RE:VISION Education

SPONSORS & EXHIBITORS
A Prospectus for supporters of charter schools

WESTMINSTER, CO
MARCH 12-13, 2020

COLORADO LEAGUE OF CHARTER SCHOOLS
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Dear Sponsors and Exhibitors,

We are excited to invite you to sponsor and exhibit at the 2020 Annual Colorado Charter Schools Conference at the Westin Westminster Hotel in Colorado, March 12-13, 2020. The Annual Conference will draw more than 1,000 attendees in 2020 and generate valuable contacts for Exhibitors and Sponsors alike over the two and a half days.

The League’s Mission is to support charter schools by aligning resources that promote academic results, financial health, operational health, and sustainability through the cultivation of relationships, closing any gaps by accelerating best practices, and pushing for innovative practices.

This brochure outlines many opportunities for you to reach this important market, including exhibits, sponsorship, advertising, media distribution and exposure.

JASON SCOTT EMBRY  
VP OF DEVELOPMENT

OUR ATTENDEES

The Colorado League of Charter Schools annual conference brings together school leaders, board members, authorizers, operations staff, teachers, supporters, support staff, technology staff and advocates to learn, inspire and engage on charter school topics. Join us in celebrating the quality that comes from such an outstanding group. Organizers expect to build on the more than 1,000 attendees in 2019 with a goal of at least 1,150 in 2020.

2018  
764 attendees  
DTC Marriott

2019  
1035 attendees  
DTC Marriott

2020  
1150 estimated attendees  
Westin Hotel

STRANDS

Policy  
Advocacy  
Board Governance

Financing/Facilities  
Operations  
Academic

SPED, ELL, GT  
HR, Talent, DEI  
New Schools

Legal  
Safety  
Marketing & Communications
SPONSOR OR EXHIBIT AT THE 2020 ANNUAL CONFERENCE

With school leaders from more than 180 of the 255 charter schools in the state attending last year along with board members, authorizers, operations staff, site leaders, and many others, the 2020 conference will likely exceed all these numbers and bring the entire charter sector together for over two days of networking, professional development, inspiration, and planning.

While we know your support of the League is critical, we also know our events are important to ensuring that our members have access to the products and services you provide. When you share your latest products and services in an energized and focused setting we know you will create new partnerships and relationships that are win-win. Take advantage of strategic traffic builders, including exposure in the conference app and conference book. Network with your colleagues, attendees, League staff and other community members. Enjoy multimedia exposure through our conference app, videos, League website and promotional materials.

The League exists to build a strong community of charter schools, leaders, educators, parents, legislators and partners who help build up schools that offer quality, choice and equitable educational opportunities to students throughout the state. By bringing in you, our partners, into this event we know that we’re doing the right thing to help support our schools in their efforts to build a strong charter school space.

Thank you for joining us in this important work.

ACCOMMODATIONS

The Westin has full accommodations and amenities for you and your staff as you sponsor or exhibit at the event. Some sponsorships include rooms so please review your opportunities and make reservations early.

Your support of charter schools as an exhibitor, sponsor, partner, donor or participant supports a wide range of charter school activities. The League supports schools through:

- State Legislative efforts
- Local advocacy
- Professional Development
- Consultancy
- Convenings and events
- Public relations and communications to support the charter space
- New charter school development support
- Authorizer relationship building
- Research and data collection
- Enrollment and marketing support
- Board development and growth
- The Collaborative for Exceptional Education
- Crisis Support
- Best Practices
- Technical Assistance
I wanted to thank you and the rest of the League staff for my participation in your conference. As a new partner, I found the conversations with both your staff and the event attendees very fulfilling. The school Administrators I have met have all been very open and engaging in learning what we have to offer to participate in their success. We have been pleased to be an extension of your organization, and look forward to continued success and involvement.

Cheers,
Justin Dignam, Founder & CEO
Big Fish Employment Services

SPONSORSHIPS
Make the most of your visibility at the Annual Conference which offers support opportunities designed to showcase your company and multiple options at different levels of support. We have something for every participating company to make the most of their marketing dollars.

QUESTIONS? CONTACT US FOR ALL SPONSOR AND EXHIBITOR OPTIONS.
Contact Griselda Velazquez (ask about title sponsorship options)
partners@coloradoleague.org or (303) 989-5356 Ext 114.
SPONSORS

LEVELS OF SPONSORSHIP:
PLATINUM LEVEL

PLATINUM SPONSOR  EXCLUSIVE

(One available: $25,000)

Go to the top of the class with the most elite, highest-exposure sponsorship opportunity at the Colorado Charter Schools Conference. There is only one Platinum sponsor, and this package generates the highest form of exposure and ROI. This package includes:

• Introduction of a session. Sponsor will greet attendees and introduce presenters in two (2) conference sessions.
• One speaking opportunity at a general session (1-2 minutes)
• Two verbal thank you’s during a general session
• PREMIER extended booth space
• Printed and electronic attendee list included (includes emails, excluding opt outs)
• One Digital Icon on App Home Screen. The League will prepare this icon.
• Two (2) complimentary, single room, two-night hotel stays at Conference venue for Wednesday, March 11 and Thursday, March 12, 2020.
• Eight (8) complimentary full conference registrations
• NEW Twenty (20) drink tickets for Welcome VIP Reception (Wednesday)

• Twenty (20) drink tickets for League Reception (Thursday)
• PREMIER Banner placement in main ballroom both days (banner to be provided by sponsor)
• PREMIER placement in video sponsor recognitions played before and after general sessions
• PREMIER positioning on general session banners and other sponsor thank you’s.
• Free collateral placement into conference bags (sponsor supplies 1,200 items by 1/31/2020)
• NEW Two (2) Digital App Push Notifications on Thursday/Friday. The League will prepare the content for these notifications.
• NEW Conference book advertisement included (two-page-spread ad)
GOLD LEVEL

GOLD SPONSOR  EXCLUSIVE

(One available: $17,500)

The Gold Sponsor: Our gold sponsor package has all the right benefits for you to demonstrate your strong support of the charter school space. Your investment supports member schools, advocacy, professional development and most importantly student success across the state. Plus your commitment to support the conference brings you together with the largest charter school convening in Colorado supporting leadership and education. This package includes:

- **PREMIER** position on general session banners and other sponsor thank you’s
- **PREMIER** placement in video sponsor recognitions played before and after general sessions
- **PREMIER** Banner placement in Main Ballroom both days (banner to be provided by sponsor)
- **NEW** Conference book advertisement included (one full-page ad)
- **NEW** Ten (10) drink tickets for Welcome VIP Reception (Wednesday)
- **NEW** Two (2) Digital App Push Notifications for Lunch on Thursday/Friday. The League will prepare the content for these notifications.
- Ten (10) drink tickets for League Reception (Thursday)
- Six (6) complimentary full conference registrations
- One (1) Complimentary, single room, hotel stay at Conference venue for Wednesday, March 11 or Thursday, March 12, 2020
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- Introduction of a session. Sponsor will greet attendees and introduce presenters in **two (2) conference sessions**.
- One speaking opportunity (1-2 minutes)
- One (1) verbal thank you during a **general session**
- **PREMIER** booth space
- Free collateral placement into conference bags (sponsor supplies 1,200 items by 1/31/2020)
- One Digital Icon on App Home Screen. The League will prepare this icon.
**GOLD LEVEL**

**SCHOLAR SPONSOR**

*(Two available: $12,500 each)*

There are 124,000 charter school scholars in Colorado and your support of the conference and the charter school sector is critical to the learning what those scholars take on every day and every year. By supporting the League, the Conference and the students at our member schools, you’re taking a stand for school choice, equity and quality in all its forms across all the diverse schools that the League supports. This package includes:

- Introduction of a session. Sponsor will greet attendees and introduce the presenters in one (1) conference session.
- One (1) verbal thank you during a general session
- **PREMIER** booth space
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- **Four (4) complimentary** full conference registrations
- **NEW** Ten (10) drink tickets for Welcome VIP Reception (Wednesday)
- Ten (10) drink tickets for League Reception (Thursday)
- **PREMIER** Banner placement during Conference lunches Thursday and Friday (banner to be provided by sponsor)
- **PREMIER** placement in video sponsor recognitions played before and after general sessions, student performance, and thank you videos.
- **PREMIER** positioning on general session Banners and other sponsor thank you’s
- Free collateral placement into conference bags (sponsor supplies 1,200 items by 1/31/2020)
- **NEW** Conference book advertisement included (one full-page ad)

**VIDEO SPONSOR**

*(Two available: $10,000 each)*

**NEW!** Sponsor all the video assets produced by the League during the conference. Your logo will open and close each video produced and will include intro videos for each general session and our student performance and thank you videos (five estimated). Additional benefits include:

- **PREMIER** booth space
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- Access to electronic Post-Conference attendee list
- **Four (4) complimentary** full conference registrations
- **NEW** Ten (10) drink tickets for Welcome VIP Reception (Wednesday)
- Ten (10) drink tickets for League Reception (Thursday)
- **PREMIER** placement in video sponsor recognitions played before and after general sessions
- **PREMIER** positioning on general session banners and other sponsor thank you’s
- Free collateral placement into conference bags (sponsor supplies 1,200 items by 1/31/2020)
- **NEW** Conference book advertisement included (one full-page ad)
GOLD LEVEL

KEYNOTE SPONSORS

(Two available: $10,000 each)

NEW! Sponsor both keynote speakers as they provide our general sessions with wisdom, humor, and insight. Your sponsorship supports not only the keynote/plenary sessions on Thursday and Friday but capturing those plenary sessions onto video and sharing them out to our membership and to the public. Sponsorship includes:

• Introduce or thank one of the keynote sessions (one-minute)
• PREMIER booth space
• Printed and electronic attendee list included (includes emails, excluding opt outs)
• Access to electronic Post-Conference attendee list
• Four (4) complimentary full conference registrations
• NEW Ten (10) drink tickets for Welcome VIP Reception (Wednesday)
• Ten (10) drink tickets for League Reception (Thursday)

• PREMIER placement in video sponsor recognitions played before and after general sessions
• PREMIER placement on keynote promo video
• PREMIER positioning on General Session banners and other Sponsor Thank you’s.
• Banner placement at the General Sessions (sponsor provides their own banner)
• Free collateral placement into conference bags (sponsor supplies 1200 items by 1/31/2020)
• NEW Conference book advertisement included (one full-page ad)
SILVER LEVEL

CONFERENCE APP SPONSOR  EXCLUSIVE

(One available: $8,000)

This Sponsor will support all our attendees to have immediate access to all-things conference, from schedules, session topics, speakers and more! Our conference app is a popular interface to the schedule, the speakers, the workshops, the list of exhibitors/sponsors, and much more through the digital interface.

- Your company name and logo on the conference app as the “Official App Sponsor of the 2020 Conference”
- SPONSOR booth space
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- Two (2) complimentary full conference registrations
- NEW Six (6) drink tickets for Welcome VIP Reception (Wednesday)
- Six (6) drink tickets for League Reception (Thursday)
- NEW Free collateral placement into conference bags (sponsor supplies 1200 items)
- PREMIER Banner placement during Conference lunches Thursday and Friday (banner provided by sponsor)
- Logo placement in video sponsor recognitions played before and after general sessions
- Logo positioning on general session banners and other sponsor thank you’s.
- NEW Two (2) Digital App Push Notifications, one each during Thursday and Friday. The League will prepare content for the notifications.
- NEW Conference book advertisement included (half page ad)

ACADEMIC EXCELLENCE SPONSOR  EXCLUSIVE

(One available: $8,000)

Engage teachers and school leaders alike with your commitment to academic excellence and impact on performance. You know that the charter sector in Colorado needs a strong and robust group of supporters and you’re willing to raise your hand to increase academic quality. Your support of the League and the Conference supports strong professional development, advocacy, and a focus on excellence. You can see how this sponsorship creates excellence in both the member schools around Colorado and how it positions you as one of their top supporters. This sponsorship includes:

- Introduction of a session. Sponsor will greet attendees and introduce the presenters in one (1) conference session.
- SPONSOR booth space
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- Two (2) complimentary full conference registrations
- NEW Six (6) drink tickets for Welcome VIP Reception (Wednesday)
- Six (6) drink tickets for League Reception (Thursday)
- PREMIER positioning on general session banners and other sponsor thank you’s.
- PREMIER placement in video sponsor recognitions played before and after general sessions
- Free collateral placement into conference bags (sponsor supplies 1,200 items by 1/31/2020)
- NEW Conference book advertisement included (half page ad)
SILVER LEVEL

CAMPUS CONSTRUCTION SPONSOR **EXCLUSIVE**

*(One available: $8,000)*

Become the engine driving new growth and development at schools around the state. Perhaps you can’t help every school put up a new campus building, but you can support leaders and teachers in aspiring to serve more students statewide. You know that the charter sector in Colorado needs a strong and robust group of supporters to help build capacity. Your support of the League and the Conference supports strong growth, professional development, and information sessions on how to access capital, fundraise, and secure financing for future buildings. This sponsorship includes:

- Introduction of a session. Sponsor will greet attendees and introduce the presenters in one (1) conference session.
- **SPONSOR** booth space
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- Two (2) complimentary full conference registrations
- **NEW** Six (6) drink tickets for Welcome VIP Reception (Wednesday)
- Six (6) drink tickets for League Reception (Thursday)
- **PREMIER** positioning on general session banners and other sponsor thank yous.
- **PREMIER** placement in video sponsor recognitions played before and after general sessions
- Free collateral placement into conference bags (sponsor supplies 1,200 items)
- **NEW** Conference book advertisement included (half page ad)

PREMIER LEAGUE RECEPTION SPONSOR (THURSDAY) **EXCLUSIVE**

*(One available: $8,000)*

After a long day of learning, Conference attendees greatly appreciate the chance to unwind, socialize and enjoy refreshments at the Thursday evening League Reception. Sponsor this popular attendee favorite. Count on entertaining at least 500 attendees at this fun event! This sponsorship includes:

- Introduce the League Reception.
- **SPONSOR** booth space
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- Two (2) complimentary full Conference registrations
- **NEW** Six (6) drink tickets for Welcome VIP Reception (Wednesday)
- Ten (10) drink tickets for League Reception (Thursday)
- **PREMIER** positioning on general session banners and other sponsor thank yous.
- **PREMIER** placement in video sponsor recognitions played before and after general sessions
- Signage in Main Reception area (signage provided by sponsor)
- **NEW** Free collateral placement into conference bags (sponsor supplies 1,200 items)
- **NEW** Conference book advertisement included (half page ad)
SILVER LEVEL

NAME BADGE SPONSOR  EXCLUSIVE
(One available: $8,000)

Supporting the League and the Conference comes with perks and this sponsorship has a big one. This sponsor gets high visibility throughout the Conference as all attendees wear their name badge bearing your company name/logo. Think of the impression you can make as the sole badge sponsor who is seen thousands of times each day as people walk the event. Impressions are through the roof as you increase your name recognition AND help the charter sector in Colorado grow and improve. This sponsorship includes:

• Company name and/or logo on all event attendee name badges or lanyards
• Printed and electronic attendee list included (includes emails, excluding opt outs)
• Two (2) complimentary full Conference registrations
• NEW Four (4) drink tickets for Welcome VIP Reception (Wednesday)
• Four (4) drink tickets for League Reception (Thursday)
• NEW Free collateral placement into conference bags (sponsor supplies 1,200 items)
• Placement on general session sponsor banners and other sponsor thank you’s
• Inclusion into video sponsor thank you’s
• Logo placement on sponsor thank you page of website
• Logo placement on sponsor banner and on website
• NEW Conference book advertisement included (half page ad)

DISCOUNTS:
• Sponsor Booth package available for 20% discount

EXHIBITOR GRID GAME SPONSOR  EXCLUSIVE
(One available: $6,000)

The attendee FAVORITE by far; this package gives you the opportunity to showcase your company and your generosity to the charter school community. Your support of the League and the Conference is instrumental in building up our network and our support. You’ll be featured on the grid card game in the conference book demonstrating you’re not only a proud supporter of the member schools, but that you are also building traffic into the Exhibit Hall. This sponsor takes the stage to award the prizes to the winners! This sponsorship includes:

• Sponsor logo on Grid Game signages
• One advertisement on Grid Card Game
• Opportunity to present winners with their prizes during Friday general session
• Printed and electronic attendee list included (includes emails, excluding opt outs)
• One (1) complimentary full conference registration
• NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on general session sponsor banners and other sponsor thank you’s
• Inclusion into video sponsor thank you’s
• Logo placement on sponsor thank you page of website
• NEW Free collateral placement into conference bags (sponsor supplies 1,200 items)
• NEW Conference book advertisement included (half page ad)

DISCOUNTS:
• Sponsor Booth package available for 20% discount
**SILVER LEVEL**

**CONFERENCE WIRELESS SPONSOR**  **EXCLUSIVE**

*(One available: $6,000)*

The Conference Wireless Sponsorship is a big favorite of all conference attendees. Everyone wants quick and easy access to their email and the internet. And many Conference-goers will be accessing the Conference app via their Smartphones. Be the company they think of every time they log on! This sponsorship includes:

- **Wifi network login** named after sponsor (may use name as password alternatively)
- One digital banner ad in app
- Printed and electronic attendee list included (includes emails, excluding opt outs)
- **One (1)** complimentary full conference registration
- **NEW** Two (2) drink tickets for Welcome VIP Reception (Wednesday)
- **NEW** Two (2) drink tickets for League Reception (Thursday)
- Placement on general session sponsor banners and other sponsor thank yous
- **NEW** Inclusion into video sponsor thank yous
- Logo placement on sponsor thank you page of website
- **NEW** Free collateral placement into conference bags (sponsor supplies 1,200 items)
- **NEW** Conference book advertisement included (*half page ad*)

**DISCOUNTS:**
- Sponsor Booth package available for **20% discount**
- **NEW** **50% discount** on Conference book advertising
BRONZE LEVEL

ENERGY REFRESHMENT SPONSORS – COFFEE

(Eight Available: $3,000 each — advertising at one coffee station/time)

A Refreshment Sponsorship is an opportunity to get the word out about your product and service while providing attendees a well-deserved break from sessions. These activities include time for attendees to network and grab a drink.

Thursday, March 12 Coffee Station (four available)
Friday, March 13, Coffee Station (four available)

This sponsorship includes:

• Signage (provided by sponsor) at event coffee stations on sponsored date
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• One (1) complimentary full conference registration
• NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on General Session Sponsor banners and other sponsor thank yous

• Inclusion into video sponsor thank yous
• Logo placement on sponsor thank you page of website

DISCOUNTS:

• Sponsor Booth package available for 20% discount
• NEW 50% discount on Conference book advertising
• 50% off placement of items into conference bags

WELCOME VIP RECEPTION CO-SPONSORS — NEW WEDNESDAY NIGHT RECEPTION

(Six available: $2,500 each)

NEW Start the conference off the day BEFORE to get leaders and sponsors together to socialize and enjoy refreshments at the Wednesday evening VIP Reception. Co-Sponsor a popular attendee event for ultimate name recognition. Count on entertaining at least 100-200 attendees at this fun event! This sponsorship includes:

• Signage in Reception area (provided by sponsor)
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• One (1) complimentary full conference registration
• NEW Ten (10) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on general session sponsor banners and other sponsor thank yous

• Inclusion into video sponsor thank yous
• Logo placement on sponsor thank you page of website
• Logo listing as reception sponsor on the conference app

DISCOUNTS:

• Sponsor Booth package available for 20% discount
• NEW 50% discount on Conference book advertising.
• 50% off placement of items into conference bags
LEAGUE RECEPTION SPONSOR — THURSDAY LATE AFTERNOON

(Eight available: $3,500 each)

After a long day together learning, let’s get together, network, socialize and enjoy refreshments at the Thursday League Reception. This event is sponsored by Exhibitors and Sponsors in the Exhibit Hall to mix and mingle prior to other events happening that evening. Each sponsor will be given a branding opportunity on a serving station in the Exhibit Hall. Co-Sponsor this popular attendee favorite and count on entertaining at least 500 attendees at this fun event! Event is targeted to run from 4:00 - 5:30pm. This sponsorship includes:

- Signage in Reception area (provided by sponsor)
- Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
- One (1) complimentary full conference registration
- NEW Ten (10) drink tickets for Welcome VIP Reception (Wednesday)
- Four (4) drink tickets for League Reception (Thursday)
- Placement on General Session Sponsor banners and other sponsor thank you’s
- Inclusion into video sponsor thank you’s
- Logo placement on sponsor thank you page of website
- Logo listing as reception sponsor on the conference app

DISCOUNTS:
- Sponsor Booth package available for 20% discount
- NEW 50% discount on Conference book advertising.
- 50% off placement of items into conference bags

HALL OF FAME AWARDS SPONSOR

(Six available: $3,000 each, plus prize donation for your assigned category)

Show your commitment to Colorado charter schools by sponsoring this important ceremony which acknowledges superior achievements of education leaders and takes place during the member forum at the Conference. Your support of the stars in the charter space spreads across all the member schools to ensure that we celebrate the winners and achievers across the state. Sponsors also provide prizes for the winners in each of the six categories. This sponsorship includes:

- Opportunity for one sponsor representative to help present the winner of your assigned category with an award on stage
- Signage (provided by sponsor) placement during Charter Hall of Fame Awards ceremony
- Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
- One (1) complimentary full conference registration
- NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
- Two (2) drink tickets for League Reception (Thursday)
- Placement on General Session Sponsor banners and other sponsor thank you’s
- Inclusion into video sponsor thank you’s
- Logo placement on sponsor thank you page of website

DISCOUNTS:
- Sponsor Booth package available for 20% discount
- NEW 50% discount on Conference book advertising.
- 50% off placement of items into conference bags
BRONZE LEVEL

CONTINUING EDUCATION SPONSOR  EXCLUSIVE

(One available: $3,500)

Support professional development by encouraging credit for attending the Conference! You are the sole sponsor of our efforts to provide certificates for our members who are gaining valuable credit for attending our conference. You’re supporting the certificate production and will be the featured sponsor at the Certificate table of the League. This sponsorship includes:

• Logo on web form to request certificates
• Signage (provided by sponsor) at certificates table
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• One (1) complimentary full conference registration
• NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on General Session Sponsor banners and other sponsor thank you’s
• Inclusion into video sponsor thank you’s
• Logo placement on sponsor thank you page of website

DISCOUNTS:
• Sponsor Booth package available for 20% discount
• NEW 50% discount on Conference book advertising.
• 50% off placement of items into conference bags

REGISTRATION SPONSORSHIP

(Two available: $5,500 each)

Be the first name attendees see as they sign in at the Registration area to receive their name badges and welcome them to the conference! Your support doesn’t end at the check-in line, because your support says that you believe in the 255+ schools, leaders and the over 124,000 students who are part of the charter school family in Colorado. This sponsorship includes:

• Signage (provided by sponsor) placed at Registration area during both days
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• One (1) complimentary full conference registration
• NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on General Session Sponsor banners and other sponsor thank you’s
• Inclusion into video sponsor thank you’s
• Logo placement on sponsor thank you page of website

DISCOUNTS:
• Sponsor Booth package available for 20% discount
• NEW 50% discount on Conference book advertising.
• 50% off placement of items into conference bags
BRONZE LEVEL

STUDENT PERFORMANCE SPONSOR

(Two available: $3,500 each)

Celebrate the amazing work of Colorado charter students by supporting the special performances showcased at the Conference! Student performances will be displayed via video during both lunch sessions. Your sponsorship supports the League in producing this video compilation of student performances. This sponsorship includes:

• Logo placement at the beginning and end of the video loop played throughout lunch both days
• Signage (provided by sponsor) near stage during designated student performance times
• Logo placement on sponsor thank you page of website
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• One (1) complimentary full conference registration
• Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on general session sponsor banners and other sponsor thank yous
• Inclusion into video sponsor thank yous

DISCOUNTS:

• Sponsor Booth package available for 20% discount
• New 50% discount on Conference book advertising.
• 50% off placement of items into conference bags

LEADERSHIP IN TECHNOLOGY SPONSOR

(Two available: $3,000 each, plus prize donation)

Demonstrate your support to the technology directors that attend this Conference. All tech attendees will be automatically entered into a raffle. Winners will receive a prize that Sponsor co-presents to these attendees at the Conference during lunch on Friday. This sponsorship includes:

• Opportunity for sponsor reps to help present winners with prizes
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• One (1) complimentary full conference registration
• New Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• Two (2) drink tickets for League Reception (Thursday)
• Placement on general session sponsor banners and other sponsor thank yous
• Inclusion into video sponsor thank yous
• Logo placement on sponsor thank you page of website

DISCOUNTS:

• Sponsor Booth package available for 20% discount
• New 50% discount on Conference book advertising.
• 50% off placement of items into conference bags
BRONZE LEVEL

CONFERENCE BAG CO-SPONSOR

(Six available: $3,500 each)

Your logo will be displayed across the Conference as each attendee carries their Conference bag throughout the event. Our conference bags are eco-friendly and get used far beyond just the Conference. Your sponsorship signifies your support of the conference, the League and the member schools who belong to the League. This sponsorship includes your logo alongside the Colorado League of Charter Schools’ logo on each bag. This sponsorship also includes:

- Company logo with League logo on Conference bags
- Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
- One (1) complimentary full conference registration
- NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
- Two (2) drink tickets for League Reception (Thursday)
- Placement on general session sponsor banners and other sponsor thank yous
- Inclusion into video sponsor thank yous
- Logo placement on sponsor thank you page of website

DISCOUNTS:
- Sponsor Booth package available for 20% discount
- NEW 50% discount on Conference book advertising.
- 50% off placement of items into conference bags

GREEN ROOM SPONSOR

(One available: $3,500)

Honor the presenters at the Conference by providing a private room for them to prepare for their sessions. You’ll also have VIP access to this room during the event to meet and greet presenters. This sponsorship includes:

- Signage (provided by sponsor) in the Presenters’ Green Room
- Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
- One (1) complimentary full conference registration
- NEW Two (2) drink tickets for Welcome VIP Reception (Wednesday)
- Two (2) drink tickets for League Reception (Thursday)
- Placement on general session sponsor banners and other sponsor thank yous
- Inclusion into video sponsor thank yous
- Logo placement on sponsor thank you page of website

DISCOUNTS:
- Sponsor Booth package available for 20% discount
- NEW 50% discount on Conference book advertising.
- 50% off placement of items into conference bags
BRONZE LEVEL

STRAND SPONSORS:

(10 available: $3,000 each)

Support the League and the conference attendees while getting your name out in relation to each strand of content. Each of our content strands, such as Policy, Leadership, Advocacy, Academics, Hot Topics, Special Education etc. give you a targeted opportunity to get in front of your target audience. Each strand workshop session will have your name out front with signage and you have the ability to distribute materials at each location throughout the two days. These sponsorships also get you the ability to join the sponsor booth area of the conference. These sponsorships include:

• Signage on one session breakout room doors/agendas for both days
• Banner(s) (provided and placed by sponsor) inside each room
• Space for sponsor collateral near the room
• Access to printed pre-conference attendee list included in your folder at event registration (excluding opt outs)
• **One (1)** complimentary full conference registration
• **NEW** Two (2) drink tickets for Welcome VIP Reception (Wednesday)
• **Two (2)** drink tickets for League Reception (Thursday)
• Placement on general session sponsor banners and other sponsor thank yous
• Inclusion into video sponsor thank yous
• Logo placement on sponsor thank you page of website

DISCOUNTS:

• Sponsor Booth package available for **20% discount**
• **NEW** 50% discount on Conference book advertising.
• 50% off placement of items into conference bags

GET IN FRONT OF YOUR AUDIENCE.
SOME STRAND SPONSOR OPTIONS ARE:

• Boards, Strategic Planning
• Human Resources, DEI, Leadership Training
• Quality Instruction, culture, data
• Exceptional Students, SPED, ELL, GT
• Business Operations, Facilities and Financing
• New School Developers
• Policy, Advocacy, Organizing
• Fundraising & Marketing
• Hot Topics (TBD) (including safety)
• Hot Topics & other Special Functions
ALL SPONSORSHIPS INCLUDE:

- **NEW** Conference book listing or discount for Sponsors
- **NEW** 50% off conference book advertising (or complimentary)
- **NEW** Participation in Welcome VIP Reception (Wednesday). This is a special NEW Reception for special partners, guests, sponsors and VIPs the League is inviting. You can invite your guests as well.
- Premier sponsor booth space will be in the high-traffic foyer/walkway at the venue. All non-sponsors will be located in the Westminster Ballroom.
- Printed list of attendee registrants (Platinum, Gold and Silver receive electronic list in addition)
- Logo & Description Recognition
- 50% off additional attendees
- Conference Event Sponsor web page recognition
- Conference App Sponsor recognition
- Conference Sponsor Banners located in the general session ballroom (provided by sponsor)
- Approved digital company literature posted to Conference dropbox.
- One Digital App promoted post
- Listing on the League’s sponsor banners in the general session ballroom
- Participation in League Reception (Thursday)
- Free parking

QUESTIONS? CONTACT US FOR ALL SPONSOR OPTIONS.
Contact Griselda Velazquez (ask about title sponsorship options)
partners@coloradoleague.org or (303) 989-5356 Ext 114.
**REQUIREMENTS & INFORMATION**

**DIGITAL COMPANY LITERATURE:**
Please send your digital literature no later than **JANUARY 31, 2020, 12NOON** (Short paragraph with company info that will be linked to your logo in our app — must send both jpg and vector art).

**SPONSOR SPEAKING OPPORTUNITIES:**
Some sponsorships have a speaking opportunity included. Look for a calendar invite through email.

**MAP:**
Exhibitor and Sponsor map available on the event website: coloradoleague.org/2020Conference.

**RECLAIMING PACKAGES SHIPPED TO HOTEL:**
Ask at the hotel front desk and they will bring it out to you and will require a signature for release.

**SPONSOR CHECK IN:**
March 11 (Wednesday) pre-set from 4pm - 6pm (exhibit hall). Foyer for sponsors 2pm - 4pm.

March 12 (Thursday) from 6:00am - 8:30am. Register (before or after setting up) at the Exhibitor Registration table in the main Lobby (if you check in March 13 pick up your name badges at the regular registration area).

**The Westin Westminster**

**Address:**
10600 Westminster Boulevard, Westminster, Colorado 80020 USA

**Web:**

**Phone:**
+1 303-410-5000

Contact the hotel for room rates and availability.
EXHIBITORS
EXHIBITOR INFO

EXHIBITION INFO

The Exhibitor Showcase (Exhibit Hall) will be located in the Westminster Ballroom with sponsors located in the foyer/walkway at the venue. The Exhibit Hall will host the League’s meeting space, Thursday League Reception, information table, and drawings for prizes. Each exhibit booth includes one exhibitor registration which includes access to all sessions (excluding pre-conference sessions) and meals. Additional booth attendee registration fees are set at 50% of the current registration rate (includes access to all sessions and meals). Signing up early secures your savings as registration fees increase throughout the year.

If you are a Marketplace member, thank you! With your Marketplace membership, you receive “member pricing” on your exhibitor booth. If you are not a current member and wish to become an exhibitor, please visit our site to first sign up for the Marketplace at www.coloradoleague.org/Vendor_Partners. Next sign up for a booth or sponsorship.

BACK FOR A SECOND YEAR — you may SELECT your booth space. Full payment of the booth fee and selection fee is required prior to your booth space being secured. Select/pay for your booth AND the “select your booth” fee via our website.

ALL EXHIBITORS RECEIVE:

- Access to more than 1,000 attendees representing the $1 billion Charter School Sector in Colorado
- Printed list of all attendees (excluding opt outs) provided in your exhibitor folder at registration (electronic list only available for Platinum, Gold and Silver sponsors)
- Logo Recognition on Conference Exhibitor webpage
- NEW Listing in Conference Book
- Listing on Grid Card Game
- Conference App logo placement under exhibitors
- Meals both days
- Space and table (see EXHIBITOR SPACE on the next page)
- One full conference registration
- Additional exhibitor registrations at 50% off regular rates

ARE YOU A NON-PROFIT?
ARE YOU A MARKETPLACE MEMBER?

Get member pricing on your exhibitor booth, contact partners@coloradoleague.org

SCHEDULE FOR THE EXHIBITOR SHOWCASE

<table>
<thead>
<tr>
<th>Thursday, March 12</th>
<th>Friday, March 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM-5:30 PM Hall Open</td>
<td>8:00 AM-3:00 PM Hall Open</td>
</tr>
<tr>
<td>3:30-5:30 PM League Reception in Exhibit Hall</td>
<td>12:00-1:00 PM Prizes in the Exhibit Hall</td>
</tr>
</tbody>
</table>
EXHIBITOR INFO

HOTEL LOCATION:
The Westin Westminster

Address:
10600 Westminster Boulevar
Westminster, Colorado 80020 USA

Phone:
+1 303-410-5000

Web:

Contact the hotel for room rates and availability

EXHIBIT SPACE NUMBERS & MAP:
Please see Exhibitor Map attached. Exhibit space assignments will be made by March 1, 2020. Or, you may select your booth space by purchasing the “select your booth” option for an additional fee.

EXHIBITOR ENTRANCE FOR LOADING/UNLOADING:
Exhibitors will have a special loading entrance through marked doors on the south side of the venue. Look for the signage as you bring in your materials.

EXHIBITOR SPACE:
One 6’ table, two chairs and table drapery. Tables are only 6’ wide. Signage cannot be attached to hotel walls. Spaces are NOT pipe and draped.

POWER:
Power must be secured directly through hotel. Complete the form found on the Conference website (coloradoleague.org/2020Conference) and send directly to the hotel.

WIRELESS INTERNET:
Complimentary to all exhibitors. Login instructions provided at check-in.

EXHIBITOR GIVEAWAYS:
Exhibitors are welcome and encouraged to provide giveaways to attendees! Giveaways tend to attract more traffic to your space, which allows you to chat up attendees more. If you host a contest or giveaway, you will be responsible for managing the process and notifying winners. Exhibitors may purchase a push notification to promote your giveaway.

DOWNLOAD THE CONFERENCE APP:
Access the link on the Sponsor-Exhibitor page of the conference by going to coloradoleague.org/2020conference.

EXHIBITOR SETUP TIMES

Wednesday, March 11
4:00 PM-6:00 PM Early Setup (optional)

Thursday, March 12
6:00 AM-8:30 AM Regular Setup

Check-in (before or after setting up) at the Exhibitor Registration table in the main Lobby. If you check in March 13, pick up your name badges at the regular registration area.
EXHIBITOR INFO

ATTENDEE LISTS (EXHIBITORS):
You will receive a printed list of registrants (who did not opt out) in your Exhibitor packet when you check in to the event. Platinum, Gold and Silver-level sponsors receive electronic lists of attendees separately.

RECLAIMING SHIPMENTS AT VENUE:
At the hotel front desk, ask the Banquet Captain for your packages – they will bring it out to you and will require a signature for release.

PARKING:
FREE exhibitor parking will be available in the lots south of the venue.

SECURITY:
Please do not leave valuables unattended or overnight. Security will NOT be provided in the exhibit area. Neither the Colorado League of Charter Schools nor the Westin Hotel are responsible for lost, stolen or damaged items.

FOOD:
Meals will be available to you prior to the lunch breaks to give you time to meet with attendees.

OTHER DETAILS:
Care of Exhibit Space:
Please take care of your space and be respectful of the venue and other exhibitors.

Fire Regulations
Please be aware of the venue regulations which may be in addition to those found in this packet.

Liability Insurance
This is your responsibility. You must submit the hotel liability form directly to the hotel. Form is attached.

Press Conferences
Please notify the League of any press contacts you have during the event.

Interpretation and Enforcement
The League reserves the right to interpret and enforce any and all rules in this document or set more rules in place should the need arise.

CANCELLATION POLICY:
On or before October 31, 2019, full refund of the space fee only. (Marketplace and Select your booth amount is not refundable at any point.) November 1 – January 17, 2020 (50% refund). No refunds after January 17, 2020.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>DEADLINE DATES</th>
<th>MARKETPLACE MEMBER &amp; NONPROFIT BOOTH COST</th>
<th>NONMEMBER BOOTH COST</th>
<th>ADDITIONAL SELECT YOUR BOOTH (optional)</th>
<th>MARKETPLACE MEMBERS DISCOUNT (reflected in price)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Showcase</td>
<td>Through January 31, 2020</td>
<td>$1595</td>
<td>$1995</td>
<td>$500</td>
<td>25%</td>
</tr>
<tr>
<td>Exhibitor Showcase</td>
<td>February 1-28, 2020</td>
<td>$1795</td>
<td>$2195</td>
<td>NA</td>
<td>22%</td>
</tr>
</tbody>
</table>

NOTE: No sales after March 1, 2020 except in special circumstances.
EXHIBITOR ADVERTISING

Additional advertising opportunities are available. Please inquire about web, conference book, and email advertising through the League. Use this opportunity to get your information in front of over 1000 attendees and the broader charter sector as you prepare to connect. Marketplace members get paid back many times over for their annual membership. Nonprofits receive the marketplace member rate.

CONFERENCE BOOK

<table>
<thead>
<tr>
<th>SIZE</th>
<th>MARKETPLACE &amp; LEAGUE MEMBERS/ NONPROFITS</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page Spread</td>
<td>$2500</td>
<td>$5000</td>
</tr>
<tr>
<td>Full-page (7.5x11)</td>
<td>$1500</td>
<td>$3000</td>
</tr>
<tr>
<td>Half-page</td>
<td>$1000</td>
<td>$2000</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$750</td>
<td>$1500</td>
</tr>
</tbody>
</table>

Deadline for purchase and ad submission February 15, 2020.

OTHER ADD-ONS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>MARKETPLACE/LEAGUE</th>
<th>NON-MEMBER PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push notification at event (per instance)</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Bag Inserts (1,200 items-vender supplied)</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Electronic List of Attendees</td>
<td>Only available for Platinum, Gold, and Silver Sponsors</td>
<td></td>
</tr>
<tr>
<td>Website Advertising</td>
<td>$250-$1000</td>
<td>$500-$2000</td>
</tr>
<tr>
<td>Email Promotions (pre or post)</td>
<td>$500-$1000</td>
<td>$750</td>
</tr>
<tr>
<td>Social Media (pre or post)</td>
<td>$500</td>
<td>$750</td>
</tr>
</tbody>
</table>

DETAILS

IMPORTANT DEADLINES:
Register early. Booth & registration prices increase as the event draws closer. Space is limited and first-come, first served on booth choices and space reservations.

PAYMENT:
Once Payment is made, your reservation is confirmed and your booth location (if you purchased “select your booth”) is locked. If you do not pay within 14 days your reservation will be released to other exhibitors. We strongly suggest paying via credit card through our website to guarantee your space reservation.

COLLATERAL DEADLINE:
The deadline for submission of all logos, content, collateral and digital or other information is January 31, 2020. The League cannot guarantee an exhibitor or sponsor will get full exposure or into print materials if this deadline is missed. We suggest you supply all collateral as soon as possible to get the most exposure possible.

EXHIBITOR AREA MAP:
Included on the event website.

POWER FORM:
Included on the event website.

QUESTIONS? CONTACT US FOR ALL SPONSOR OPTIONS.
Contact Griselda Velazquez
partners@coloradoleague.org or (303) 989-5356 Ext 114.
THANK YOU
Sponsors and Exhibitors

COLORADO LEAGUE of CHARTER SCHOOLS