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SCHOOL
COUNSELOR
ASSOCIATION

ANNUAL CONFERENCE

Mental
Health

Anti-
Racism

Connecting
the Dots

Inclusion

Social
Justice

MARCH 2-4, 2022

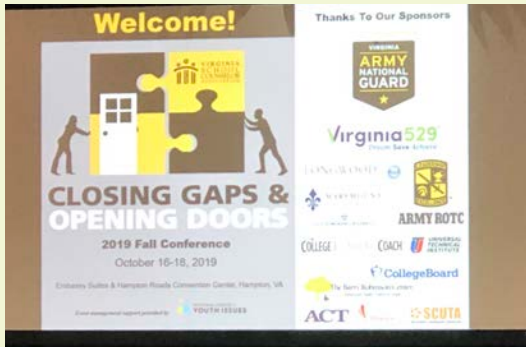
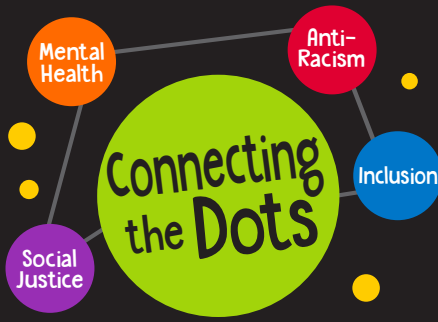
EMBASSY SUITES & HAMPTON ROADS CONVENTION CENTER
HAMPTON, VA

SPONSORSHIP PACKAGE

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managed by



NATIONAL CENTER for
YOUTH ISSUES



Benefits Received By Major Sponsors

All major sponsors that provide at least \$1,500 will receive the following benefits:

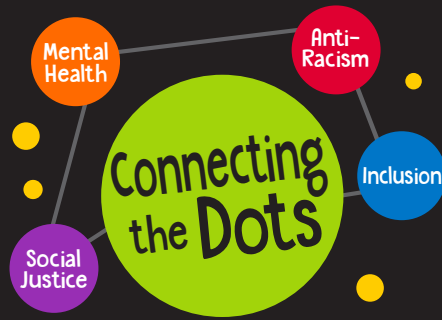
- Logo recognition on promotional materials
- Logo recognition on Participants' Manual
- Name recognition and logo placed on general sponsor recognition signage at the event
- VIP seating at the conference Keynote Events
- Name recognition and/or logo on conference website
- Booth in conference Exhibit Hall (Valued at \$400)



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



BENEFITS RECEIVED BY ALL MAJOR SPONSORS



Event Sponsorship Opportunities



Thursday Morning Opening Session Keynote Exclusive Sponsorship

\$3,000

Exclusive logo recognition on dedicated electronic banner at Opening Session Keynote event

Exclusive logo recognition on signage at entrance to ballroom

Major logo recognition on conference promotional materials

Major logo recognition in Participants' Manual

Major logo recognition on conference website, **with clickable link**

Introduction at Keynote session and **opportunity to bring remarks to attendees (3-5 minutes)**

Full-page program acknowledgment in Participants' Manual

Opportunity to insert materials into Participants' Tote Bags

Wednesday Afternoon Pre-Conference Learning Institute Exclusive Sponsorship

\$2,000

Exclusive logo recognition on dedicated electronic banner at the Pre-Conference Learning Institute

Exclusive logo recognition on signage at the pre-Conference session

Major logo recognition on conference promotional materials

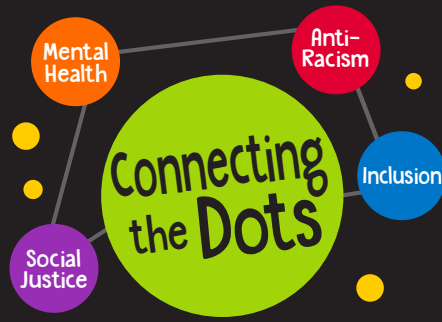
Major logo recognition in Participants' Manual

Major logo recognition on conference website, **with clickable link**

Introduction at Pre-Conference session and **opportunity to bring remarks to attendees (3-5 minutes)**

Full-page program acknowledgment in Participants' Manual

Opportunity to insert materials into Participants' Tote Bags



Event Sponsorship Opportunities (continued)

Thursday Morning Continental Breakfast Exclusive Sponsorship

\$2,000

Exclusive logo recognition on signage at the Continental breakfast

Major logo recognition on conference promotional materials

Major logo recognition in Participants' Manual

Major logo recognition on conference website, with clickable link

Full-page program acknowledgement in Participants' Manual

Opportunity to insert materials into Participants' Tote Bags

Friday Morning Continental Breakfast Exclusive Sponsorship

\$2,000

Exclusive logo recognition on signage at the Continental breakfast

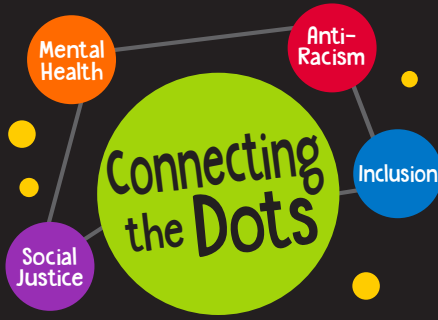
Major logo recognition on conference promotional materials

Major logo recognition in Participants' Manual

Major logo recognition on conference website, with clickable link

Full-page program acknowledgement in Participants' Manual

Opportunity to insert materials into Participants' Tote Bags



Designated Area Sponsorship Opportunities

Registration & Information Exclusive Sponsorship

\$2,000

Exclusive signage at registration/information center, displayed throughout the conference

Major logo recognition on conference promotional materials

Major logo recognition in Participants' Manual

Major logo recognition on conference website, with clickable link

Full-page program acknowledgment in Participants' Manual

Opportunity to insert materials into Participants' Tote Bags

Exhibit Café Exclusive Sponsorship

\$2,000

Exclusive signage at entrances to Exhibit Area, displayed throughout the conference

Major logo recognition on conference promotional materials

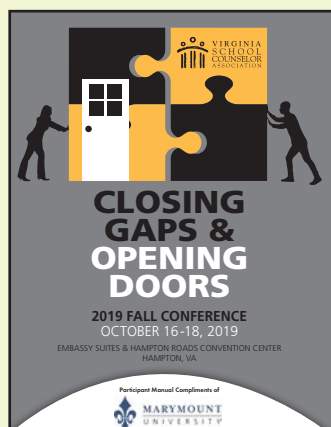
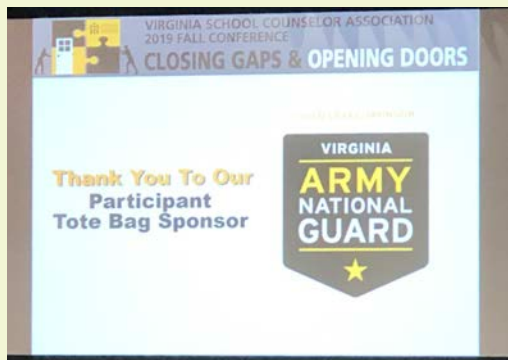
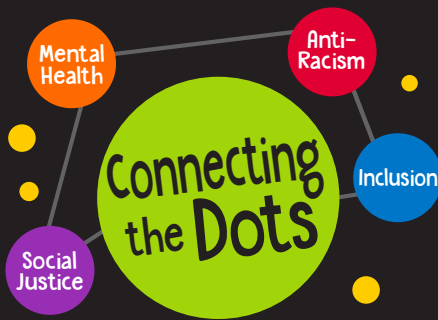
Major logo recognition in Participants' Manual

Major logo recognition on conference website, with clickable link

Full-page program acknowledgment in Participants' Manual

Opportunity to insert materials into Participants' Tote Bags

DESIGNATED AREA SPONSORSHIP OPPORTUNITIES

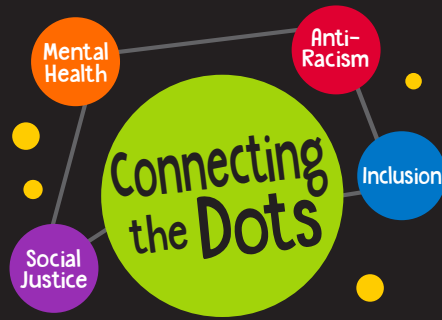


Promotional Item Sponsorship Opportunities

Participants' Tote Bag Exclusive Sponsorship	Participants' Manual Exclusive Sponsorship
\$3,000	\$2,500
Exclusive logo recognition on Participants' Tote Bag	Exclusive logo recognition on every page within Manual
Major logo recognition on all printed conference promotional materials	Full page, full color acknowledgment on back of Manual
Major logo recognition in Participants' Manual	Major logo recognition on all printed conference promotional materials
Major logo recognition on conference website, with clickable link	Major logo recognition on conference website, with clickable link
Full-page program acknowledgment in Participants' Manual	Full-page program acknowledgment in Participants' Manual
Opportunity to insert materials into Participants' Tote Bags	Opportunity to insert materials into Participants' Tote Bags



PROMOTIONAL ITEM SPONSORSHIP OPPORTUNITIES



Thursday Box Lunch Exclusive Sponsorship

\$3,000

Exclusive, dedicated signage recognition will be displayed throughout the Main Luncheon Service Area indicating your organization as the sponsor and noted as such in the Participants Manual.

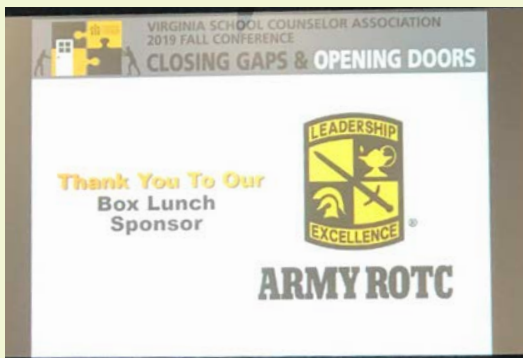
Prominent logo recognition on the main sponsor electronic banner, displayed throughout the conference.

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

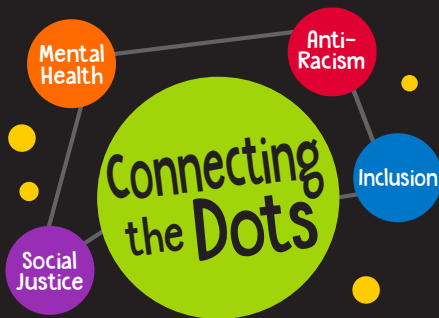
A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400).

Full-page program acknowledgment in the Participants Manual.

Opportunity to insert materials in Participants' Tote Bags.



THURSDAY BOX LUNCH EXCLUSIVE SPONSORSHIP



Friday Keynote & Awards Luncheon Exclusive Sponsor

\$4,000

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

Prominent logo recognition on the main sponsor electronic 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 to 4 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 \$200).

A booth in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$400).

Full-page program acknowledgment in the Participants' Manual.

Opportunity to insert materials into Participants' Tote Bags

