



2019-20

The Association Serving Wisconsin School Principals and Administrative Leaders

Organizational Partner Program

Become a Organizational Partner Page 3

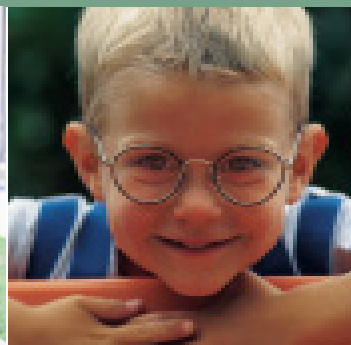
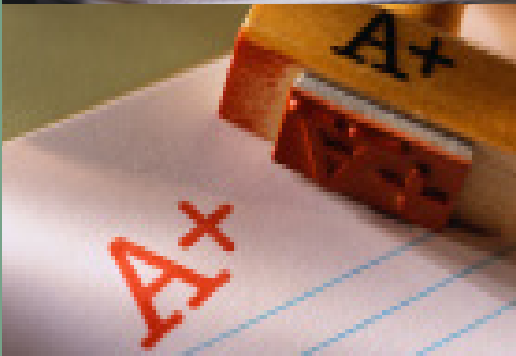
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Supporting and Strengthening
Public Education

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 Brzezinski at the AWSA office: (608) 729-6663
diane@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 |

19 Update Issues to Choose From:

August 14 & 28
 September 11 & 25
 October 9 & 23
 November 6 & 20
 December 4
 January 15 & 29
 February 12 & 26
 March 11 & 25
 April 8 & 22
 May 6 & 20

Deadlines:

one week preceding the issue release

Questions about Advertising?

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

Exhibitor Information

| Table Top | Exhibit Booth |
|--|--|
| Elementary Principals Convention October 10, 2019 Kalahari Resort, WI Dells \$310 | SLATE December 10, 2019 Kalahari Resort, WI Dells \$625 www.slateinwi.com |
| High School/Middle School Principals Convention February 12, 2020 Kalahari Resort, WI Dells \$310 | |

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

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.

AWSA/WFEA

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www.awsa.org