



2018-19

The Association Serving Wisconsin School Principals and Administrative Leaders

Organizational Partner Program

Become a Organizational Partner Page 3

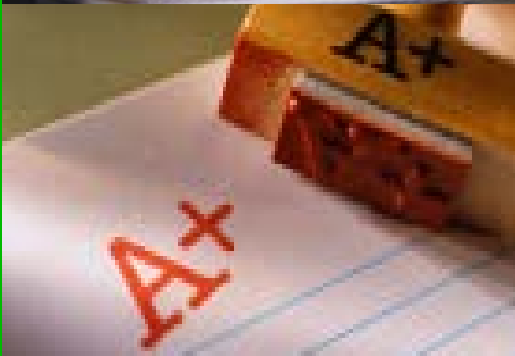
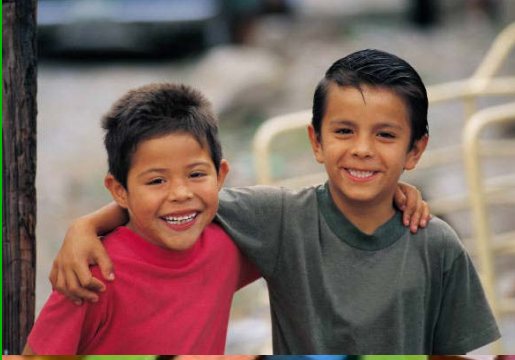
Outreach Information Page 4

Exhibit Information Page 4

Supporting and Strengthening
Public Education

For governmental agencies and
non-profit organizations.

Sponsored by the Wisconsin Foundation
for Educational Administration,
AWSA's foundation.



Meet AWSA

The Association of Wisconsin School Administrators (AWSA) is the professional organization of the state's elementary, middle and high school principals and administrative leaders. AWSA provides its members with legislative representation, a first-rate professional development program and an array of services which strengthen and uphold educational leadership. AWSA represents over 1,700 principals, associate principals and other education leaders throughout Wisconsin.

The Wisconsin Foundation for Educational Administration has been established to support all of AWSA's professional development programs in order to advance educational leadership for the benefit of the students of Wisconsin.

Build Relationships

At AWSA, we know that relationships are important to success, so the Program is designed to help organizations develop solid and sustainable connections with education leaders that will be mutually beneficial.

This program operates with a one year renewable agreement, providing opportunities for connections with principals throughout the year.

Support Public Education

AWSA recognizes that effective public education is enhanced by organizational partnerships that support learning. Our members are always looking for information about organizations that will help them to lead their schools in ways that are cost-effective, productive and equitable.

WFEA utilizes Organizational Partner dollars to help fund an array of professional development programs that serve more than twenty-four hundred participants each year. The Organizational Partner Program contributes to WFEA's mission to enhance the professional growth and competency of school administrators for the purpose of improving the quality of educational opportunities for the youth of Wisconsin.

Where the Money Goes

Organizational Partner revenues are used by AWSA to assist in our mission of increasing the knowledge of our members in order to provide the best possible leadership to schools and the children they serve. Partner dollars are used to fund AWSA's Professional Development Program.

The program also supports the Aspiring Administrator Program which encourages top-notch teachers to consider a career in educational administration.

AWSA's highly-regarded professional development program brings top-notch educators, researchers and academics to Wisconsin for conventions and conferences. Today's tough education issues are discussed, disassembled and solutions sought. It is only through this exchange of information and ideas that all children will one day receive the best possible opportunities.

See the **back cover** of this brochure for a list of professional development offerings and promotional opportunities offered to AWSA members throughout the year.

The Organizational Partner Program is operated through the WFEA, the foundation through which AWSA's professional development activities are funded.

Upon request, organizational partners may be asked to verify their tax exempt status.

If you are interested in pursuing these or additional sponsorship opportunities, please contact Diane Gyrog at the AWSA office: (608) 729-6663
dianegyrog@awsa.org or visit our website
www.awsa.org

Partnership Opportunities

Friend

\$10,000

- Customized item to fit your organization.
- Serve as the sole sponsor of one event at a Grade Level Convention.
- Rotating logo on the AWSA homepage.
- Complimentary booth at AWSA co-sponsored event (QE Convention **or** SLATE which includes a pre-registrants list).
- Executive Briefing: get the latest information regarding the trends and policies impacting Wisconsin K-12 education from AWSA Executive Staff.
- Onetime use electronic mailing list, upon request, of AWSA members generated according to your specifications.
- Our partners who choose to exhibit at AWSA only events will be invited to attend all sessions (up to 4 people)
- Recognized in AWSA only PD programs (paper and/or electronic).
- Link to your organization's website on the AWSA website.
- One table top exhibit at each AWSA grade level convention (which includes a pre-registrants list).
- Recognized in every issue of the *Update* newsletter.
- Write one annual informational (non-sales) article for the *Update*.

Advocate

\$5,000

- Priority consideration to serve as the sole sponsor of one break or reception at a Grade Level Convention.
- Rotating logo on the AWSA homepage.
- Complimentary booth at AWSA co-sponsored event (QE Convention **or** SLATE which includes a pre-registrants list).
- Executive Briefing: get the latest information regarding the trends and policies impacting Wisconsin K-12 education from AWSA Executive Staff.
- Onetime use electronic mailing list, upon request, of AWSA members generated according to your specifications.
- Our partners who choose to exhibit at AWSA only events will be invited to attend all sessions (up to 3 people).
- Recognized in AWSA only PD programs (paper and/or electronic).
- Link to your company's website on the AWSA website.
- One table top exhibit at each AWSA grade level convention (which includes a pre-registrants list).
- Recognized in every issue of the *Update* newsletter.
- Write one annual informational (non-sales) article for the *Update*.

Partner

\$3,500

- Executive Briefing: get the latest information regarding the trends and policies impacting Wisconsin K-12 education from AWSA Executive Staff
- Onetime use electronic mailing list, upon request, of AWSA members generated according to your specifications.
- Our partners who choose to exhibit at AWSA only events will be invited to attend all sessions (up to 2 people).
- Recognized in AWSA only PD programs (paper and/or electronic).
- Link to your company's website on the AWSA website.
- One table top exhibit at each AWSA grade level convention (which includes a pre-registrants list).
- Recognized in every issue of the *Update* newsletter.
- Write one annual informational (non-sales) article for the *Update*.

Associate

\$1,000

- Our partners who choose to exhibit at AWSA only events will be invited to attend all sessions (may attend at the member registration rate).
- Recognized in AWSA only PD programs (paper and/or electronic).
- Link to your organization's website on the AWSA website.
- One table top exhibit at each AWSA grade level convention (which includes a pre-registrant list).
- Recognized in every issue of the *Update* newsletter.

Advertising Information

Advertising in the *Update* Newsletter

The Association of Wisconsin School Administrators publishes a high quality electronic bulletin known as the *AWSA Update* every other week during the school year. The *Update's* circulation is approximately 2500, including active principals, associate principals, other school administrators, retirees, corporate supporters and education associates of AWSA.

Size	Dimensions	Cost per Ad
Large Rectangle Ad (located on interior page)	700 x 200 px	\$200
Square Button Ad (located the left sidebar)	220 x 220 px	\$75

20 *Update* Issues to Choose From:

August 15 & 29
 September 12 & 26
 October 10 & 24
 November 7
 December 5 & 19
 January 16 & 30
 February 13 & 27
 March 13 & 27
 April 10 & 24
 May 8 & 22
 June 5

Deadlines:

one week preceding the issue release

Questions about Advertising?

Contact Jena Sebald at jenasebald@awsa.org or (608) 729-6639

Advertising on the AWSA Website

AWSA offers the opportunity to purchase a rotating ad on our homepage. (170 x 100 px) Ad includes a click-through link to your website.

Time Period	Fee
12 Months*	\$1,500
6 Months	\$750
3 Months	\$375

*Friend & Advocate level organizational partners receive 12 months **FREE**.

Exhibitor Information

Table Top	Exhibit Booth
Elementary Principals Convention October 11, 2018 Hyatt Regency, Green Bay \$310	SLATE December 4, 2018 Kalahari Resort, WI Dells \$625 www.slateinwi.com
High School/Middle School Principals Convention February 7, 2019 Concourse Hotel, Madison \$310	

Many of these services are available as part of our Organizational Partner Program (see page 3).

AWSA/WFEA

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www.awsa.org