



Association of Wisconsin School Administrators

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# 2024-25 CORPORATE SUPPORT PROGRAM



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*Supporting and Strengthening Public Education*

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*Become a Corporate Supporter*

*Advertising Information*

*Sponsorship Opportunities*

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

*Exhibit Dates*

# Levels of Corporate Support

<i>All Levels Renew July 1 - June 30</i>	Silver \$1,000	Gold \$2,500	Platinum \$4,500	Diamond \$7,500	Keystone \$10,000
Opportunity to register for all grade-level conferences starting July 15th	X	X	X	X	X
Recognized in all AWSA academy and event programs	X	X	X	X	X
Recognized on the Update Newsletter landing page	X	X	X	X	X
Company website linked on AWSA's Corporate Partners landing page	X	X	X	X	X
Listed in conference opening slideshows	X	X	X	X	X
Priority table placement in exhibit space	X	X	X	X	X
Corporate Partner distinction on your table top exhibits	X	X	X	X	X
One time use of AWSA member list		X	X	X	X
One complimentary table top exhibit at Elementary, Associate Principal or High School/Middle School Conference		X	X	X	X
One complimentary table top exhibit at Elementary, Associate Principal or High School/Middle School Conference		X	X	X	X
One complimentary table top exhibit at Elementary, Associate Principal or High School/Middle School Conference			X	X	X
One complimentary exhibit booth at SLATE				X	X
Complimentary large banner ad in the AWSA Update ( <i>August-June publication</i> )					X

# Advertising Opportunities

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 2,500, including active principals, associate principals, other school administrators, retirees, corporate supporters and education associates of AWSA.

Size	Dimensions	Cost per Month
Large Rectangle Ad (located in center page of article content)	600 x 200 px	\$240
Square Button Ad (located on landing page, left sidebar)	220 x 220 px	\$110

## 2024-25 Update Publication Dates:

*\*AWSA reserves the right to modify publication schedule as needed.*

- August 7 & 21, 2024
- September 4 & 18, 2024
- October 2 & 16, 2024
- November 6 & 20, 2024
- December 4, 2024
- January 15, 2025
- February 12 & 26, 2025
- March 12 & 26, 2025
- April 9 & 23, 2025
- May 7 & 21, 2025
- June 4, 2025

## Upcoming Exhibit Dates

Table Top	Exhibit Booth
Elementary Principals Convention October 10, 2024 Osthoff Resort   Elkhart Lake	SLATE December 10, 2024 Kalahari Resort, WI Dells <a href="http://www.slateinwi.com">www.slateinwi.com</a>
<b>NEW for 2024-25</b> Associate Principals Convention January 30, 2025 Osthoff Resort   Elkhart Lake	<b>Pre-registration list included at all support levels!</b>
Middle & High School Principals Convention February 6, 2025 Hilton Milwaukee City Center	

## Sponsorship Opportunities

Think outside the "booth" with these unique sponsorship options! Have something else in mind? Contact us to customize a plan that's just right for you!

- **Reception Sponsors:**  
Available for the Wednesday Elementary and Associate Principal Conventions  
*Suggested Commitment: \$4,000*
- **Launching Academy Sponsor:**  
Company will be recognized as supporter of this academy throughout the year.  
*Suggested Commitment: \$5,000*
- **Summer Board of Directors Dinner Sponsor:**  
Company will be invited to attend summer dinner with the board of directors.  
*Suggested Commitment: \$3,500*
- **Lanyard Sponsor:**  
Company sponsors a one-year supply of AWSA lanyards for use at all AWSA events.  
*Suggested Commitment: \$2,500*

[Click here to secure your support level online!](#)

## 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 for the youth of Wisconsin.

## 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.

The Corporate Support Program is operated through the Wisconsin Foundation for Educational Administration, AWSA's supportive foundation.