



15th Annual ALAS Education Summit  
**SPONSORSHIP BROCHURE**



**EQUITY: United We Stand**  
**October 10-13, 2018. San Diego, CA**

**2018 ALAS EDUCATION SUMMIT SPONSORSHIP BROCHURE | UPDATED 2/22/2018**  
**- CHANGES MAY BE MADE TO THIS DOCUMENT -**



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**The Association of Latino Administrators and Superintendents (ALAS)** is an educational professional association advocating for Latino youth through professional development, interaction and networking among administrators in school districts nationwide that serve Hispanic students. ALAS was formed in 2003 in response to the lack of national advocacy and representation by the existing mainstream professional associations. It is this void that *ALAS* seeks to fill with a determined effort to improve the educational success of Hispanic youth and career opportunities for Hispanic administrators. *ALAS'* mission is to provide leadership at the national level that assures every school in America effectively serves the educational needs of all students, with an emphasis on Latino youth, by building capacity, promoting best practices and transforming educational institutions.

## The ALAS 2017-2018 Board of Directors

### **President**

José L. Banda  
Superintendent -Retired  
Sacramento City Unified School  
District

### **President Elect**

Ana V. Ortiz  
Superintendent of Schools Oxford  
Public Schools

### **Past President**

Susana Cordova  
Deputy Superintendent  
Denver Public Schools

### **Treasurer**

Dr. Daniel P. King  
Superintendent  
Pharr-San Juan-Alamo ISD

### **Secretary**

Dr. Francisco Durán  
Chief Academic Officer  
Fairfax County Public Schools

### **Director**

Dr. Gustavo Balderas  
Superintendent  
Eugene School District 4J

### **Director**

Richard A. Carranza  
Superintendent  
Houston ISD

### **Director**

Alberto M. Carvalho  
Superintendent  
Miami-Dade County Public Schools

### **Director**

Dr. Sharon Contreras  
Superintendent  
Guilford County Schools

### **Director**

Charles Johns  
Superintendent  
West Chicago Elementary Dis. 33

### **Director**

Dr. Thelma Meléndez de Santa Ana  
Chief Executive Officer, Educational  
Services  
Los Angeles Unified School District

### **Director**

Dr. Maria G. Ott  
Professor of Clinical Education USC  
School of Education

### **Director**

Ray Trejo  
Assistant Superintendent  
Deming Public Schools

### **Executive Director**

Dr. Nancy Lewin PO Box 65204  
Washington, DC 20035  
202-466-0808 (office)

# ABOUT ALAS MEMBERS

**ALAS** has over 4,000 members, and membership continues to grow exponentially. Currently, ALAS has affiliates in seven (14) states and one (1) region, leading the charge and influencing educational policy and decisions, as well as providing advocacy and action through programs such as Fla-ALAS *Latinos in Action* movement.

## Our Member Affiliates

ALAS de Nuevo México [www.alasdenm.net](http://www.alasdenm.net)

ALAS de Tennessee

ALAS of the Nation's Capital Region (DMV) [alasnationscapitalregiondmv.com](http://alasnationscapitalregiondmv.com)

Arizona Association of Latino Administrators and Superintendents (AZALAS) [www.azalas.org](http://www.azalas.org)

California Association of Latino Superintendents and Administrators (CALSA) [www.calsa.org](http://www.calsa.org)

Colorado Association of Latino/a Administrators and Superintendents (CO-ALAS) [www.co-alas.org](http://www.co-alas.org)

Connecticut Association of Latino Administrators and Superintendents (CALAS)

Florida Association of Latino Administrators and Superintendents (FL-ALAS) [www.flalas.com](http://www.flalas.com)

Georgia Association of Latino Administrators and Superintendents (GALAS) [www.georgiaalas.org](http://www.georgiaalas.org)

Illinois Association of Latino Administrators and Superintendents (IALAS) [www.ialas.org](http://www.ialas.org)

Massachusetts Association of Administrators and Superintendents (MAS-ALAS)

New York State Association of Latino Administrators and Superintendents (NY-ALAS)

Oregon Association of Latino Administrators (OALA) [www.oala.info](http://www.oala.info)

Pennsylvania Association of Hispanic School Administrators (PAHSA)

Texas Association of Latino Administrators and Superintendents (TALAS) [www.talasedu.com](http://www.talasedu.com)

Association of Latino Administrators and Superintendents-Utah (ALAS-U) [www.alas-utah.org](http://www.alas-utah.org)

## ALAS SUMMIT ATTENDEES

ALAS will be hosting more than 500 attendees at its 15<sup>th</sup> Annual Education Summit in Houston. Attendees represent educational administrators and leaders from all over the country. Represented at the last summit were:

Superintendents: 31% | Central Office: 40% | Principals: 25% | Other: 4%

This conference is an ideal place to network and build relationships with educators from across the nation - representing more than 35 states and the District of Columbia. **The Summit is a valuable opportunity for you to connect with educational leaders and decision-makers, showcase your products and services, emphasize your corporate messaging, and ensure your company's profitability.**

# IMPORTANT DEADLINES AND DATES\*

*\*Dates are tentative and subject to change.*

**August 22:** Participate in Sponsor/Partners conference call at 3 p.m. EST

**August 29:** All content for Summit Program due, including logo, 50-word description, ad, etc.) depending on partnership level.

**August 29:** Submit the facilitator names and topic for focus groups

**August 29:** Last day to submit ad for program guide (depending on sponsorship level)

**August 29:** Provide name of Raffle Donation Item – minimum value \$100

**August 29:** Turn in names of representatives speaking at events and general sessions, 3-5 minute limit (depending on sponsorship level)

**August 31:** Last day for early-bird registration discount

**September 11:** Last day to register sponsor attendees using sponsor online registration code

**September 19:** Participate in Sponsorship conference call at 3 p.m. EST

**September 22:** Last day - acquire hotel rooms at discount Summit rate

**September 25:** Last Day – Submit AV and equipment requests

**October 3:** Last day for registrants to be included in attendee directory

**October 5:** Ship materials to hotel for conference registrant bags; Ship raffle items to hotel

**October 5:** Last day to register online (On-site registration will be available at the Summit.)

**October 8:** Ship materials for Speed Dating Session if needed (tablecloth, banner, company collateral for 500 people)

**October 10:** Set-up for Speed Dating Sessions (Time: 2:00 pm) (check on Summit at a Glance)

**October 10:** Break down Speed Dating Sessions –immediately after the reception (check on Summit at a Glance)

## HOTEL INFORMATION

The Westin San Diego Hotel  
400 W Broadway, San Diego, CA 92101

## HOTEL RESERVATIONS

TBD

## TRANSPORTATION

TBD

# REGISTRATION FEES

## EDUCATION INSTITUTIONS: K-12, POST-SECONDARY OR ASSOCIATIONS

Category	Early Bird Registration Deadline 8/31/2018	Regular Registration 9/01/18 - 10/05/18	On-Site Registration 10/10/18
Member	\$450	\$495	\$595
Non-Members	\$550	\$595	\$695
Districts - 10% discount on member price with 5 or more	5 with 10% discount	5 with 10% discount	5 with 10% discount
Retired Administrators	\$440	\$440	\$540
Graduate Students	\$325	\$325	\$425
State Affiliate Members - single	\$440	\$440	\$540
State Affiliates – 10% discount on member price with 5 or more	5 with 10% discount	5 with 10% discount	5 with 10% discount
Presenters	\$450	\$450	\$550
Additional Guest for Award Banquet	\$75	\$75	\$75

## PARTNERS

Category	Early Bird Registration Deadline 8/31/2018	Regular Registration 9/01/18 - 10/05/18	On-Site Registration 10/10/18
Corporate Partner attendee additional registrations	\$500	\$500	\$650
Corporate Non-Partner attendee registrations	\$1,000	\$1,500	\$1,600

# EXECUTIVE INVESTMENT LEVELS

## PLATINUM

\$80,000

**A,B,C,D & SELECT FROM E**

**A.**

### **ACCESS**

- Eight (8) Summit registrations for partner representatives
- Host a private dinner with selected ALAS board members or SLA participants (**Wednesday** or **Thursday** evening)
- Receive preliminary Summit attendee list & ALAS Education - Summit Directory
- Serve on the ALAS Blue Ribbon Council (two meetings per year)
- **Private Cocktail Reception with ALAS Board, ALAS SLA participants, State Affiliates, and select Superintendents**
- Reserved Seating -- reserved corporate table during Awards Banquet
- Reserved table of ten (10) at lunch on Thursday to sit with ALAS Board Members in attendance

**B. VISIBILITY**

- Marketing Table for your organization to network with attendees and business partners (includes a 6 ft. draped table with electricity (not an exhibit hall)
- Highlight your corporate event or webinar on the ALAS website, newsletter and Bi-Weekly Update
- Conduct, with partner school district, a breakout session regarding instructional best practices aligned with Summit theme
- Corporate Messaging at the ALAS Education Summit; Legislative Assembly, and at The National Academic Conclave 2018 events
- 50-word write-up with logo in ALAS Education Summit Program Guide
- Corporate logo on the ALAS website

**C. BRAND AWARENESS**

- Corporate logo on front cover of ALAS Education Summit Program Guide
- Corporate logo on ALAS Education Summit Welcome Banner
- Corporate Membership in ALAS (July 1 - June 30).
- Membership highlights: a message or advertisement sent to ALAS membership through an article in the *Wings of Change* newsletter, Bi-Weekly Updates (content to be approved by ALAS), and ALAS event notifications
- Full-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials included in ALAS Education Summit Registrant Bag

**D. RECOGNITION**

- Time to welcome ALAS Summit attendees by a single representative for a maximum of three (3) minutes at either the Opening Session, Luncheon General Session or Awards Banquet
- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS APP linked back to your website

**Platinum Partnership Menu Options**

**E. Please select 4 items below**

<p><b>Shark Tank Sessions</b> Receive Shark Tank Session with Board, State Affiliates, SLA, &amp; members in attendance- one, three (3) minute overview the entire audience followed by one, thirty (30) minute presentation to those who select your tank; includes three registrations and logo recognition in brochure; attendee list</p>	<p><b>Speed Dating Session</b> - Receive one Speed Dating Session with Summit Participants one, sixty (60) minute interactive business card and collateral exchange followed by a networking reception; includes two registrations and logo recognition in brochure; attendee list</p>
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<p>Present 3 minute video of your company to the Summit Attendees at one of the general sessions.</p>	<p><b>Focus Group</b> - Receive one (1) ninety (90) minute focus group with five (5) selected educational decision-makers to review and provide guidance about research and development of your products/services includes three registrations and logo recognition in brochure; attendee list</p>
<p><b>SLA Session</b> Present to SLA session with one half day presentation</p>	<p><b>Host State Affiliates Breakfast Session and ten (10) minutes to address the group</b></p>

# GOLD

\$50,000

## A,B,C,D & SELECT FROM E

<p><b>A.</b> <b>ACCESS</b></p> <ul style="list-style-type: none"> <li>• Six (6) Summit registrations for partner representatives</li> <li>• Receive preliminary Summit attendee list &amp; ALAS Education - Summit Directory</li> <li>• Private Cocktail Reception with ALAS Board, ALAS SLA participants and select Superintendents</li> <li>• Reserved Seating -- reserved corporate table during Awards Banquet</li> </ul>
<p><b>B.</b> <b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Marketing Table for your organization to network with attendees during the ALAS Summit (includes a 6 ft. draped table with electricity (not an exhibit hall)</li> <li>• Highlight of your corporate event or webinar on the ALAS website, Newsletter and Bi-Weekly Update</li> <li>• Conduct, with partner school district, a breakout session regarding instructional best practices aligned with Summit theme</li> <li>• Corporate Messaging at the ALAS Education Summit (Scrolling Logo &amp; message)</li> </ul>
<p><b>C.</b> <b>BRAND AWARENESS</b></p> <ul style="list-style-type: none"> <li>• Corporate logo on front cover of ALAS Education Summit Program Guide</li> <li>• Corporate Membership in ALAS (July 1 - June 30).</li> <li>• Membership highlights: a message or advertisement sent to ALAS membership through an article in the <i>Wings of Change</i> newsletter, Bi-Weekly Updates (content to be approved by ALAS), and ALAS event notifications</li> <li>• Company marketing materials included in ALAS Education Summit Registrant Bag</li> </ul>

**D.  
RECOGNITION**

- Time to welcome ALAS Summit attendees by a single representative for a maximum of three (3) minutes at either the opening or luncheon general session
- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS APP linked back to your website

**Gold Partnership Menu Options**

**E. Please select 3 items below**

<p><b>Shark Tank Sessions</b> - Receive Shark Tank Session with Board, State Affiliates, SLA,&amp; members in attendance- one, three (3) minute overview with the entire audience followed by one, thirty (30) minute presentation to those who select your tank; includes three registrations and logo recognition in brochure; attendee list</p>	<p><b>Speed Dating Session</b> - Receive one Speed Dating Session with Summit participants one, sixty (60) minute interactive business card and collateral exchange followed by a networking reception</p>
<p>Present 3 minute video of your company to the Summit Attendees at one of the general sessions.</p>	<p><b>Focus Group</b> - Receive one (1) ninety (90) minute focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services</p>

**SILVER**

\$30,000

**A,B,C,D & SELECT FROM E**

**A.  
ACCESS**

- Four (4) Summit registrations for partner representatives
- Receive preliminary Summit attendee list & ALAS Education - Summit Directory
- Private Cocktail Reception with ALAS Board, ALAS SLA participants and select Superintendents

**B. VISIBILITY**

- Marketing Table for your organization to network with attendees during the ALAS Summit (includes a 6 ft. draped table with electricity (not an exhibit hall)
- Highlight of your corporate event or webinar on the ALAS website, newsletter and Bi-Weekly Update
- Corporate Messaging at the ALAS Education Summit (scrolling logo)

**C. BRAND AWARENESS**

- Corporate Membership in ALAS (July 1 - June 30).
- Membership highlights: a message or advertisement sent to ALAS membership through Bi-Weekly Update (content to be approved by ALAS), *Wings of Change* newsletter, and ALAS event notifications
- Half-page advertisement in ALAS Education Summit Program Guide
- Company marketing materials included in ALAS Education Summit Registrant Bag

**D. RECOGNITION**

- Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions
- Company logo on the ALAS website and ALAS APP linked back to your website

**Silver Partnership Menu Options**

**E. Please select 2 items below**

<p><b>Shark Tank Sessions</b> - Receive Shark Tank Session with Board, State Affiliates, SLA, &amp; members in attendance- one, three (3) minute overview with the entire audience followed by one, thirty (30) minute presentation to those who select your tank; includes three registrations and logo recognition in brochure; attendee list</p>	<p><b>Speed Dating Session</b> - Receive one Speed Dating Session with Summit participants one, sixty (60) minute interactive business card and collateral exchange followed by a networking reception</p>
<p>Present 3 minute video of your company to the Summit Attendees at one of the general sessions.</p>	<p><b>Focus Group</b> - Receive one (1) ninety (90) minute focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services</p>

# BRONZE

\$20,000

## A,B,C,D & SELECT FROM E

<p><b>A.</b> <b>ACCESS</b></p> <ul style="list-style-type: none"> <li>• Four (4) Summit registrations for sponsor representatives</li> <li>• Receive preliminary Summit attendee list &amp; ALAS Education - Summit Directory</li> </ul>
<p><b>B.</b> <b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Marketing Table for your organization to network with attendees during the ALAS Summit (includes a 6 ft. draped table with electricity (not an exhibit hall)</li> </ul>
<p><b>C.</b> <b>BRAND AWARENESS</b></p> <ul style="list-style-type: none"> <li>• Highlight of your corporate event or webinar on the ALAS Website, Newsletter and Bi-Weekly Update</li> <li>• Quarter-page advertisement in ALAS Education Summit Program Guide</li> <li>• Company marketing materials included in ALAS Education Summit Registrant Bag</li> </ul>
<p><b>D.</b> <b>RECOGNITION</b></p> <ul style="list-style-type: none"> <li>• Sponsor recognition with corporate logo in ALAS Education Summit Program Guide and displayed at general sessions</li> <li>• Company logo on the ALAS website and ALAS APP linked back to your website</li> </ul>
<p><b>Bronze Partnership Menu Options</b></p>
<p><b>E. Please select 1 item below</b></p>

<p><b>Shark Tank Sessions</b> - Receive Shark Tank Session with Board, State Affiliates, SLA, &amp; members in attendance- one, three (3) minute overview with the entire audience followed by one, thirty (30) minute presentation to those who select your tank; includes three registrations and logo recognition in brochure; attendee list</p>	<p><b>Speed Dating Session</b> - Receive one Speed Dating Session with Summit participants one, sixty (60) minute interactive business card and collateral exchange followed by a networking reception</p>
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<p>Present 3 minute video of your company to the Summit Attendees at one of the general sessions.</p>	<p><b>Focus Group</b> - Receive one (1) ninety (90) minute focus group with selected educational decision-makers to review and provide guidance about research and development of your products/services</p>
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# SUMMIT EVENTS SPONSORSHIPS

## LINKING LATINA LEADERS (L3) SPONSOR

ALAS is forging new ground in creating a network of Latinas who will inspire and serve as a resource for each other!

\$10,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 2)

- Three (3) Summit registrations for sponsor representatives (Exclusive Partner Only); One (1) registration for each non-exclusive partner
- Time at the podium to welcome attendees by a single representative for a maximum of two minutes during this event (Exclusive Partner Only)
- Marketing Table - Network with attendees during the ALAS Summit (includes a 6 ft. draped table with electricity (not an exhibit hall) (Exclusive Partner Only)
- Corporate Membership in ALAS (July 1 – June 30). Membership highlights: a message or advertisement sent to ALAS membership through Bi-Weekly Update (content to be approved by ALAS), Wings of Change newsletter, and ALAS event notifications (Exclusive Partner Only)
- L3 sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at event
- Quarter-page advertisement in ALAS Education Summit Program Guide (Exclusive Partner Only)
- Receive preliminary Summit attendee list and post Summit Directory
- Company marketing materials for ALAS Education Summit Registrant Bags
- 50-word write-up with logo in ALAS Education Summit Program Guide (Exclusive Partner and Non- Exclusive Sponsor)

## WELCOME RECEPTION

\$15,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 3)

- Three (3) Summit registrations for sponsor representatives (**Exclusive Partner Only**); One (1) registration for each Non-Exclusive partner
- Signage at reception
- Time to welcome ALAS Summit attendees by a single representative for a maximum of three (3) minutes at either the Welcome Reception (**Exclusive Partner Only**)

- Highlight of your corporate event or webinar on the ALAS Website, Newsletter and Bi-Weekly Update
- Reception sponsor recognition with corporate logo in ALAS Education Summit Program Guide
- Company logo on the ALAS website
- Marketing Table - Network with attendees during the ALAS Summit
- (includes a 6 ft. draped table with electricity (not an exhibit hall) **(Exclusive Partner Only)**)
- Receive preliminary Summit attendee list
- Quarter-page advertisement in ALAS Education Summit Program Guide **(Exclusive Partner Only)**
- Company marketing materials for ALAS Education Summit Registrant Bags
- 50-word write-up with logo in ALAS Education Summit Program Guide

## FIESTA NETWORKING RECEPTION

\$15,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 3)

- Three (3) Summit registrations for sponsor representatives (Exclusive Partner Only); One (1) registration for each Non-Exclusive Partner
- Signage at reception
- Time to welcome ALAS Summit attendees by a single representative for a maximum of three (3) minutes at either the Welcome Reception (Exclusive Partner Only)
- Highlight of your corporate event or webinar on the ALAS Website, Newsletter and Bi-Weekly Update
- Reception sponsor recognition with corporate logo in ALAS Education Summit Program Guide
- Company logo on the ALAS website
- Marketing Table - Network with attendees during the ALAS Summit
- (includes a 6 ft. draped table with electricity (not an exhibit hall) (Exclusive Partner Only)
- Receive preliminary Summit attendee list
- Quarter-page advertisement in ALAS Education Summit Program Guide (Exclusive Partner Only)
- Company marketing materials for ALAS Education Summit Registrant Bags
- 50-word write-up with logo in ALAS Education Summit Program Guide

## LIFETIME ACHIEVEMENT AWARD LUNCH SPONSOR

\$15,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 3)

- Three (3) Summit registrations for sponsor representatives **(Exclusive Partner Only)**
- Time at the podium to welcome ALAS Summit attendees by a single representative for a maximum of two minutes during this event **(Exclusive Partner Only)**
- Marketing Table - Network with attendees during the ALAS Summit
- (includes a 6 ft. draped table with electricity (not an exhibit hall) **(Exclusive Partner Only)**)
- Corporate Membership in ALAS (July 1 – June 30). Membership highlights: a message or advertisement sent to ALAS membership through Bi-Weekly Update (content to be approved by ALAS), *Wings of Change* newsletter, and ALAS

event notifications **(Exclusive Partner Only)**

- Reserved table of ten (10) at luncheon, **(Exclusive Partner Only)**
- Lunch sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at lunch
- Quarter-page advertisement in ALAS Education Summit Program Guide **(Exclusive Partner Only)**
- Receive preliminary Summit attendee list & ALAS Education Post - Summit Directory
- Company marketing materials for ALAS Education Summit Registrant Bags
- 50-word write-up with logo in ALAS Education Summit Program Guide

## GENERAL SESSION LUNCH SPONSOR

Oct 12, 2018

\$15,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 3)

- Three (3) Summit registrations for sponsor representatives (Exclusive Partner Only)
- Time at the podium to welcome ALAS Summit attendees by a single representative for a maximum of two minutes during this event (Exclusive Partner Only)
- Marketing Table - Network with attendees during the ALAS Summit
- (includes a 6 ft. draped table with electricity (not an exhibit hall) (Exclusive Partner Only)
- Corporate Membership in ALAS (July 1 - June30). Membership highlights: a message or advertisement sent to ALAS membership through Bi-Weekly Update (content to be approved by ALAS), Wings of Change newsletter, and ALAS event notifications (Exclusive Partner Only)
- Reserved table of ten (10) at luncheon, (Exclusive Partner Only)
- Lunch sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at lunch
- Quarter-page advertisement in ALAS Education Summit Program Guide (Exclusive Partner Only)
- Receive preliminary Summit attendee list & ALAS Education Post - Summit Directory
- Company marketing materials for ALAS Education Summit Registrant Bags
- 50-word write-up with logo in ALAS Education Summit Program Guide

## PLATED BREAKFAST SPONSOR

Oct. 13, 2018

\$10,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 2)

- Three (3) Summit registrations for sponsor representatives **(Exclusive Partner Only)**
- Time at the podium to welcome ALAS Summit attendees by a single representative for a maximum of two minutes during this event **(Exclusive Partner Only)**
- Marketing Table - Network with attendees during the ALAS Summit
- (includes a 6 ft. draped table with electricity (not an exhibit hall) **(Exclusive Partner Only)**

- Corporate Membership in ALAS (July 1 - June30). Membership highlights: a message or advertisement sent to ALAS membership through Bi-Weekly Update (content to be approved by ALAS), *Wings of Change* newsletter, and ALAS event notifications (**Exclusive Partner Only**)
- Reserved table of ten (10) at breakfast, (**Exclusive Partner Only**)
- Lunch sponsor recognition in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Signage at lunch
- Quarter-page advertisement in ALAS Education Summit Program Guide (**Exclusive Partner Only**)
- Receive preliminary Summit attendee list & ALAS Education Post - Summit Directory
- Company marketing materials for ALAS Education Summit Registrant Bags
- 50-word write-up with logo in ALAS Education Summit Program Guide

## CONTINENTAL BREAKFAST SPONSOR

\$8,000 (EXCLUSIVE) & \$4,000 (NON-EXCLUSIVE X 2)

- Two Summit registrations for sponsor representatives (Exclusive Partner Only) (Non-Exclusive, one pass each)
- Time at the podium to welcome ALAS Summit attendees by a single representative for a maximum of two minutes during this event (Exclusive Partner Only)
- Breakfast sponsor recognition in ALAS Education Summit Program Guide
- Your company logo on the ALAS website and ALAS App linked back to your website
- Signage at breakfast
- Display corporate materials on literature table
- Receive ALAS Education Summit Directory
- 50-word write-up with logo in ALAS Education Summit Program Guide (Exclusive Partner Only)

## STATE AFFILIATES BREAKFAST SPONSOR

\$10,000 (EXCLUSIVE) \$5,000 (NON-EXCLUSIVE X 2)

- Three (3) Summit registrations for sponsor representatives (**Exclusive Partner Only**) (**Non-Exclusive 1 registration**)
- Breakfast sponsor recognition in ALAS Education Summit Program Guide
- Your company logo on the ALAS website and ALAS App linked back to your website
- Welcome ALAS Summit attendees by a single representative for a maximum of two (2) minutes during this event
- Marketing Table - Network with attendees during the ALAS Summit (includes a 6 ft. draped table with electricity (not an exhibit hall))
- Signage at breakfast
- 50-word write-up with logo in ALAS Education Summit Program Guide
- Receive ALAS Education Summit Directory



## **BREAK SPONSOR**

**\$4,500 (EXCLUSIVE) \$1,250 (NON-EXCLUSIVE X 4)**

- Two (2) Summit registrations for sponsor representatives (Exclusive Partner Only)
- Non-Exclusive receives one (1) registration)
- Break sponsor recognition in ALAS Education Summit Program Guide
- Your company logo on the ALAS website and ALAS App linked back to your website (Exclusive Partner Only)
- Recognition of break sponsor by session moderator at a general session (Exclusive Partner Only)
- Signage at break (Exclusive Partner Only)
- Marketing Table - Network with attendees during the ALAS Summit
- includes a 6 ft. draped table with electricity (not an exhibit hall) (Exclusive Partner Only)
- Receive ALAS Education Summit Directory

## **FOCUS GROUPS**

**\$10,000**

- Facilitate one (1) ninety (90) minute focus group with five (5) selected educational decision- makers to review and provide guidance about research and development of your products/services includes
- three (3) registrations
- Focus group sponsor logo recognition in ALAS Education Summit Program Guide
- 50-word write-up in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive preliminary Summit attendee list
- Rank order selection of focus group attendees
- Receive preliminary Summit attendee list
- Receive ALAS Education Summit Directory
- ALAS Education Post Summit Directory

## **SHARK TANKS**

**\$8,000**

- Two (2) Summit registrations for sponsor representatives
- Facilitate one, 3-minute presentation overview to a dedicated audience followed by a 30-minute presentation with ALAS educational decision-makers
- 50-word write-up in ALAS Education Summit Program Guide
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive preliminary Summit attendee list
- Receive ALAS Education Summit Directory
- Receive ALAS Education Post Summit Directory

## **SPEED DATING SESSION**

**\$3,500**

- One (1) Summit registrations
- Marketing Table - Network with attendees (includes a 6 ft. draped table with electricity (not an exhibit hall)
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive ALAS Education Summit Directory
- Receive one Speed Dating Session with Summit participants one, sixty (60) minute interactive business card and collateral exchange followed by a networking reception

## **ED SUMMIT BUSINESS PARTNER**

**\$2,500**

- One (1) Summit registrations for sponsor representative
- 50-word write-up in ALAS Education Summit Program Guide
- Company marketing materials for ALAS Education Summit Registrant Bags
- Company logo on the ALAS website and ALAS App linked back to your website
- Receive ALAS Education Summit Directory

## ED SUMMIT BRAND AWARENESS OPPORTUNITIES

**Includes one (1) Summit registration for sponsor representative, Company logo on the ALAS website and ALAS App linked back to your website**

ALAS Education Summit Registrant bags - \$7,500 ALAS hats or shirts - \$5,000

Name badge lanyards - \$5,000 ALAS cups or pens - \$5,000

Summit Cyber Café Computers - \$10,000 (in-kind donations considered) Conference Program Printing - \$10,000 (includes full-page ad in program)

## ADDITIONAL PROMOTIONAL BENEFITS

Preliminary Summit Attendee List - \$2,500

50-word write-up in ALAS Education Summit Program Guide - \$1,000

Quarter-page advertisement in ALAS Education Summit Program Guide - \$1,500 Half-page advertisement in ALAS

Education Summit Program Guide - \$2,000 Full-page advertisement in ALAS Education Summit Program Guide - \$3,000

Serve on the ALAS Blue Ribbon Council (two meetings per year) - \$10,000

Partnership Alliance: How to work with diverse needs of school districts. What are School District Leaders Looking For? (2 attendees) - \$1,500

Company marketing materials for ALAS Education Summit Registrant Bags - \$500

## YEAR-LONG ALAS BRAND AWARENESS OPPORTUNITIES

- Corporate Membership in ALAS - \$2,500 (July 1- June 30 ). Membership highlights: a message or advertisement sent to ALAS membership through Bi-Weekly Update (content to be approved by ALAS), Wings of Change newsletter, and ALAS event notifications
- Article in ALAS Newsletter - \$1,500
- Corporate logo on the ALAS website with link to Corporate website - \$1,000 (one year – from July - June)
- Ad on the ALAS website - \$1,000 (one year – from July 1 - June 30)
- Ad or message to ALAS membership in Bi-Weekly Update - \$500
- Highlight of your corporate event or webinar on the ALAS Website, Newsletter, and Bi-Weekly Update -\$1,500

**New! Put your video on our website for 30 days. Individual contracts \$5,000 per month.**

***All in-kind requests will be considered. (Contact: Nancy Lewin, ALAS Executive Director, at 202-466-0808 or [nlewin@alasedu.org](mailto:nlewin@alasedu.org))***

# ALAS EDUCATION PARTNERSHIP INTEREST FORM

LEAD CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**Platinum Sponsorship** \$80,000 \_\_

**Gold Sponsorship** \$50,000 \_\_

**Silver Sponsorship** \$30,000 \_\_

**Bronze Sponsorship** \$20,000 \_\_

## PREMIER MARKETING OPPORTUNITIES

### Linking Latina Leaders

Exclusive \$10,000 \_\_

Non-Exclusive (2 available) \$5,000 \_\_

### Welcome Reception

Exclusive \$15,000 \_\_

Non-Exclusive (3 available) \$5,000 \_\_

### Fiesta Networking Reception

Exclusive \$15,000 \_\_

Non-Exclusive (3 available) \$5,000 \_\_

### Lifetime Achievement Award Lunch

Exclusive \$15,000 \_\_

Non-Exclusive (3 available) \$5,000 \_\_

### General Session Lunch

Exclusive \$15,000 \_\_

Non-Exclusive (3 available)	\$5,000 __
<b>Plated Breakfast</b>	
Exclusive	\$10,000 __
Non-Exclusive (2 available)	\$5,000 __
<b>Continental Breakfast</b>	
Exclusive	\$8,000 __
Non-Exclusive (2 available)	\$4,000 __
<b>State Affiliates Breakfast</b>	
Exclusive	\$10,000 __
Non-Exclusive (2 available)	\$5,000 __
Break	
Exclusive	\$4,500 __
Break	
Non-Exclusive (4 available)	\$1,250 __
Focus Groups	\$10,000 __
Shark Tank	\$8,000 __
Speed Dating	\$3,500 __
Ed Summit Business Partner	\$2,500 __
ALAS Exclusive Ed Summit Bag Sponsor	\$7,500 __
ALAS Exclusive Hat or Shirt	\$7,000 __
ALAS Exclusive Name Badge Lanyards	\$5,000 __
ALAS Exclusive Cups or Pens	\$5,000 __
Summit Cyber Café Computers	\$10,000 __
Conference Program Printing (includes full-page ad in program)	\$10,000 __
Preliminary Summit Attendee List	\$2,500 __
50-word write-up in ALAS Education Summit Program	\$1,000 __
Quarter-page advertisement in ALAS Education Summit Program	\$1,500 __
Half-page advertisement in ALAS Education Summit Program	\$2,000 __
Full-page advertisement in ALAS Education Summit Program	\$3,000 __
Marketing materials for ALAS Education Summit Registrant Bags	\$500 __

**PARTNERSHIP TYPE (PLEASE CHECK ALL THAT APPLY)**  
**EXECUTIVE SPONSORSHIP LEVELS YEAR-LONG PARTNER OPPORTUNITIES**

Corporate Membership in ALAS	\$2,500 __
Article in ALAS Newsletter	\$1,500 __
Corporate logo on the ALAS website with link to corporate website (one year – from July 1, 2018 through June 30, 2019)	\$1,000 __
Ad on the ALAS website	\$1,000 __
Email blast to ALAS membership through Bi-Weekly Update	\$500 __
Highlight your corporate event or webinar through ALAS Bi-Weekly Update and website posting	\$1,500 __
Exclusive 2018 Webinar Partnerships	\$2,500 __
Video for 30 days on ALAS Website	\$5,000 __
<b>TOTAL SPONSORSHIP AMOUNT\$</b>	<b>\$ _____</b>

**METHOD OF PAYMENT (PLEASE CHECK ONE)**

Check Enclosed

Bill Me (Purchase Order Required)

Credit Card - CC# \_\_\_\_\_

Exp. Date \_\_\_/\_\_\_

Billing Address \_\_\_\_\_

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

Signature \_\_\_\_\_

Date \_\_\_\_\_

Upon acceptance, a formal contract will be provided.

Please email completed form to:

[Nlewin@alasedu.org](mailto:Nlewin@alasedu.org) **AND** [Operations@alasedu.org](mailto:Operations@alasedu.org)