TENNESSEE
School Counselor and Administrator
Leadership Institute

Inspire
EMPOWER
embrace

September 13-15, 2020
Embassy Suites Hotel & Convention Center
Murfreesboro, TN

SPONSORSHIP PACKAGE
Benefits Received By All Sponsors

All major sponsors that provide at least $2,500 in cash and/or in like-kind products and services will receive the following benefits:

- Name recognition and logo on conference e-mail invitations:
  - List includes: approximately 7,000 counselors, directors of counseling, key administrators, principals and superintendents.
  - Participant’s Manual – approximately 1,300
  - Special direct mail invitations to every superintendent in TN.

- Name recognition and logo placed on general sponsor recognition signage at the event.
  - Recognition from the stage.

- Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

- VIP seating at the conference’s Keynote Luncheon.

- Association with a first class event.

- Name recognition and/or logo on National Center for Youth Issues’ website.

The following pages indicate additional benefits available for designated sponsorship levels.
Major Sponsor Levels

<table>
<thead>
<tr>
<th>GOLD LEVEL</th>
<th>SILVER LEVEL</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>$7,500</td>
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</tbody>
</table>

- **Primary/lead** emphasis on promotion and print materials, including the Participants Manual and conference signage.

- **One table** at the Keynote Luncheon. Tables provide seating for eight and will be located near the speaker’s platform, and may be used for organization employees or other guests (Valued at $160).

- The CEO, or his/her designee, of the organization will be seated at the speaker’s table at the Keynote Luncheon.

- The CEO, or his/her designee, will be introduced at the Keynote Luncheon and given three to five minutes to speak to the participants.

- Full-page program acknowledgment in Participants Manual.

- Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

- Opportunity to insert materials into Participant’s Tote Bags

- Major emphasis on promotion and print materials, including the Participants Manual and conference signage.

- **Four reservations** at the Keynote Luncheon. Seats will be located near the speaker’s platform, and may be used for organization employees or other guests (Valued at $80).

- The CEO, or his/her designee, of the organization will be seated at the speaker’s table at the Keynote Luncheon.

- The CEO, or his/her designee, will be introduced at the Keynote Luncheon.

- Full-page program acknowledgment in Participants Manual.

- Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

- Opportunity to insert materials into Participant’s Tote Bags
Monday Keynote Luncheon Exclusive Sponsor

$5,000

Dedicated banner recognition will be displayed throughout the Keynote Luncheon indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor banner, displayed throughout the conference.

Logo recognition on signage at the entrance to the Luncheon.

The CEO, or his/her designee will be introduced at the Luncheon and given 2 minutes to greet guests. The CEO, or his/her designee, will be seated at the speaker’s table.

One table at the Keynote Luncheon. Tables provide seating for eight and will be located near the speaker’s platform, and may be used for organization employees or other special guests (Valued at $160).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

Full-page program acknowledgment in the Participants Manual.

Opportunity to insert materials into Participant’s Tote Bags.
Tuesday
Keynote Luncheon
Exclusive Sponsor

$5,000

Dedicated banner recognition will be displayed throughout the Keynote Luncheon indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor banner, displayed throughout the conference.

Logo recognition on signage at the entrance to the Luncheon.

The CEO, or his/her designee will be introduced at the Luncheon and given 2 minutes to greet guests. The CEO, or his/her designee, will be seated at the speaker’s table.

One table at the Keynote Luncheon. Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at $160).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

Full-page program acknowledgment in the Participants Manual.

Opportunity to insert materials into Participant’s Tote Bags
## Promotional Items Sponsorship

<table>
<thead>
<tr>
<th>PARTICIPANTS TOTE BAG</th>
<th>PARTICIPANTS MANUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$4,000</strong></td>
<td><strong>$3,500</strong></td>
</tr>
</tbody>
</table>

- The organization’s name and logo will be the **only sponsor** featured on the Participants Tote Bag.

- Inclusion of the organization’s name and logo on major sponsor recognition signage and on the Participants Manual.

- **Three** employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker’s platform, and may be used for organization employees or other special guests (Valued at $60).

- Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

- Full-page program acknowledgment in Participants Manual.

- Opportunity to insert materials into Participant’s Tote Bags

- The organization’s name and logo will be the **only sponsor** indicated on the front of the Participants Manual, and will also be indicated on every page.

- Inclusion of the organization’s name and logo on major sponsor recognition signage.

- **Three** employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker’s platform, and may be used for organization employees or other special guests (Valued at $60).

- Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

- Full-page program acknowledgment in Participants Manual.

- Opportunity to insert materials into Participant’s Tote Bags
Refreshment Breaks Sponsorship

$2,500

Specific major signage will be displayed at this event indicating your organization as the sole sponsor.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual.

Three employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at $60).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

Full-page program acknowledgment in Participants Manual.
Registration & Information Center Sponsorship

$2,500

Large wayfinders will be strategically placed in the Registration & Information Area indicating your organization as the sole sponsor and also noted as such in the Participants Manual.

Major recognition on general signage.

The CEO, or his/her designee, will be recognized at the Keynote Luncheon.

Three reservations at the Keynote Luncheon. Seats will be located near the speaker’s platform, and may be used for organization employees or other special guests (Valued at $60).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

Full-page program acknowledgment in Participants Manual.
Opening General Session Sponsorship

$2,500

Large wayfinders will be strategically placed right outside the doors to the Opening General Session indicating your organization as the sole sponsor and also noted as such in the Participants Manual.

Inclusion of the organization’s name and logo on major sponsor recognition signage and on the Participant’s Manual.

The CEO, or his/her designee, will be introduced at the Opening Session and given 2 minutes to greet guests. The CEO, or his/her designee, will be seated at the speaker’s table.

Three reservations at the Keynote Luncheon. Seats will be located near the speaker’s platform, and may be used for organization employees or other special guests (Valued at $60).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at $450).

Full-page program acknowledgment in Participants Manual.
Event Sponsorship Opportunities

Sunday Afternoon
Pre-Conference Learning Institute
Exclusive Sponsorship

$2,500

Exclusive logo recognition on dedicated PowerPoint slides at the Pre-Conference Learning Institute.

Exclusive logo recognition on signage placed outside the entrance to each Pre-Conference session.

Major Logo Recognition on all conference promotional materials, including the conference website.

Introduction of a sponsor representative at each Pre-Conference session and the opportunity to bring remarks to attendees (3-5 minutes).

Full-page program acknowledgment in Participants’ Manual.

Opportunity to insert materials into Participants’ Tote Bags.