Dear Sponsors and Exhibitors,

We are excited to invite you to sponsor and exhibit at the 2022 Colorado Charter Schools Annual Conference. We’re back in person this year, March 1-2, 2022. Our theme is **Excellence: Quality Schools for All**.

The League’s Mission is to support charter schools by aligning and building resources that promote quality outcomes, financial health, operational impact, development of choice, and build a stronger charter ecosystem. We support the development of relationships, closing achievement gaps, building best practices, increasing equity, and celebrating innovation.

This Prospectus outlines the many opportunities for you to support our movement and these outcomes for over 131,000 public school students, their families, their schools, and leaders across 70 statewide communities in 266 schools. Support for the League and the charter school space may also help you reach this important market, through exhibiting, sponsorship, advertising, media distribution and exposure.

**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 of such an outstanding group.

Our event last year grew to over 700 in an online forum. In 2019 we had over 1000 attendees and in 2020 we topped 1000 ticket sales prior to the pandemic cancellation. This year we’re hopeful to have somewhere between our online number and the previous in-person number of attendees. Stay tuned.
STRANDS AND TOPICS
As in past years we’re focusing on our members, school leaders, administrators, educators, board members and business managers and ensuring that they have an annual chance to connect with each other, network, learn and develop skills. Our strands will focus on these areas.

1. Exceptional Students: SPED, ELL, GT & SEL innovations and solutions that help schools and staff serve all students
2. Creating Access: Ideas for creating access for our diverse learners
3. Innovative Instruction: Innovative academic approaches to support growth in student achievement
4. School Leadership: Methods and plans to advance school excellence
5. Finance & Funding: Rethinking foundational financial management and funding resources for stronger schools
6. Operations & Facilities: Building solid operational practices and facility supports for stable schools
7. Human Resources: Strengthening HR and Talent practices and enhancements for our most valuable assets
8. Diversity, Equity, and Inclusion: (Re)creating process, policy and action to build diversity, equity and inclusion at all levels
9. Board Governance improvements to create charter school excellence
10. New School Development to launch the next quality schools in underserved areas
11. Marketing and Communications strategies for parent engagement and enrollment
12. Advocacy and Policy: Current focus areas
13. Hot Topics important to today’s educational world

SPONSOR AND SUPPORT
at the 2022 Annual Conference

With school leaders from over 180 charter schools in the state attending in 2019 along with board members, authorizers, operations staff, site leaders, and many others, the 2022 conference will likely exceed these participation numbers and bring the entire charter sector together (266 schools) for three days of networking, professional development, inspiration, and planning. The sector is excited to interact with each other in person again and reconnect.

While we know your support of all the charter schools in Colorado 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. You will see the value of supporting the League and our dedicated charter support and advocacy efforts, while connecting to members at all levels of charters.

Take advantage of strategic traffic builders, including exposure in the exhibit hall, happy hours, built-in times for visiting the exhibit hall and other promotions throughout the event. Enjoy additional multimedia exposure through providing videos or logo recognition during the opening or close of each keynote or strand session, the League website, event website, event emails, content delivery platforms, and promotional materials.
THE LEAGUE

Your support of charter schools as an exhibitor, sponsor, partner, donor, and participant supports a wide range of the League’s charter school activities throughout each year. The League supports schools through:

• State Legislative efforts
• Local advocacy
• Professional Development and coaching
• A robust Resource Center for members
• Consultancy
• Convenings and events
• Public relations and communications
• New charter school development
• Authorizer relationship building
• Board development and growth
• Crisis Support
• Best Practice sharing
• Technical Assistance

Call our partnership services group at (303) 989-5356
partners@coloradoleague.org
QUESTIONS?
Contact us for all sponsor options at partners@coloradoleague.org or (303) 989-5356
PRESENTING SPONSOR
(One available: $20,000) (click to PURCHASE)

Live Audience appreciations
• Exclusive speaking opportunity at THE FIRST GENERAL session. Greet attendees and introductions
• One 30-second video spot at a general session or (option to speak at a happy hour instead)
• Verbal thank yous during all four general sessions

Recorded and on-demand program
• Verbal recognition, speaking opportunities (above), and video spot included in session recordings
• Place your content into our on-demand system for viewing by our attendees and all of our membership for an entire year after the event
• Two (2) Notifications/Announcements through the virtual conference platform

Signage
• Presenting sponsor placement of your logo on main event page (web), agenda, and on Sponsor page
• Sponsor logo on main event graphic, shown in email, Facebook, League website, event website
• Sponsor logo shown in each of the sessions and workshops
• Print: Presenting sponsor on ALL print signage, maps, banners, directional signage, grid game cards, and other printed material that have the Event Logo

Other
• Unlimited complimentary full conference registrations
• Two two-night hotel stays
• Premier extended booth space
• Electronic attendee list included (includes emails, excluding opt outs)
• Free collateral placement into conference bags (sponsor supplies 1,000 items)
• Your logo will appear on conference bags as a part of the conference logo
Go to the top of the class with the Platinum sponsorship opportunity at the Colorado Charter Schools Conference. This package generates high exposure and ROI. This package includes:

**Live Audience appreciations**
- One 30-second video spot at a general session (start of session)
- Four verbal thank yous during general sessions

**Recorded and on-demand program**
- All appreciations (above) included in session recordings available for one year following the event
- Supply your video content to us to be placed into the on-demand system for one year following the event
- Two (2) Notifications/Announcements through the virtual conference platform

**Signage**
- Platinum Placement in video/graphic sponsor recognitions played before or after general sessions
- Platinum Placement in video/graphic sponsor recognitions on the League and Event websites
- Platinum Placement of your logo on main event page (web), agenda, and on Sponsor page
- Platinum Placement of logo shown in each of the 40+ sessions and workshops
- Print: Platinum sponsors shown prominently on banners and other printed material throughout the event including: Event maps, banners, grid game, and directional signage

**Other**
- Ten (10) complimentary full conference registrations (includes attendance at all happy hour/social events sponsored by the League)
- One two-night hotel stay
- Premium booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)
The Gold Sponsor packages have 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 excellence 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. Whether you’re choosing to sponsor one of our general sessions, or a full strand of content you’ll be front and center with leaders, administrators, principals, and business managers from around the state.

**KEYNOTE/GENERAL SESSION SPONSOR**  
(Four available: $7,500) (keynote1, keynote2, panel, and member forum & awards)  

Sponsor a keynote speaker, plenary panel or member forum as they provide wisdom, humor, and insight. Your sponsorship supports not only the live sessions but captures those plenary sessions as a recording to share out to our membership and to the public. Sponsorship includes:

**Live Audience appreciations**
- One 30-second video spot at a general session (close of session)

**Recorded and on-demand program**
- Appreciation (above) included in session recordings
- Complimentary bonus content on demand session

**Signage**
- Gold Placement in video/graphic sponsor recognitions on the League and Event websites
- Gold Placement of logo shown in each of the 40+ sessions and workshops
- Gold placement of your logo on main event page (web), agenda, and on Sponsor page

**Other**
- Five (5) complimentary full conference registrations
- Sponsor Hallway booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)
RECEPTION SPONSOR
(TUESDAY NIGHT MARCH 1, 2022 MAIN HAPPY HOUR)
(One available: $7,500) (click to PURCHASE)

After a long day of learning, Conference attendees greatly appreciate the chance to unwind and socialize at the League Receptions. Sponsor this popular attendee favorite and help support continued connection between schools and partners throughout the state. This sponsorship includes:

Live Audience appreciations
• Introduce the League Reception (one minute or less, live speaking opportunity)
• Sponsorship recognition at all happy hour drink stations

Signage
• Gold placement of your logo on main event page (web), agenda, and on Sponsor page
• Logo on Happy Hour signage
• Gold Placement in video/graphic sponsor recognitions on the League and Event websites
• Gold Placement of logo shown in each of the 40+ sessions and workshops
• Gold Placement on all banners and signage for sponsors at the event
• Logo on the RSVP form of the Happy Hour

Other
• Five (5) complimentary full conference registrations
• Unlimited attendance for your staff and invitees to the Happy Hour
• Sponsor Hallway booth space
• Electronic attendee list included (includes emails, excluding opt outs)
• Free collateral placement into conference bags (sponsor supplies 1,000 items)
Your conference support of the 131,000 charter school students and the charter school sector at large is critical to supporting those students, schools and leaders. This sponsorship package allows you to target your audience specifically by ensuring that your brand is directly in front of who you need to talk to most. Look through the strands and choose one that best matches your product or service. And, by supporting the League, the Conference and the students at our member schools, you’re supporting school choice, equity and quality in all its forms across all the diverse schools that the League supports. This package includes:

**Live Audience appreciations**
- One 30-second video spot played at the conclusion of each session in your strand (typically three sessions per strand)

**Recorded and on-demand program**
- Appreciations (above) included in session recordings for one year following the event

**Signage**
- Logo and Thank you to Strand Sponsor within each session in your strand.
- Silver Placement in video/graphic sponsor recognitions on the League and Event websites
- Silver Placement of logo shown in each of the 40+ sessions and workshops
- Logo on Event Sponsor page as a Silver level sponsor

**Other**
- Two (2) complimentary full conference registrations (includes attendance at all happy hour/social events sponsored by the League)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)
- Electronic attendee list included (includes emails, excluding opt outs)
- Exhibit Hall booth space

Choose from 13 Strands to target your ideal audience:

- Strand Sponsor - Exceptional Students
- Strand Sponsor - Creating Access
- Strand Sponsor - School Leadership
- Strand Sponsor - Innovative Instruction
- Strand Sponsor - Finance and Funding
- Strand Sponsor - Operations and Facilities
- Strand Sponsor - Human Resources
- Strand Sponsor - Diversity, Equity, and Inclusion
- Strand Sponsor - New Schools
- Strand Sponsor - Board Governance
- Strand Sponsor - Marketing and Communications
- Strand Sponsor - Advocacy and Policy
- Strand Sponsor - Hot Topics
Bring together the opening night crowd to kick off another annual conference. This crowd includes the League’s board, VIP guests, staff, and leaders from across the state as we celebrate and open the event with our first formal event of the conference on Monday night. This first get together is a great introduction to the faces and names that make up our core audience. This happy hour reception will be held in the sponsor hallway to increase the visibility and conversation with all sponsors of the event. We require that all booths are set up for sponsors by 4pm on February 28th. This is a free event for all attendees and guests, but focused on our VIP partners, leaders, and supporters. This sponsorship includes:

**Live Audience appreciations**
- Introduce the League Reception (one minute or less)
- Sponsorship recognition at all kick off happy hour drink stations

**Signage**
- Logo on Event Sponsor page as a Silver level sponsor
- Logo and appreciation on Happy Hour signage
- Logo on the RSVP form of the Happy Hour

**Other**
- Two (2) complimentary full conference registrations
- Sponsor Hallway booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)

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**LOUNGE SPONSOR: LAKEHOUSE**
(One available: $5,000) [(click to) PURCHASE](#)

Support Quality, Choice and Equity in charter schools by sponsoring the Lakehouse. The Lakehouse is a unique building and room at the venue. We’re designing this location as a getaway from the conference where attendees can take calls, meet with you, meet with others, and join our remote sessions through zoom (with headphones of course). Need 20 minutes to relax and recharge? Head to the Lakehouse. Meeting someone to discuss how they’re dealing with a challenge at their school? Head to the Lakehouse. We’ll have the room set up for meetings, groups, and individual work, all supported by you, the generous sponsor. You can also use this space as an additional booth for yourself so you can welcome people into the space, give away goodies, or otherwise help them enjoy this special extra space.

**Signage**
- Name recognition on signage at the entrance.
- Ability to brand the interior and bring in furniture or demo products
- Logo on Event Sponsor page as a Silver level sponsor

**Other**
- Two (2) complimentary full conference registrations
- Exhibitor booth space in the main exhibitor area as well as in this location if you choose
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)
TECHNOLOGY: WIFI SPONSOR
(One available: $5,000)

Support Quality, Choice and Equity in charter schools and build your name recognition by promoting your company name in WIFI network name or password. 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:

Signage
• Name recognition with each wifi login throughout the conference.
• Logo on Event Sponsor page as a Silver level sponsor
• Logo printed onto signage at registration for wifi access

Other
• Two (2) complimentary full conference registrations
• Sponsor Hallway booth space
• Electronic attendee list included (includes emails, excluding opt outs)
• Free collateral placement into conference bags (sponsor supplies 1,000 items)
• Note: the wifi password (perhaps your company name?) printed on each name badge

TECHNOLOGY: CONTENT LIBRARY SPONSOR
(One available: $5,000)

Support the school attendees in receiving high quality content and interaction through on demand sessions offered in our new Learning Management System, Freestone. Attendees will have access to this content for a full year following the conference. This sponsorship includes:

Recorded and on-demand program
• Appreciation included on session recordings landing page for one year following the event

Signage
• Logo on the Opening & Closing Slide of each On-Demand session
• Logo on Event Sponsor page as a Silver level sponsor

Other
• Two (2) complimentary full conference registrations
• Sponsor Hallway booth space
• Electronic attendee list included (includes emails, excluding opt outs)
• Free collateral placement into conference bags (sponsor supplies 1,000 items)
NEW! Sponsor all the video assets produced by the League during the conference. Your logo will open and close each video produced which will include intro videos for each general session (four+ estimated). This sponsorship includes:

**Signage**
- Logo recognition in each general session video
- Logo on Event Sponsor page as a Silver level sponsor

**Other**
- Two (2) complimentary full conference registrations
- Sponsor Hallway booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)

**CONFERENCE APP SPONSOR**
(One available: $5,000)  
(click to) PURCHASE

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. This sponsorship includes:

**Signage**
- Your company name and logo on the conference app as the “Official App Sponsor of the 2022 Conference”
- Logo on Event Sponsor page as a Silver level sponsor
- Two (2) Digital App Push Notifications, one each during Tuesday and Wednesday

**Other**
- Two (2) complimentary full conference registrations
- Sponsor Hallway booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)
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:

**Signage**
- Company name and/or logo on all event attendee name badges
- Logo on the Registration signage
- Logo on Event Sponsor page as a Silver level sponsor

**Other**
- Two (2) complimentary full conference registrations
- Sponsor Hallway booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)

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**CONFERENCE BAG SPONSOR**

(One available: $5,000)  
(click to) PURCHASE

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:

**Signage**
- Company logo with League logo on Conference bags
- Logo on Event Sponsor page as a Silver level sponsor

**Other**
- Two (2) complimentary full conference registrations
- Sponsor Hallway booth space
- Electronic attendee list included (includes emails, excluding opt outs)
- Free collateral placement into conference bags (sponsor supplies 1,000 items)
2022 HALL OF FAME AWARDS SPONSOR
(One available: $5,000)  (click to) PURCHASE

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 Hall of Fame winners is instrumental in building up our network and our support. This sponsorship includes:

Live Audience appreciations
• Opportunity to present winners with their prizes during this general session

Recorded and on-demand program
• Appreciation (above) included in session recordings for one year following the event

Signage
• Logo on the presentation slide for the Hall of Fame Award Ceremony
• Logo on Event Sponsor page as a Silver level sponsor

Other
• Two (2) complimentary full conference registrations
• Sponsor Hallway booth space
• Electronic attendee list included (includes emails, excluding opt outs)
• Free collateral placement into conference bags (sponsor supplies 1,000 items)
BRONZE LEVEL SPONSORS

EXHIBIT HALL GAME SPONSOR
(Three available: $3,500) (click to PURCHASE)

The attendee FAVORITE by far; this package gives you the opportunity to showcase your company and your generosity to the charter school community. You’ll be featured on the Exhibit Hall game demonstrating you’re not only a proud supporter of the member schools, but that you are also building traffic into the virtual Exhibit Hall. Your support provides 5 or more prizes to be drawn for game participants. This sponsor has the opportunity to award a prize to a winner at the conclusion of a last general session. This sponsorship includes:

Live Audience appreciations
• Opportunity to present a winner with their prize in-person at the conclusion of the last general session

Signage
• Logo on the game cards
• Logo on Event Sponsor page as a Silver level sponsor
• Logo on Grid Game Signage at the event

Other
• Two (2) complimentary full conference registrations
• Exhibit hall booth space
• Electronic attendee list included (includes emails, excluding opt outs)

REFRESHMENT SPONSOR

Tuesday Morning, Coffee Station (one available)
Tuesday Afternoon, Snacks Station (one available)
Wednesday Morning, Coffee Station (one available)
Wednesday Afternoon, Snacks Station (one available)
(Four available: $2,500) (click to PURCHASE)

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. This sponsorship includes:

Signage
• Signage (provided by sponsor) at event coffee/snacks stations on sponsored date
• Logo on Event Sponsor page as a Bronze level sponsor

Other
• Two (2) complimentary full conference registrations
• Exhibit hall booth space
• Electronic attendee list included (includes emails, excluding opt outs)
SESSION SPONSORS
(42 available $2,000) (click to) PURCHASE

Get your information in front of your target audience. Select an individual session and share your 30-second, pre-recorded video about your organization during the session. Additional benefits include:

**Live Audience appreciations**
- 30-second, pre-recorded spot at the beginning of a live session

**Recorded and on-demand program**
- Appreciation (above) included in session recordings for one year following the event

**Signage**
- Logo on the presentation slide for the selected session
- Logo on Event Sponsor page as a Bronze level sponsor

**Other**
- Two (2) complimentary full conference registrations
- Exhibitor booth space
- **Choose your spot:** If you wish to purchase your exact location, you can do so when you purchase (and pay in full) through our website. Purchasing exact location incurs additional fee ($250). If the booth location is not a priority, we will assign it for you. You will know your location by February 15, 2022. [VIEW THE MAP](#)
- Electronic attendee list included (includes emails, excluding opt outs)

BASIC BRONZE SPONSORS
($1,250, only 35 available) (click to) PURCHASE

The Basic Bronze Sponsorship is the best way for you to get started in supporting the League, the charter school movement in Colorado, the students they serve, and get access to our event.

**Bronze Sponsors Receive:**
- Access to attendees representing the $1 billion Charter School Sector in Colorado
- Electronic attendee list included (includes emails, excluding opt outs)
- Logo Recognition on Conference Sponsor webpage
- Listing on Exhibit Hall Game materials
- Complimentary Exhibit Hall booth space (while space remains)
- One (1) full conference registration

**INFO**
- Booth space is limited to the first 50 entries. Register early and pay in full to secure your booth space or sponsorship. Prices remain the same, booths will sell out quickly.
- **Choose your spot:** If you wish to purchase your exact location, you can do so when you purchase (and pay in full) through our website. Purchasing exact location incurs additional fee ($250). If the booth location is not a priority, we will assign it for you. You will know your location by February 15, 2022. [VIEW THE MAP](#)
(continued on next page)
BASIC BRONZE SPONSORS (continued)  
($1,250, only 35 available) (click to) PURCHASE

• All exhibitor booths include one full registration as well other amenities. See the PROSPECTUS for details.
• If you would like power for your booth and/or packages sent to the hotel, you must fill out this form by February 15, 2022.
• Deadline for submitting promo materials is January 15, 2022, but the earlier you get materials to the League, the sooner you will get promoted.
• Please help promote the event. While we expect growth in the event this year over 750 attendees from last year, we need all our partners to promote the event — please tag @COcharterschools on FB and use #COCharterConference on Twitter.

BONUS CONTENT SPONSORS  
(30-MINUTE PRE-RECORDED CONTENT)  
(50 available, $995) (click to) PURCHASE

Get your message out. BONUS RECORDED CONTENT is viewable by all attendees during and after the event is available to both attendees and all League Members. This content lives in our Resource Library for at least one year after the event date to educate school staff, demonstrate your knowledge, highlight your products and services, introduce your key staff, build rapport with schools and to supplement and link to and from your Marketplace Membership. This sponsorship includes:

Recorded and on-demand program
• One BONUS CONTENT approximately 30-minute video or webinar available to all attendees and to the membership after the event

Signage
• Logo on Event Sponsor page as a Bronze level sponsor

Other
• One (1) complimentary full conference registration
• Electronic attendee list included (includes emails, excluding opt outs)
The Bronze Scholarship Sponsorship is the best way to support additional attendance at the League’s 2022 Annual Conference for school leaders, partners and nonprofits who are challenged by the financial stresses of running their school. Your contribution helps to boost attendance from a critical audience that may otherwise not attend and sets you apart as a supporter of the entire charter school field. Use this sponsorship to get started or add this on to an existing sponsorship above for even more exposure.

All Scholarship Sponsors Receive:

- Recognition via specialized communication to the scholarship awardees notifying them of your generosity
- Logo on Event Sponsor page as a Bronze level sponsor
- Logo Recognition on Event Bronze Sponsor virtual banner

**BOOK YOUR ROOM**

The Westin Westminster is offering a special group rate for 159 USD per night. This rate is available on a first come, first served basis.