore	20 drink tickets with your logo to be distributed at your company's discretion Additional Happy Hour drink tickets to distribute (in packets of 20 = \$175) Your custom cocktail napkin at a Happy Hour bar (your provide the napkins - addl cost of \$750)		Opportunity to place a small gift or 4x6 postcard at each place setting (item to be approved by CCSA and produced and shipped by sponsor - addl cost of \$1500)	Opportunity for your company to make a 3-minute introduction at your sponsored Regional Meeting		Your branded coffee cups at the coffee break (you provide the cups - Addl cost of \$1500)	Optional Add-On: Custom Branding on Nook Pod Available. Pricing Available Upon Request.)
Package Specific Web Branding		Your logo on WIFI webpage	Your logo on Student Pitch listing in online program search	Your logo on mobile app web page	Your logo on Exhibit Hall Stage listing in online program search			Your logo on Wellness Area listing in online program search	Your logo on Welcome Kick-Off listing in online program search	Your logo on Art Installation listing in online program search	Your logo on Bookstore listing in online program search	Your logo on Happy Hour listing in online program search	Your logo on Exhibit Hall Lunch listing in online program search.	Your logo on the Thursday Hot Breakfast listing in online program search	Your logo on Regional Meeting section of online program search	Your logo on Exhibitor Scoop listing in online program search	Your logo on Coffee Break listing in online program search	

Add-on Opportunities