

Sponsor Information

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Please charge my VISA or MasterCard

Card Number _____ Expiration Date _____

Enclosed is my check payable to "MCS Community Engagement/Principals' Academy"

Please return your Sponsorship Commitment Form and payment to:

Attn: Vince McCaskill
MCS Community Engagement
2597 Avery Avenue, Room 208
Memphis, TN 38112

For information contact: Vince McCaskill (901) 833-1313.



BOARD OF EDUCATION

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Memphis City Schools does not discriminate in its programs or employment on the basis of race, color, religion, national origin, handicap/disability, sex or age.
For more information, please contact the Office of Equity Compliance at (901) 416-5300.



Dear Business Representative,

The 2009 "Principals' Academy" Education Leadership Conference in Memphis, Tennessee will draw school-level and district administrators from several school districts throughout the Southern and Southeastern regions of the United States including districts in; Tennessee, Mississippi, Arkansas, Missouri, Kentucky, Alabama, Georgia, and Louisiana. Hundreds of administrators who are responsible for making purchasing decisions within their respective organizations will participate in this three-day professional development conference at the Hilton Memphis East Hotel Monday, June 1 through Wednesday, June 3, 2009. This will be an excellent opportunity for you and/or your organization to market your products and/or services to a targeted and captive audience.

We invite you to participate in this three-day conference. You will find numerous sponsorship opportunities for you and/or your organization included in this document. This is an economical way for your organization to have personal and direct contact with this targeted audience. In today's economy, many are looking for ways to ensure there is a reasonable ROI on the dollars they invest in marketing. No other event gives you this level of access to professionals who make key purchasing decisions for their organizations.

The Memphis City Schools system is the host of this major education leadership conference. I look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads 'Vince McCaskill'.

Vince McCaskill, Director
Office of Community Engagement
Memphis City Schools
2597 Avery Avenue, Room 208
Memphis, TN 38112

Title Sponsorship - \$10,000 (One Available)

Included in Title Sponsorship:

- Sponsorship acknowledgement in the conference program booklet
- Company recognition in all official district press releases and printed material regarding event
- Three-minute video presentation during conference
- Four vendor booths located in high-traffic areas
- Company's logo on signage positioned prominently in event venue
- Conference bag material placement

Gold Sponsorship - \$5,000

Included in Gold Sponsorship:

- Sponsorship acknowledgement in the conference program booklet
- Company recognition in all official district press releases and printed material regarding event
- Two vendor booths located in high-traffic areas
- Conference bag material placement

VIP Breakfast - \$1,500

The VIP Breakfast is for all school system administrators from the Southeast region. Sponsor at this event may use signage. Sponsor has the exclusive rights to the material distribution at each table and two (2) complimentary breakfast tickets. Additionally, a table will be set up for any use of additional information concerning your organization: T.V., video, etc. may be used at this table. Sponsor is responsible for providing own equipment.

Vendor Table - \$1,000

All vendor tables will include one 6 ft. x 30 in. skirted table, two chairs, and a wastebasket. Sponsor is responsible for providing own equipment.

Conference Bag Material Placement - \$700

Every attendee will receive a Principals' Academy conference bag with many valuable resources. This bag is a favorite of all attendees. Your company can place a brochure, magazine, DVD or CD marketing your company. This item must be approved by the Principals' Academy staff.

Silent Video Billboard - Choose One

The video billboard is a single PowerPoint slide that consists of your company's logo and limited wording. Your billboard will run on both screens in the main ballroom.

- 60 seconds - \$400
- 30 seconds - \$240
- 10 seconds - \$100

Program Booklet Ads - Choose One

Each Principals' Academy attendee will receive a program booklet in their conference bag. This is the official guide to this event and provides a complete overview of all sessions along with a list of all exhibitors, etc. Contact our staff for details.

- Full Page Back Cover Color Ad - \$2,850
- Full Page Color Ad - \$1,000
- Half page Color Ad - \$700
- Quarter Page Color Ad - \$450

- Title Sponsor\$10,000
- Gold Sponsor.....\$5,000
- VIP Breakfast Sponsor\$1,500
- Vendor Booth Sponsor\$1,000
- Conference Bag Material Placement Sponsor\$700
- Full Page Back Cover Ad in Conference Booklet.....\$2,850
- Full Page Color Ad\$1,000
- Half Page Color Ad.....\$700
- Quarter Page Color Ad\$450
- Silent Video Billboard 60 seconds.....\$400
- Silent Video Billboard 30 seconds.....\$240
- Silent Video Billboard 10 seconds.....\$100

Deadline for ads to be submitted is Monday, February 2, 2009.

*All ads must be e-mailed to Vince McCaskill at mccaskill@mcsk12.net
High resolution PDF format is preferred. TIFF, JPEG or EPS, 300 dpi, will also be accepted.