



## Sponsorship Opportunities

**Annual Convention  
Centennial Celebration  
Leadership Development Awards**

### Annual Convention

#### **Sponsors at \$5,000 and higher receive:**

Recognition as a Premier Meeting Sponsor on the Sponsor Support website and name/logo on all major meeting signs/banners.

#### **All 2011 Annual Convention Sponsors will receive:**

- Recognition on the Sponsor Support website, with an active link to your organization
- Recognition on the Sponsor Support signage near the Registration area
- Recognition on the Sponsor Support advertisement in the 2011 Annual Convention Program
- Recognition in the November issue of *The Council Chronicle*
- Pre -or post-convention postal mailing list of convention attendees for promotional use
- Promotion before, during, and after the meeting through Twitter and Facebook
- Recognition by level on the Centennial Celebration Honor Roll website
- Certificate of Appreciation as a Centennial Sponsor

#### **Communication and Technology Center Sponsorship: \$7,500**

Communication is very important to NCTE meeting attendees! Help support one of the most popular attractions at the Convention and provide a valuable service at the same time. By funding phone lines and Internet connections, you'll be providing a place where all convention attendees can easily communicate with colleagues back home or at the convention, check email, upload their handouts and Power Points to the NCTE Connected Community, print out session handouts, or use computers for other purposes.

##### Additional Recognition:

- Premier Meeting Sponsor
- Signage near the Communication and Technology Center
- Your organization's logo on the homepage of all laptops in the Communication Center

#### **Convention Canvas Name Badge Holders: \$6,000**

Solidify your commitment to English language arts professionals by providing badge holders for convention attendees. Popular and durable, the canvas badge holders are a hit with conference attendees and will provide lasting evidence of your support long after Convention is over (convention attendees often take these to other conferences throughout the year!).

##### Additional Recognition:

- Premier Meeting Sponsor
- Your name on the lanyard

**Media Room(s)– Exclusive Sponsor: \$5,000 or 5 at \$1,000**

Show your commitment to technology in education by providing a sound system, Internet access, LCD, and VCR for one session room for the entire convention. These rooms will be used for some of our most popular sessions—those focusing on integrating technology and the Internet into today’s classrooms.

Additional Recognition:

- Exclusive sponsor is Premier Meeting Sponsor
- Signage outside the media room(s)

**First-Timers Breakfast: \$5,000**

Highlight your dedication to the professional development of tomorrow’s leaders in education by hosting a breakfast for up to 800 first-time convention attendees. Many first-timers will be from the Chicago area, making this event ideal for a local company to sponsor and build relationships with aspiring ELA leaders.

Additional Recognition:

- Premier Meeting Sponsor
- Signage outside the event room
- Recognition by breakfast emcee
- Distribution of a “favor” to attendees

**Section Get-Togethers (Elementary, Middle, ~~Secondary~~, and College) or Middle Level Mosaic Exclusive Sponsorship: 5,000 (Each) or Five Companies at \$1,000 per Section Get-Together**

Highlight your commitment to various sections of NCTE by covering the cost of food and beverage at the section get-togethers and be a part of these informal social events for each section.

Additional Recognition:

- Exclusive Sponsors are also Premier Meeting Sponsors
- Signage at the get-together
- Ability to “meet and greet” with attendees
- Distribution of a “favor” to attendees

**Centennial Honor Roll: "Reading the Past, Writing the Future"**  
**Levels: \$5,000, \$2,500, \$1,000, \$500, \$250**

Be a part of our **Centennial Honor Roll** and show that you have been instrumental in shaping literacy education in the past 100 years. Winners will be listed by their level of sponsorship and recognized onsite at the 2011 Annual Convention and on our Centennial Celebration website ([www.ncte.org/centennial](http://www.ncte.org/centennial)). (Annual Convention Sponsors are added to the Centennial Honor Roll.)

**Recognition:**

- Sponsors at \$5000 and above receive the same benefits as those listed for the \$5K level for the Annual Convention.
- Sponsors at \$1,000 and above receive all Annual Convention benefits as listed above.
- Sponsors who also exhibit can choose to be a part of the Centennial Celebration Quest.

Please contact Janet Brown at [jbrown@ncte.org](mailto:jbrown@ncte.org) or 1-800-369-6283, ext. 3617 for more information.

## Annual Award Sponsorship Opportunity

### **NCTE Leadership Development Awards: Exclusive at \$15,000 or 3 at \$5,000**

Cultivate the leaders of tomorrow today by sponsoring early-career educators who go on to become affiliate and NCTE leaders by underwriting travel and registration expenses to the Annual Convention. For the past ten years, award recipients have gone on to become literacy leaders and decision makers at the local, state, and national levels. This year-round sponsorship includes opportunities to build relationships with affiliates and exhibit at affiliate conferences. Your sponsorship helps underwrite the costs of registration, travel, and meal tickets for 28 affiliate leaders (\$500 each for 28 winners, plus \$35 each for the Affiliate Roundtable Breakfast).

#### Additional Recognition:

- Company recognition on NCTE and affiliate websites with an active link to your organization
- Full-page ad in the 2011 Annual Convention Program
- Distribution of ribbons with company logo to current year and/or past recipients
- Certificates for each winner (to be distributed at the Affiliate Roundtable breakfast)
- Acknowledgment in the affiliate breakfast program
- Ability to address the audience at the breakfast and pass out certificates to award winners
- Ability to invite “alums” or former recipients to be a part of market research programs
- Recognition in an issue of *The Council Chronicle* featuring company award winners