



2021-22 CORPORATE SUPPORT PROGRAM

The Association of Wisconsin School Administrators



Supporting and Strengthening Public Education

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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 2,000 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 Corporate Support 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 contract, providing opportunities for connections with principals throughout the year.

Support Public Education

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

WFEA utilizes Corporate Support dollars to help fund an array of professional development programs that serve more than twenty-four hundred participants each year. The Corporate Support 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

Where the Dollars Go

Corporate Support 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. Corporate Support 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 Corporate Support Program is operated through the WFEA, the foundation through which AWSA's professional development activities are funded.

Contact Information

If you are interested in pursuing these or additional sponsorship opportunities, please contact Steve Schroeder at the AWSA office: 608.729.6655
steve@awsa.org or visit our website
www.awsa.org

Levels of Corporate Support

Keystone | \$20,000

- Exclusive sponsorship of Middle Level/High School and AP Convention Receptions.
- Sponsorship of the New Building Administrators Conference Series.
- Priority consideration to serve as the sole sponsor of one event at a Grade Level Convention (which includes a pre-registrants list).
- Rotating logo on the AWSA homepage.
- Complimentary booth at AWSA co-sponsored event (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 corporate supporters who choose to exhibit at AWSA only events will be invited to attend all sessions (up to 6 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.

Diamond | \$7,500

- Priority consideration to 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 (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 corporate supporters 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.

Platinum | \$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 corporate supporters 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.

Gold | \$2,000

- Onetime use electronic mailing list, upon request, of AWSA members generated according to your specifications.
- Our corporate supporters who choose to exhibit at AWSA only events will be invited to attend all sessions (1 person).
- 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).

Silver | \$1,000

- Our corporate supporters 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 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.

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 in center page of lead article)	700 x 200 px	\$200
Square Button Ad (located on landing page, left sidebar)	220 x 220 px	\$75

2021-22 Update Issues to Choose From:

August 11 & 25
September 8 & 22
October 6 & 20
November 3 & 17
December 1 & 15
January 12 & 26
February 9 & 23
March 9 & 23
April 6 & 20
May 4 & 18
June 1

Ad 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

*Keystone & Diamond Level Corporate Supporters receive 12 months FREE.

Exhibit Information

Looking for a way to showcase your products and services?

In this current economy, educators know they can make cost-effective decisions that will enhance student learning and staff efficiency by choosing products wisely.

AWSA Conventions are a GREAT opportunity to showcase your products and services.

Opportunities

Table Top	Exhibit Booth
Elementary Principals Convention October 14, 2021 KI Center Green Bay \$310	SLATE December 7, 2021 Kalahari Resort, WI Dells \$625 www.slateinwi.com
High School/Middle School Principals Convention February 10, 2022 KI Center Green Bay \$310	

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

AWSA/WFEA

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