



INAUGURAL

NORTH CAROLINA

EDUCATION SUMMIT

**THEME: RAISING EXPECTATIONS
AND CLOSING GAPS**

SPONSOR PACKET

SEPTEMBER 24, 25, 26, 2012
KOURY CONVENTION CENTER
GREENSBORO, NORTH CAROLINA

www.howardeeinstitute.org

Founding Sponsor - One Sponsor \$25,000

- Designated **Summit Founding Sponsor** with company name/logo printed on promotional brochure (**available until June 1**) and program book (**available until August 1**).
- One (1) premium exhibition 8' x 8' exhibitor space; strategically placed for maximum visibility.
- One (1) Prime placement full page ad in printed final program (**available until August 1**).
- Company logo and link on the official Summit and Institute websites.
- Ten (10) complimentary summit registrations.
- Printed insert (2 pages maximum) or CD ROM in conference bag.
- **Gala event named in company honor (xyz Awards Gala).**
- Reserved table with signage at gala event.
- Pre-Summit-highlighted as founding sponsor in mailings and printed materials.
- Signage at Summit registration/check-in desk.
- Logo and company name on big screen before each plenary session.
- Verbal acknowledgement at opening session.
- Sponsor badge for each company representative.
- Company welcome letter in all attendee folders.
- Name and logo on tote bags. (**available until August 1**)
- Invited to introduce a speaker or granted a speaking role at a breakout session or plenary session.
- Presence on Institute website for one (1) year following summit, in post-Summit mailings and first choice as host sponsor for future Summits and other Institute events.

Platinum Sponsors - \$15,000 each

- Designated Summit co-sponsor with company name/logo printed on promotional brochure (**available until June 1**) and program book (**available until August 1**).
- Two 8'x8' preferred exhibition spaces; strategically placed for excellent visibility.
- One (1) preferred placement full page ad in printed final program (**available until August 1**).
- Company logo and link on the official Summit and Institute websites.
- Eight (8) complimentary Summit registrations.
- Printed insert (2 pages maximum) or CD ROM in conference bag.
- Reserved table with signage at gala event.
- Pre-Summit-highlighted as co- sponsor in mailings and printed materials.
- Signage at Summit registration/check-in desk.
- Logo and company name on big screen periodically at plenary sessions.
- Verbal acknowledgement various plenary sessions.
- Sponsor badge for each company representative.
- Name and logo on tote bags as co-sponsor program (**available until August 1**).
- Invited to introduce a speaker at a breakout session of choice.
- Presence on Institute website for one month following the Summit and in post-Summit mailings.

Gold Sponsors - \$10,000 each

- Designated Summit supporter with company name/logo printed on promotional brochure (**available until June 1**) and program book (**available until August 1**).
- Two 8'x8' selected exhibition spaces; strategically placed for high visibility.
- One half (1/2) preferred placement page ad in printed final program.
- Company logo and link on the official Summit and Institute websites.
- Six (6) complimentary Summit registrations.
- Printed insert (2 pages maximum) or CD ROM in conference bag.
- Reserved table with signage at gala event.
- Pre-Summit-highlighted as official supporter in all mailings and all printed materials.
- Logo and company name on big screen periodically at plenary sessions.
- Verbal acknowledgement various plenary sessions.
- Sponsor badge for each company representative.
- Presence on Institute website for two weeks following the Summit and in post-Summit mailings.

Silver Sponsors - \$5,000 each

- Designated Summit contributor with company name/logo printed on promotional material (program and abstract book).
- One (1) 8' x 8' exhibition space.
- One (1/8) eighth-page ad in printed final program.
- Company logo and link on the official Summit and Institute websites.
- Four (4) complimentary Summit registrations.
- Printed insert 2 pages in Summit bag.
- Pre-Summit-highlighted as contributor in mailings and printed materials.
- Logo and company name on big screen periodically at plenary sessions.
- Verbal acknowledgement various plenary sessions.
- Sponsor badge for each company representative.
- Presence on Institute website for one week following the Summit and in post-Summit mailings.

Bronze Sponsors - \$2,500 each

- Designated Summit contributor with company name/logo printed on promotional material, program and abstract book.
- Listed in printed final program.
- Company logo and link on the official Summit and Institute websites.
- Four (2) complimentary Summit registrations.
- Printed insert 1 page in Summit bag.
- Pre-Summit-highlighted as contributor in mailings and printed materials.
- Verbal acknowledgement various plenary sessions.
- Sponsor badge for each company representative.

Advertisement

Rates and Specifications

Advertisements are available in the following Summit publication:

1) Final Program

The final program will be distributed at the Summit to all registered participants. It will include the complete program for the three days, highlight social activities and include all activities for the Gala. Page advertisements will be available at the following prices:

<u>Ad Rates</u>	<u>Non-Exhibitor Price</u>	<u>Exhibitor Price</u>
Full page ad	\$1000	\$750
Half page ad	\$750	\$500
Quarter page ad	\$500	\$300
Eighth page ad	\$350	\$200
Business card ad	\$150	\$100

Ad Specifications

Dimensions:	Full Page: 7.5X10 Half Page: 7.5x4.75 (Horizontal)
Artwork:	All ads are full color Art to be submitted in pdf format
Deadlines	Reservation deadline: July 15, 2012 Artwork deadline: August 15, 2012

Promotional Materials, Services, and Special Functions

2) Bookmark **\$300**

A four color bookmark with the Summit title, Institute logo and your company advertisement placed on the back.

3) Writing Pads and Pens **\$300**

The writing pads and pens will be inserted in the Summit bags to be distributed to all registered participants. They will have the sponsor's logo. The company providing pads and pens will be acknowledged in the final program and on sponsor boards (on-site).

4) Speaker Sponsorship—4 available **\$5,000**

This amount covers the speaker's direct expenses such as travel, transfers, hotel accommodation and meals for the duration of the Summit. Speakers will be notified of the name of their sponsor.

5) Promotional Materials **\$1,000**

A company's promotional materials will be inserted in the Summit bag (2 pages maximum).

Vendor Space

\$500 for businesses per 8'x10' booth

\$400 for non-profit organizations or government per 8'x10' booth

Each booth includes one 8' table and two chairs.

Each booth purchase also includes one representative. If you need additional representatives to cover your booth, the additional representatives will need to register as participants of the conference.

If you wish to register as Vendor only, register online at <http://howardleeinstitute.org/> or call the Office of Professional Development at 919.515.8179.

Reserve Early: Limited Number of Vendor Spaces

Special Requests and Sponsorship Opportunities

We are aware that the customized sponsorship items listed above may not entirely meet your marketing objectives. Therefore, we are happy to work with you and tailor an item to suit your company's specific needs. Please feel free to contact Susan Harrison at 919.389.1489 susanharrison@howardleeinstitute.org or Chip Futrell at 919.515.8179 chip_futrell@ncsu.edu the summit planner, if you have additional ideas or want to discuss other preferences. Other sponsorship possibilities can include, as examples, funding travel grants for students, the Gala Dinner, coffee breaks, refreshment breaks, scholarship for a parent, items to be used as gifts with company name and logo, an honoree recognition award at Gala.

NOTE: Items provided in-kind will be given a value to determine the amount of the contribution to the total sponsorship commitment.

Sponsors/Vendor Information

Please use the attached Sponsor Acceptance Form to submit your information and mail to the following address:

Howard N. Lee Institute
P.O. Box 14570,
Research Triangle Park, NC 27709

Once the attached form is received, an agreement will be sent to you. We ask that the agreement be returned with a 50% deposit payment to sponsorship/exhibition office address above. Upon request an invoice can be requested and will be mailed.

The application deadline is August 1, 2012

Terms of Payment

50% with signed contract

50% by September 1, 2012

Payment Methods

Payment should be made via bank transfer or check.

HOWARD N LEE



INSTITUTE

FOR EQUITY AND OPPORTUNITY IN EDUCATION

SPONSOR ACCEPTANCE FORM

We are happy to join the Howard N Lee Institute as a sponsor of the Inaugural North Carolina Education Summit.

Business/Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____

E-mail Address: _____

Level:

_____ **\$25,000-Founding** _____ **\$15,000- Platinum** _____ **\$10,000- Gold**

_____ **\$5,000- Silver** _____ **\$2,500- Bronze**

Special Requests: _____

Payment Method:

_____ Sponsorship amount enclosed _____ Invoice requested

The Howard N. Lee Institute for Equity and Opportunity in Education is a 501(c) (3) tax-exempt (pending) charitable organization. Checks should be made out to: Howard N. Lee Institute and mailed to P.O. Box 14570, Research Triangle Park, NC 27709. The form may be emailed to susanharrison@howardleeinstitute.org or faxed to 919-932-4484.