



*Sponsor/Exhibitor*  
**PROSPECTUS**

15<sup>th</sup> Annual  
**Georgia Charter Schools  
Conference**

Renaissance Atlanta Waverly, Atlanta  
March 5-7, 2018

▪ **For More Information  
Contact**

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# About Georgia Charter Schools

1993

Year in which Georgia's charter school laws were enacted

94

Number of start-up and conversion charter schools

90,875

Number of Georgia charter school students in start-up and conversion charter schools

14,922

Number of Georgia charter school students on waiting lists for a spot in a start-up charter school

18

Percent of students in APS in start-up charter schools

22

Number of charter schools authorized by the State Charter Schools Commission

## The Charter Schools Movement

Charter Schools stand at the center of our nation's growing effort to reform and improve public schools and provide wider options to every family. Like the traditional neighborhood school, charters are public and are open to all students regardless of wealth, gender, race, or religion. Unlike traditional public schools, charters can waive many burdensome rules and regulations, so teachers, principals, parents, and students can focus on learning. In exchange for this freedom, charters sign a contract, promising to achieve specific academic goals for their students. Most importantly, charters are held accountable for their results. Approximately 3 million students now attend over 6,700 charter schools in 42 states and the District of Columbia.

## About Georgia Charter Schools Association

The Georgia Charter Schools Association (GCSA) is the non-profit, 501(c)(3) corporation and the membership organization for Georgia's charter school operators and petitioners, established in 2001. The mission of GCSA is to be an effective advocate and service provider for all charter public schools in Georgia.

This involves:

- Advancing awareness of charter schools and their mission
- Increasing awareness that charter schools are public schools
- Communicating charter school needs to state and local officials
- Supporting legislation to strengthen charter schools in Georgia
- Facilitating opportunities for networking and collaboration among charter schools in Georgia and across the nation
- Developing and implementing programs and services that advance student achievement, accountability and success in all of Georgia public charter schools
- Training charter school governing boards to best practices to meet DOE and state compliance standards

## Sponsorship Opportunities

Gain greater visibility and demonstrate your support for Georgia charter schools by becoming a sponsor of the 2018 Georgia Charter Schools Conference.

### Sponsorship Opportunities

Choose from one of the sponsorship opportunities below or suggest something new/unique. Your organization's sponsorship can be customized by Dana McNally who may be reached at [dmcnally@gacharters.org](mailto:dmcnally@gacharters.org).

<b>Sponsorship Level</b>	<b>Amount</b>
Presenting Diamond Sponsor (1)	\$15,000
Platinum Sponsor (2)	\$10,000
Gold Sponsor (2)	\$7,500
Wi-Fi Sponsor (1)	\$6,000
Scholarship Sponsor (2)	\$5,000
Lunch Sponsor (2)	\$5,000
Keynote Speaker Sponsor (2)	\$5,000
Lanyard Sponsor (1)	\$4,500
Reach for the Stars Sponsor (1)	\$3,500
Welcome Reception Sponsor (2)	\$3,000
Program Guide Printing Sponsor (1)	\$3,000
Charging Station Sponsor (1)	\$3,000
Coffee Break Sponsor (2)	\$2,500
Online Registration Sponsor (1)	\$2,500
Breakfast Sponsor (2)	\$2,000
General Sponsorship (2)	\$2,000

### In-Kind Sponsorships

Various in-kind sponsorships are also available – only to offset costs that would otherwise be incurred by the conference – e.g. projectors, tote bags, posters, printing, etc.

# Sponsorship Opportunities and Benefits

## **PRESENTING DIAMOND SPONSOR (\$15,000) 1 Available**

- One 20' x 10' exhibit booth in premium location (more space available for purchase)
  - One 6' skirted table provided with ID sign
  - Full-page ad in conference program
  - Opportunity to market your organization in the event venue
  - Pre and Post registration lists (Mailing and select email addresses only)
  - Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
  - Logo on general conference signage
  - Logo on sponsor page of event program guide
  - Opportunity to introduce speaker or present 5-7 minute sponsor video
  - Verbal recognition at general sessions/key receptions
  - One flyer inserted into attendee tote bags
  - Logo on cover of the event program guide if sponsorship commitment is made prior to guide deadline and in marketing emails promoting conference
  - Dedicated button to your organization as well as a listing in the Mobile App
  - Highlighted company profile in alphabetical organization descriptions section of the event program guide
  - One breakout session on a topic to be approved by GCSA (if submitted by November 1<sup>st</sup>)
  - Six full conference badges
  - Annual associate membership for GCSA.
  - Four Invitations to exclusive holiday preview party in December 2017
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## **PLATINUM SPONSOR (\$10,000) 2 Available**

- One 20' x 10' exhibit booth in premium location (more space available for purchase)
  - One 6' skirted table provided with ID sign
  - Full-page ad in conference program
  - Opportunity to market your organization in the event venue
  - Pre and Post registration lists (Mailing and select e-mail addresses only)
  - Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
  - Logo recognition on general conference signage
  - Logo on sponsor page of event program guide
  - Opportunity to introduce speaker or present 5-7 minute sponsor video
  - Verbal recognition at general sessions/key receptions
  - One flyer inserted into attendee tote bags
  - Highlighted company profile in alphabetical organization description section of the event program guide
  - Listing in the Mobile App
  - Five full conference badges
  - Annual associate membership for GCSA
  - Three invitations to exclusive holiday preview party in December 2017
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## **GOLD SPONSOR (\$7,500) 2 Available**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Full-page ad in conference program
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of event program guide
- Opportunity to introduce speaker
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App

- Four full conference badges
- Annual associate membership for GCSA
- Three invitations to exclusive holiday preview party in December 2017

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**CONFERENCE WI-FI SPONSOR (\$6,000) 1 Available**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Have your organization listed as the WI-FI network name along with provider
- Half-page ad in conference program
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of event program guide
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Three full conference badges
- Annual associate membership for GCSA
- Two invitations to exclusive holiday preview party in December 2017

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**SCHOLARSHIP SPONSOR (\$5,000) :: (1 SOLD, 1 AVAILABLE)**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Ten full attendee conference badges to distribute amongst interested individuals
- Half-page ad in conference program
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of event program guide
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Three full conference badges
- Two invitations to exclusive holiday preview party in December 2017

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**LUNCH SPONSOR (\$5,000) 2 Available**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Half-page ad in conference program
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo presented on sign for lunch buffet tables
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of event program guide
- Opportunity to speak at scheduled lunch sessions
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App

- Three full conference badges
- Two invitations to exclusive holiday preview party in December 2017

#### **KEYNOTE SPEAKER SPONSOR (\$5,000) 2 Available**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Half-page ad in conference program
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of event program guide
- Opportunity to help plan and schedule keynote speaker
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Three full conference badges
- Two invitations to exclusive holiday preview party in December 2017

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#### **LANYARD SPONSOR (\$4,500) 1 Available**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Logo placed on conference lanyards
- Half-page ad in conference program
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of event program guide
- Verbal recognition at general sessions/key receptions
- One flyer inserted into attendee tote bags
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Two full conference badges
- Two invitation to exclusive holiday preview party in December 2017

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#### **REACH FOR THE STARS SPONSOR (\$3,500) 1 Available**

- One 10' x 10' exhibit booth in premium location (more space available for purchase)
  - One 6' skirted table provided with ID sign
  - Quarter-page ad in conference program
  - Pre and Post registration lists (Mailing and select e-mail addresses only)
  - Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
  - Logo recognition on general conference signage
  - One flyer inserted into attendee tote bags
  - Opportunity to introduce the charter school teacher of the year award
  - Logo on sponsor page of the event program guide
  - Highlighted company profile in alphabetical organization descriptions section of the event program guide
  - Listing in Mobile App
  - Two full conference badges
  - Two invitations to exclusive holiday preview party in December 2017
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### **WELCOME RECEPTION SPONSOR (\$3,000) :: (1 SOLD, 1 AVAILABLE)**

- One 10' x 10' exhibitor booth in premium location (more space available for purchase)
  - One 6' skirted table provided with ID sign
  - Opportunity to help plan reception and welcome guests during the event itself
  - Quarter-page complimentary ad in conference program
  - Pre and Post registration lists (Mailing and select e-mail addresses only)
  - Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
  - Logo recognition on general conference signage
  - Logo on sponsor page of event program guide
  - Verbal recognition at general sessions/key receptions
  - One flyer inserted into attendee tote bags
  - Listing in Mobile App
  - Highlighted company profile in alphabetical organization descriptions section of the event program guide
  - Two full conference badges
  - Two invitations to exclusive holiday preview party in December 2017
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### **PROGRAM GUIDE SPONSOR (\$3,000) 1 Available**

- One 10' x 10' exhibitor booth in premium location (more space available for purchase)
  - One 6' skirted table provided with ID sign
  - Quarter-page ad in conference program
  - Pre and Post registration lists (Mailing and select e-mail addresses only)
  - Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
  - Logo recognition on general conference signage
  - Logo on sponsor page of event program guide
  - Verbal recognition at general sessions/key receptions
  - One flyer inserted into attendee tote bags
  - Highlighted company profile in alphabetical organization descriptions section of the event program guide
  - Listing in the Mobile App
  - Two full conference badges
  - Two invitations to exclusive holiday preview party in December 2017
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### **CHARGING STATION SPONSOR (\$3,000) SOLD OUT**

- One 10' x 10' exhibitor booth in premium location (more space available for purchase)
  - One 6' skirted table provided with ID sign
  - Opportunity to place charging station or lounge furniture at or near booth, and have logo placed at station
  - Quarter-page ad in conference program
  - Pre and Post registration lists (Mailing and select e-mail addresses only)
  - Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
  - Logo recognition on general conference signage
  - Logo on sponsor page of the event program guide
  - Verbal recognition at general sessions/key receptions
  - One flyer inserted into attendee tote bags
  - Highlighted company profile in alphabetical organization descriptions section of the event program guide
  - Listing in Mobile App
  - Two full conference badges
  - Two invitations to exclusive holiday preview party in December 2017
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### **COFFEE BREAK SPONSOR (\$2,500) 2 Available**

- One 10' x 10' exhibitor booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo presented on sign for coffee break tables
- Logo on the home page of the conference web site and company profile and link to your website on

- Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Two full conference badges
- Two invitations to exclusive holiday preview party in December 2017

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**ONLINE REGISTRATION SPONSOR (\$2,500) 1 Available**

- One 10' x 10' exhibitor booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on main registration page
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Two full conference badges
- Two invitations to exclusive holiday preview party in December 2017

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**BREAKFAST SPONSOR (\$2,000) SOLD OUT**

- One 10' x 10' exhibitor booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo presented on sign for breakfast buffet tables
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Two full conference badges
- Two invitations to exclusive holiday preview party in December 2017

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**GENERAL SPONSOR (\$2,000) (1 SOLD, 1 AVAILABLE)**

- One complimentary 10' x 10' exhibitor booth in premium location (more space available for purchase)
- One 6' skirted table provided with ID sign
- Pre and Post registration lists (Mailing and select e-mail addresses only)
- Logo on the home page of the conference web site and company profile and link to your website on Sponsor/Exhibitor Listing.
- Logo recognition on general conference signage
- Logo on sponsor page of the event program guide
- Highlighted company profile in alphabetical organization descriptions section of the event program guide
- Listing in Mobile App
- Two full conference badges
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- Two invitations to exclusive preview party in December 2017

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**EXHIBITOR REGISTRATION (\$750) :: (5 SOLD, 35 AVAILABLE)**

- **\*\*PRICING WILL INCREASE AFTER DECEMBER 6, 2017\*\***
- One 10' x 10' exhibitor booth
- One 6' skirted table provided with ID sign
- 50-word alphabetical listing in conference program
- 50-word alphabetical listing and Logo on conference website



- Listing in Mobile App
- Company listings by product or service category in program
- One full conference badge per exhibit booth purchase

- ***Electricity is available for purchase. Details will be forwarded.***
- ***Cancellation Fee will be applied after December 1, 2017***
- ***Registration can only be held without payment for 45 days unless discussed with conference coordinator***

## Optional Exhibitor Opportunities

### Conference Program Guide Advertisements

All ads are color unless otherwise specified. Final ad copy due by January 13, 2018. Ad specs and submission instructions provided upon payment. Restricted number of ads may be purchased.

Size	Exhibitor Rate	Non-Exhibitor Rate
Full Page	\$500	\$650
½ Page	\$250	\$400
¼ Page	\$125	\$200
Inside Front or Back Cover (color)	\$850	\$1,000
Back Outside Cover (color)	\$1,000	\$1,150

### Flyers in Attendee Tote bags

Provide one 8.5 x 11 flyer or small item, to be distributed to all conference attendees. No catalogs accepted.

- Exhibitor Rate - \$200

- Non-Exhibitor Rate - \$300

Must be submitted by January 29, 2018

### Pre-Conference and Post Conference Registration List Mailing Labels

Conference pre-registration and post registration mailing lists are available for purchase for one time use each by exhibitors for \$200. Lists will be provided in electronic format, and will contain only mailing addresses and select e-mails of attendees who noted they would like to be contacted. A sample of your proposed mailing may be required in advance. Only exhibitors are eligible to purchase attendee registration lists.

### Advertising Space in Event Venue

There is available space throughout the venue for you to market your organization with your printed logo. If you are interested in this opportunity please contact the conference coordinator to discuss pricing and display.