



AESA

ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES

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www.aesa.us

2018

BUSINESS SPONSORSHIP

OPPORTUNITIES

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WHY CONSIDER A RELATIONSHIP WITH AESA?

There are 553 Educational Service Agencies (ESAs), with over 200,000 employees in 44 states. AESA is in the position to reach 11,700 **(79%)** of the public school districts, 22,710 **(83%)** of the private schools, 2,160,955 **(79%)** certified teachers, and 2,018,888 **(80%)** non-certified school employees, and well over 40,732,954 **(80%)** public and private school students. This includes administrators, administrative support staff, instructional coordinators, principals, assistant principals, school librarians and support staff, instructional aides, guidance counselors, and other support and service staff members. *SOURCE: U.S. Department of Education, National Center for Education Statistics, Common Core of Data Survey.*

BENEFITS OF PARTICIPATION WITH AESA

ESAs are in face-to-face contact with nearly every superintendent and LEA key staff of local school districts on a weekly/monthly basis. As a result, ESA staff is acutely aware of the needs and problems faced by local public school districts, as well as private and parochial schools in their area along with other youth service agencies.

One of the most critical responsibilities that AESA has is to ensure that ESAs and schools have access to the best educational products and services available. Therefore, AESA offers Business Opportunities to companies wishing to join and/or partner with AESA and its members. AESA also makes available, separately or in conjunction with the business levels, opportunities to participate in and sponsor a variety of additional “Marketing Opportunities” in an effort to help maximize exposure and brand recognition.

There are a variety of participation opportunities available with the AESA. In the following pages you will see specific benefits offered at each participation level. Working with AESA offers a level of access and visibility not afforded by other national associations.

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BUSINESS SPONSORSHIP OPPORTUNITIES

FEDERAL ADVOCACY PACKAGE - Annual

When: January 23, 2018

Where: Washington D.C.

Description of Meeting: Each state is invited to send at least one designated state leader to this meeting. This purpose of the meeting is to develop a legislative agenda for the upcoming year. State leaders are CEOs of their organizations.

Cost: \$5,000 (one only)

Package Includes:

- Dinner sponsorship for 35 – 50 state leaders/CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list w/contact information for Federal Advocacy dinner
- Annual Conference attendee lists – pre and post with contact information

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BUSINESS SPONSORSHIP OPPORTUNITIES

SPRING EXECUTIVE COUNCIL PACKAGE - Annual

When: March 25 - 26, 2018

Where: Lexington, KY

Description of Meeting: The 16 CEOs (13 current and 3 new) serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

Cost: \$4,500 (two opportunities available)

Package Includes:

- Dinner sponsorship for 16 CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list w/contact information
- Annual Conference attendee lists – pre and post with contact information

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BUSINESS SPONSORSHIP OPPORTUNITIES

SUMMER LEADERSHIP EXECUTIVE COUNCIL DINNER - Annual

When: July 15, 2018

Where: Minneapolis, MN

Description of Meeting: The 13 CEOs serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

Cost: \$4,500

Package Includes:

- Dinner Sponsorship for 13 CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Summer Leadership Conference
- Annual Conference attendee lists – pre and post with contact information

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BUSINESS SPONSORSHIP OPPORTUNITIES

SUMMER LEADERSHIP PACKAGE - Annual

When: July 16 – 19, 2018

Where: Minneapolis, MN

Description of Meeting: 125 - 200 ESA CEOs and key staff invited by the CEO usually attend this three-day event. There are **NO** exhibits as such. Two representatives of the sponsor are given complimentary registrations and are invited to participate in the conference as regular attendees. Sponsor is given 15 minutes to market their company. This gives the Sponsor a great opportunity to talk with ESAs and to engage in soft selling and contact development. Sponsors are recognized in the printed program and during announcements from the podium.

Cost - \$10,000 each (three packages available)

1. Dinner - First night – July 16, 2018
2. Lunch - Second day – July 17, 2018
3. Lunch - Third day – July 18, 2018

Packages Include:

- Lunch/dinner sponsorship for 125 -150 CEOs/Executive Leaders
- Introduction/presentation of company and services--15 minutes
- Recognition of sponsorship by Executive Leadership during Opening/Closing Business Sessions
- Attendee list with contact information from Summer Leadership Conference
- Annual Conference attendee lists – pre and post with contact information

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EDUCATORS CALL TO ACTION PACKAGE - Annual

When: September 26 – 28, 2018

Where: Hyatt Regency on Capitol Hill, Washington, DC

Description of Meeting: This event is focused on updates of Federal Legislation and on meeting with Members of Congress. Between 60 and 80 people are usually in attendance. There are no exhibits and Sponsors will be given 15 minutes to Market their company.

Note: Both packages, can be purchased by ONE Sponsor for \$9,500

First Package: Executive Council Dinner – September 25, 2018

Cost: \$4,500

- Dinner sponsorship for 13 CEOs that make up the AESA Leadership Board
- Introduction/presentation of company and service--15 minutes
- Recognition of sponsorship by Executive Leadership at the Educators Call to Action
- Attendee list with contact information from Educators Call to Action
- Annual Conference attendee lists – pre and post with contact information

Second Package: Welcome Reception –September 26, 2018

Cost: \$6,000

- Sponsorship for 60-80 attendees
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Educators Call to Action
- Recognition of sponsorship by Executive Leadership at the Educators Call to Action
- Annual Conference attendee lists – pre and post with contact information

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ANNUAL CONFERENCE EXECUTIVE COUNCIL DINNER - Annual

When: November 27, 2018

Where: Colorado Springs CO

Description of Meeting: The 13 CEOs serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and they represent the four geographic areas from across the country. Executives in Residence, which is an annual cohort of future ESA leaders, are also in attendance.

Cost: \$7,000

Package Includes:

- Dinner sponsorship for 13 CEOs and other ESA leaders from across the country
- Introduction/presentation of company and services--15 minutes
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre and post with contact information
- Sponsored table at Annual Conference by your company with signage for general session lunch

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ANNUAL CONFERENCE – Exhibitor

When: November 28 – December 1, 2018

Where: Colorado Springs, CO

Description of Meeting: This is the major AESA event of the year and will be held at the Broadmoor Hotel in Colorado Springs. The event attracts between 750 and 800 people divided into 1/3 ESA CEOs, 1/3 ESA board members and 1/3 senior ESA staff.

Cost: \$1,600 (prior to 10/1/18)
\$1,800 (after 10/1/19)

Package Includes:

- 10' X 10' booth at the Annual Conference (2 complimentary registrations)
- Pipe & drape
- Skirted table and 2 chairs
- Attendee lists – pre and post with contact information
- Additional opportunities to sponsor specific marketing materials
- High member traffic (breakfast, refreshments, Welcome and President's Receptions, Silent Auction held in exhibit hall)
- Company recognition on AESA website
- Included in AESA website Annual Conference Exhibitor Directory

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BUSINESS SPONSORSHIP OPPORTUNITIES

BUSINESS PARTNER

Two Options:

Option #1 - \$45,000 for a single-year agreement

Option #2 - \$40,000 per year for a 3-year agreement

Package Includes:

- Exclusive representation of like businesses at Business Partner Level
- Prime 10' x 10' booth at Annual Conference
- Location of exhibitor booth in "Business Partners Row" (5 attendees)
- Pipe and draping for table and 2 chairs
- Pre/post attendee list
- Opportunity to conduct one breakout session at the Annual Conference
- Marketing flyer included in conference attendee handout bag
- Company sponsored table at Annual Conference for General Session Lunch
- First choice of sponsorship of additional specific marketing materials
- First choice of Business Sponsorship Opportunities at state and regional meetings
- AESA Membership Directory
- Company recognition on AESA website with link to Business Partner
- One article in AESA Online Newsletter announcing partnership
- Assist in the electronic delivery of 2 newsletters each year to AESA members
- Use of AESA name, trade name, service mark and logo in trade magazines/periodicals with pre-approval by AESA
- Direct access to the AESA National Marketing channel
- Opportunity to participate in market research/joint marketing programs
- Invitation to attend and participate in the AESA Summer Leadership Conference with Executive Leadership recognition (2 complimentary registrations)
- Email notification to each ESA Executive Director/CEO to introduce the business partner services