



# 20TH ANNUAL GEORGIA CHARTER SCHOOLS CONFERENCE

MARCH 13-15, 2023 | WESTIN BUCKHEAD ATLANTA



## EXHIBITOR & SPONSORSHIP **PROSPECTUS**

**The Georgia Charter Schools Conference is the largest statewide gathering of  
Georgia's charter community.**

School leaders, board members, business managers, teachers, petitioners and authorizers attend the conference from across the state to learn more about creating and operating high-quality public charter schools. This is also a great opportunity to network and share best practices amongst your fellow charter colleagues. Attendees can also take advantage of the many product solutions offered by vendors around the country that are designed to help public charter schools succeed.

Contact Alicia Turlington, Director of Memberships and Events, 470-784-0017 or [aturlington@gacharters.org](mailto:aturlington@gacharters.org)

# ABOUT GEORGIA CHARTER SCHOOLS

Charter schools stand at the center of our state's growing effort to improve the state's public school system and provide more options to Georgia families. Like traditional neighborhood schools, charters are public and are open to all students regardless of zip code, race, ethnicity, income or ability. All Georgia charter schools are overseen by a nonprofit board of directors, and, 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, they are held accountable to high financial, academic and operational standards by an authorizer that approves the school's "charter" or contract to operate. **Charter schools prepare students to succeed in college, career and life. They offer a different approach to public school, one that gives passionate teachers the flexibility to teach creatively and deliver the individualized education every student deserves.**



## ABOUT GEORGIA CHARTER SCHOOLS ASSOCIATION

The Georgia Charter Schools Association (GCSA) is the non-profit membership organization for Georgia's charter school operators and petitioners. The Georgia Charter Schools Association supports, fosters, and advocates for the development of high-quality public charter schools and networks that improve opportunities for Georgia students. This work 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 authorizer standards
- Providing job-embedded, alternative certification for charter school teachers
- Providing a suite of new school development, replication and expansion services through the Incubator





# THE CHARTER MOVEMENT

**60,000 Georgia students attending start-up and conversion charter schools**

**1993**

Year in which Georgia's Charter school laws were enacted.

**14,000+**

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

**90+**

Number of start-up and conversion charter schools

**25% or 1 in 4**

APS students are enrolled in a charter

# Sponsorship Opportunities

Gain greater visibility and demonstrate your support for Georgia charter schools by becoming a sponsor of the 2023 Georgia Charter Schools Conference.

Sponsorship Levels	Amount
Presenting Diamond Sponsor (1)	\$15,500
Platinum	\$10,500
Scholarship Sponsor (2)	\$8,500
Gold	\$7,000
Silver Sponsor	\$5,500
Breakfast Sponsor (1)	\$5,000
Lunch Sponsor (1)	\$5,000
Coffee Break Sponsor (2)	\$3,500
Networking Cocktail Reception Sponsor (2)	\$3,500
Awards Luncheon Sponsor (1)	\$5,000
Wellness Session Sponsor (1)	\$2,500
Networking Lounge Sponsor (2)	\$3,000
Lanyard Sponsor (1)	\$4,500
Table Top Exhibit	\$1,000

# Sponsorships At-a Glance

	DIAMOND	PLATINUM	SCHOLARSHIP	GOLD	SILVER	BREAKFAST OR LUNCH
One breakout session on a topic to be approved by GCSA	✓	✓		✓		
Conference registration	6	5	3	4	2	2
Logo on conference email promotions & website	✓	✓	✓	✓	✓	✓
Signage at conference	Distinct signage	✓	✓	✓	✓	Sign next to designated buffet
Complimentary table in premium location	✓	✓	✓	✓	✓	✓
Logo on Event App	✓	✓	✓	✓		
Display promotional company materials or giveaways on shared sponsor table	✓	✓	✓	✓	✓	✓
Introduce a session	Present a video prior to session	Present a video prior to session		✓		
Recognition during the conference	Prominent	✓	✓	✓	✓	✓

# Sponsorship & Benefits

## **\$15,500: PRESENTING DIAMOND**

**Visibility, branding, and advertising as a Presenting Diamond Sponsor in the following areas:**

- **Distinct signage at the event (logo)**
- **SIX complimentary registrations to the conference (Value \$2,400)**
- **Prominent recognition throughout the Conference**
- Conference email promotions and website (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Opportunity to introduce session or present a sponsor video
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- One breakout session on a topic to be approved by GCSA
- Access to pre & post Attendee List (Mailing and select email addresses only)

## **\$10,500: PLATINUM**

**Visibility, branding, and advertising as a Platinum Sponsor in the following areas:**

- **Opportunity to introduce session or present a sponsor video**
- **FIVE complimentary registrations to the conference (Value \$2,000)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Recognition during Conference
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- One breakout session on a topic to be approved by GCSA
- Access to pre & post Attendee List (Mailing and select email addresses only)

# Sponsorship & Benefits

## **\$8,500: SCHOLARSHIP SPONSOR**

**Visibility, branding, and advertising as a Scholarship Sponsor in the following areas:**

- **Five Full Badges to distribute amongst interested individuals (Value \$2,000)**
- **THREE complimentary registrations to the conference (Value \$1,200)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Recognition during Conference
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- Access to pre & post Attendee List (Mailing and select email addresses only)

## **\$7,000: GOLD**

**Visibility, branding, and advertising as a Gold Sponsor in the following areas:**

- **Opportunity to introduce session**
- **FOUR complimentary registrations to the conference (Value \$1,600)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Recognition during Conference
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- One breakout session on a topic to be approved by GCSA
- Access to Pre & Post Attendee List (Mailing and select email addresses only)

# Sponsorship & Benefits

## **\$5,500: SILVER**

**Visibility, branding, and advertising as a Scholarship Sponsor in the following areas:**

- **TWO complimentary registrations to the conference (Value \$800)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table in premium location (Value \$1000)
- Recognition during Conference
- Ability to display promotional company materials or giveaways on shared sponsor table
- Access to Pre & Post Attendee List (Mailing and select email addresses only)

## **\$5,000: BREAKFAST SPONSOR**

**Visibility and branding as a breakfast sponsor with your company logo in all conference advertising and on the big screen at the conference**

- A tabletop exhibit/booth to showcase your company, including the opportunity to place brochures on the chairs around the stage.
- (Value \$1000)
- A custom sponsorship recognition sign next to the buffet tables
- Special recognition by the Emcee as an official sponsor
- TWO complimentary registrations to the conference (Value \$800)

## **\$5,000: LUNCH SPONSOR**

**Visibility and branding as a breakfast sponsor with your company logo in all conference advertising and on the big screen at the conference**

- A tabletop exhibit/booth to showcase your company, including the opportunity to place brochures on the chairs around the stage.
- (Value \$1000)
- A custom sponsorship recognition sign next to the buffet tables
- Special recognition by the Emcee as an official sponsor
- TWO complimentary registrations to the conference (Value \$800)



# Other Options for Visibility

## \$1,000: TABLE TOP EXHIBITOR

**Visibility, branding, and advertising as an Table Top Exhibitor in the following areas:**

- Includes six-foot skirted table
- Recognition in the conference program
- Signage at the event (logo)
- ONE complimentary registration to the conference (Value \$400)

## BRAND AWARENESS

Coffee Break Sponsor (2)	\$3,500
Networking Cocktail Reception Sponsor (2)	\$3,500
Awards Luncheon Sponsor (1)	\$5,000
Wellness Session Sponsor (1)	\$2,500
Networking Lounge Sponsor (2)	\$3,000
Lanyard Sponsor (1)	\$4,500

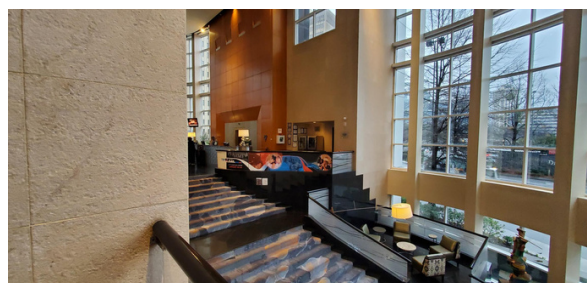
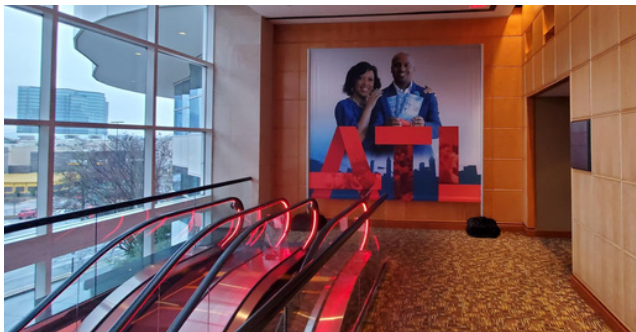
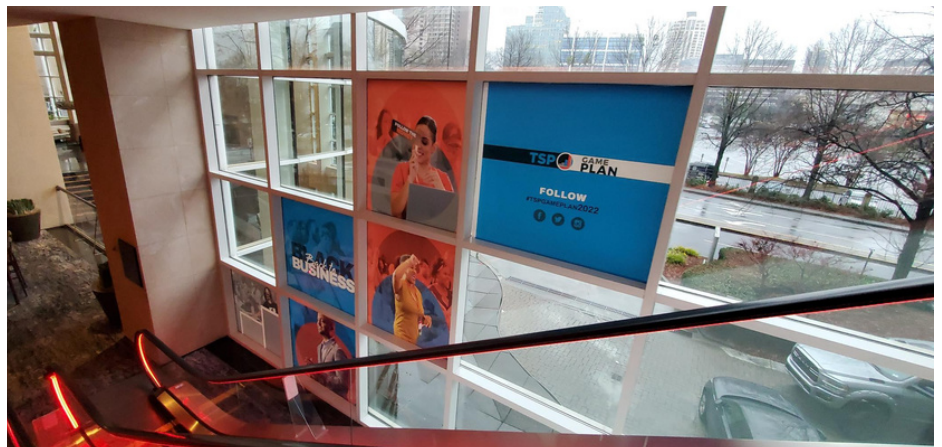
**Visibility and branding with your company logo in all conference advertising**

- A tabletop exhibit to showcase your company, including the opportunity to place brochures on the chairs around the stage. (Value \$1000)
- A custom sponsorship recognition sign next to designated sponsor space
- Special recognition by the Emcee as an official sponsor
- TWO complimentary registrations to the conference (Value \$800)

# Other Options for Visibility

## BRAND AWARENESS - ADVERTISING STICKERS/WRAPS

- Window Wrap: \$6,000
- Wall Wrap: \$10,000
- Pillar Wrap: \$5,000
- Front Desk Wrap: \$5,000
- Lanyards: \$4,500
- Custom Key Cards: \$5,500



# SPONSORSHIP AGREEMENT

## CONFERENCE INFORMATION

**Date:**

**Company Name:**   
(How it will appear in advertising and promotions)

**Level of Participation:**  **Cost:**

**Complimentary Registrations:**  **Tabletop Exhibit:**

**URL to be used in promotional materials:**

## PRIMARY CONTACT

**Name:**

**Company Name:**   
(How it will appear in advertising and promotions)

**Address:**

**City/State/Tax:**

**Fax:**  **Phone:**  **Email:**

Please email logo to Alicia Turlington at [aturlington@gacharters.org](mailto:aturlington@gacharters.org). Alicia can be reached at 470-784-0017.

## PAYMENT TERMS

*An invoice will be forwarded to the listed contact upon receipt of signed sponsorship agreement. Conference sponsorship payments are due 30 days from date of invoice.*

## TERMS & CONDITIONS

1. This contract is between Georgia Charter Schools Association (hereafter referred to as Producer) d/b/a Georgia Charter Schools Conference (hereafter referred to as Event) and the company listed above (hereafter referred to as Sponsor/Exhibitor).
2. Sponsor/Exhibitor shall pay the Sponsor/Exhibitor fee to Producer within 30 days after signing contract. An invoice will be sent to Sponsor/Exhibitor.
3. If Sponsor/Exhibitor desires to cancel this contract, Sponsor/Exhibitor may only do so by giving written notice thereof to Producer with evidence of receipt. In such event, Sponsor/Exhibitor shall be liable for the following cancellation fee: 50% of the total cost of Sponsor/Exhibitor's participation if such cancellation is effective until 90 days prior to Event date listed on the Contract; and 100% of the total cost of Sponsor/Exhibitor's participation if such cancellation is effective within 90 days of the Event Date on the Contract. Upon cancellation, if Sponsor/Exhibitor has not paid their fee to Producer, payment is due per the terms of the invoice. If Sponsor/Exhibitor is entitled to a refund, that amount will be applied as a credit to the invoice. If Sponsor/Exhibitor has already paid their fee to Producer in full, any refund due will be paid to Sponsor/Exhibitor within 30 days. The effective date of any cancellation shall be the date Producer receives Sponsor/Exhibitor's written notice and acknowledges such receipt, as specified above.
4. If for any reason beyond Producer's control (e.g., fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, technology, power or connectivity outages, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God), or any part thereof, is prevented from being held or interrupted, Producer may cancel the conference. In such event, Producer shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue thereof, and Sponsor/Exhibitor waives claims for damage arising there from.
5. Producer, the hotel/venue provider, and their respective owners and agents do not maintain insurance covering property brought onto the venue premises by Sponsor/Exhibitor. It is the sole responsibility of the Sponsor/Exhibitor to obtain insurance covering such property loss that may arise while at the event or traveling to/from the event.
6. By participating in the Event, Sponsor/Exhibitor grants to Producer a fully-paid, limited non-exclusive license to use, display and reproduce the name, trade names and product names of Sponsor/Exhibitor in any Event directory (print, online or other media) listing the Sponsor/Exhibitor companies at the Event and to use such names in Event promotional materials. Event shall not be liable for any errors in listings or descriptions or for omissions. Sponsor/Exhibitor's items and personnel appearing during the Event may be included in Event photographs and used for Event promotional purpose. Sponsor/Exhibitor agrees to observe and abide by the foregoing terms, conditions, and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.
7. Sponsor agrees to observe and abide by the foregoing terms, conditions and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.

## CLIENT/COMPANY AUTHORIZATION

**Signature:**  **Print Name:**

**Date:**  **Phone:**