Opportunities For Sponsorships

NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION
ANNUAL CONFERENCE
Sheraton Atlanta Hotel
165 Courtland Street, NE
Atlanta, Georgia 30303
October 13-15, 2011
What is NASBE?

The National Association of State Boards of Education (NASBE) is a non-profit private association that represents state and territorial boards of education. We serve over nine hundred individuals, including members of state boards, state board executives, state education attorneys, as well as associate members. These members are responsible for the educational interest of more than fifty million public school students and more than three million students in post-secondary institutions.

Our objectives include serving as the principal organization for policymakers involved in the field of education; developing and providing information that anticipates critical issues formulated with active participation of state board members; and promoting policy frameworks that are clearly recognizable as scholarly, student-focused, non-partisan, and adaptable to state-by-state implementation.

CONFERENCE INFORMATION

Sheraton Atlanta Hotel
165 Courtland Street, NE
Atlanta, GA 30303
October 13-15, 2011
Platinum Sponsorships
($12,500)

Benefits Package --
• Sign outside event room with name of sponsor.
• Sponsor recognition during the event and opportunity to greet and address participants.
• Complimentary conference registration for three corporate representatives.
• Full page ad in the Annual Conference Program and recognition on the sponsorship page.
• An annual subscription to the NASBE Resource binder, which includes *The State Education Standard* and timely updates (eight-nine times a year) on important education issues.
• Name and logo on the NASBE website with a link to your company’s homepage.
• Table for materials during conference.

Special Events

GEORGIA NIGHT ($12,500)
Our State Night event will be held at the Fernbank Museum of Natural History. Participants will enjoy a delicious reception and Southern buffet and tour some of the exhibits, including “A Walk through Time in Georgia.”

LEADERSHIP BANQUET ($12,500)
This year’s dinner will honor not only our Distinguished Service Award winners, but also NASBE’s Executive Director, Brenda Welburn, for her many years of dedicated service to NASBE and its members.

Gold Sponsorships
($7,500 – $10,000)

Benefits Package --
• Sign outside event room with name of sponsor.
• Sponsor recognition during the event.
• Complimentary conference registration for two corporate representatives.
• Half page ad in the Annual Conference Program and recognition on the sponsorship page.
• An annual subscription to the NASBE Resource binder, which includes *The State Education Standard* and timely updates (nine times a year) on important education issues.
• Name and logo on the NASBE website with a link to your company’s homepage.
• Table for materials during conference.

Special Events

OPENING CONFERENCE LUNCHEON ($10,000)
In keeping with this year’s international theme, Mr. Andreas Schleicher, Head of the Indicators and Analysis Division of the Organisation for Economic Co-operation and Development (OECD), will be our keynote speaker during the Opening Luncheon.
**KEYNOTE LUNCHEON ($10,000)**
David Green, President of the Center for Evidence-Based Education, will address participants at our Friday luncheon.

**POLICY LEADER OF THE YEAR BREAKFAST ($7,500)**
The Award given during this breakfast will recognize the contributions made by national policymakers and education leaders. Past recipients included Governors, Members of Congress and Secretaries of Education. Last year’s winner was Lt. General Benjamin C. Freakley.

**Silver Sponsorships**
*($3,000 - $5,000)*

**Benefits Package --**
- Sign outside event room with name of sponsor.
- Sponsor recognition during the event
- Complimentary conference registration for one corporate representative.
- An annual subscription to the NASBE Resource binder, which includes *The State Education Standard* and timely updates (nine times a year) on important education issues.
- Name and logo on the NASBE website with a link to your company’s homepage.
- Table for materials on date of the sponsored event.

**Special Events**

**BOARD OF DIRECTORS RECEPTION ($5,000)**
NASBE’s President, Lowell Johnson, and our 2010 Board of Directors will welcome everyone to Utah during this preconference event.

**PRESIDENT’S RECEPTION ($5,000)**
Conference participants gather to socialize and mingle with the reception sponsor, colleagues and NASBE staff at this reception held just before the Leadership Banquet. The Silent Auction is also open during the reception.

**TOPICAL BREAKFAST ($5,000)**
This breakfast session provides members with the opportunity to join in roundtable discussions on eight-ten topical issues. The session sponsor is invited to host one of the tables.

**PRESIDENT’S LUNCHEON ($5,000)**
The closing luncheon on Saturday features the presentation of the prestigious Friend of Education Award and the traditional passing of the gavel to the incoming President.

**General and Breakout Sessions**

**PLENARY SESSION ON THE COMMON CORE ($5,000)**
A panel of Chief State School Officers will discuss the implementation of the Common Core Standards in their states and implications for challenging students to match students from other countries.
2011 STUDY GROUP FINDINGS AND RECOMMENDATIONS ($5,000)
The chair and members of NASBE’s Study Group on Teacher Preparation, Evaluation, Continuation, and Compensation will highlight their group’s work, recommendations, and next steps, followed by a question and answer period.

INTERNATIONAL EDUCATIONAL BEST PRACTICES ($5,000)
The education staff members from the Embassies of Finland, Singapore, and Canada have been invited to discuss the programs and practices which have allowed their students to excel in math, science, and language arts.

ASSESSMENTS IN AN AGE OF GLOBAL COMPARISONS ($5,000)
David Driscoll and two chief state school officers will join us to examine and compare NAEP and the developing common assessments from a global perspective.

ECONOMICS AND WORKFORCE DEVELOPMENT ($3,000)
This topic is at the core of this year’s conference. How do we as a nation prepare our students for productive employment and careers? Our expert panel comes from The Asia Society, the National Center on Education and the Economy, and the U.S. Chamber of Commerce.

ATTORNEY SESSION ($3,000)
The panel discussion with state education attorneys will focus on the topic “The Intersection of Education and Immigration.”

U.S. AND INTERNATIONAL STUDENT HEALTH POLICIES ($3,000)
When looking at high performing countries, it is easy to dissect subject areas to replicate; this session will look at other key factors for success in high performing PISA countries.

LEARNING READINESS AND EARLY CHILDHOOD EDUCATION ($3,000)
To ensure that students are arriving to kindergarten prepared to learn, this session will examine the key factors that education policymakers should consider in creating early learning standards to prepare students for K-12 education success.

Conference related materials

ANNUAL CONFERENCE PROGRAM ($3,000)
Contributions will be used to defray some of the costs associated with the design and printing of the program. Benefits will include a full page ad (cover 4) in the Annual Conference Program and recognition on the sponsorship page.

CONFERENCE TOTE BAGS ($3,000)
Contributions will be used to defray some of the costs associated with the design and production of the tote bags. Sponsors name and logo will be featured on the back of the bag.
Bronze Sponsorships
($1,000 - $1,200)

BREAK SESSIONS (4) ($1,200 per session)
By sponsoring a “break”, you’ll have an opportunity to network with policymakers in an informal setting. Benefits include a sponsor sign by the break station and recognition in the program and on the website.

GENERAL CONFERENCE SPONSORSHIP ($1,000)
A general conference sponsorship includes one complimentary registration to the full conference, including meal functions and events and recognition in the program, on a sponsor sign, and on the website.

CORPORATE PROMOTIONAL ITEMS
Donations of corporate promotional items are always appreciated. Such items as calendars, pens, mugs, etc. will be included in the Conference “goodie” bags. Donations will be recognized in the Annual Conference program and on the website.

<table>
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<th>Other Sponsorship Opportunities</th>
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<tr>
<td>New State Board Member Institute July 22-24, 2011 Arlington, VA</td>
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<tr>
<td>Legislative Conference March 21-23, 2012 Washington, DC</td>
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<tr>
<td>New State Board Member Institute July 20-22, 2012 Arlington, VA</td>
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<td>Annual Conference October 11-13, 2012 Chicago, IL</td>
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For more information about the NASBE Annual Conference sponsorships, please contact:
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800-368-5023 (toll free), ext. 1109 or bradleyh@nasbe.org or visit our website at www.nasbe.org

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