

## SPONSORSHIP OPPORTUNITIES

### Pacesetter – \$100,000+

- Welcome remarks in opening plenary session
- Collaboration establishing an educational strand
- Sponsorship of two breakout sessions of your choice
- Sponsorship/introduction of one keynote speaker
- Web site link and press release to national publications
- Your message as the heart of our welcome reception
- Your logo prominently displayed during the Forum, in the program, and on CEP web site
- Printed welcome letter to all participants
- Full-page ad in program
- Prime exhibit space
- Placement of company name or logo on all conference bags and lanyards
- Placement of items in all conference bags
- Ten VIP invitations to the welcome reception
- Two reserved tables (16 seats) at the National Schools of Character (NSOC) Awards Luncheon and the Promising Practices event
- Standard benefits plus above

### Platinum – \$50,000

- Your logo prominently displayed during the Forum, in the program, and on the CEP web site
- Introduction of a keynote speaker
- Full-page ad in program
- Placement of one item in all conference bags
- Prime exhibit space
- Eight VIP invitations to the welcome reception
- Reserved table (8 seats) at the NSOC Awards Luncheon and the Promising Practices event
- Standard benefits plus above

### Gold – \$25,000

- High-visibility recognition during the conference and in the program book
- Half-page ad in program
- Prime exhibit space
- Six VIP invitations to the welcome reception
- Six seats at the NSOC Awards Luncheon and the Promising Practices event
- Standard benefits plus above

### Silver – \$10,000

- High-visibility recognition during the conference and in the program book
- A booth in the exhibit hall
- Four VIP invitations to the welcome reception
- Four seats at the NSOC Awards Luncheon and the Promising Practices event
- Standard benefits plus above

### Bronze – \$5,000

- Recognition during the conference
- A booth in the exhibit hall
- Two VIP invitation to the welcome reception
- Two seats at the NSOC Awards Luncheon and the Promising Practices event
- Standard benefits plus above

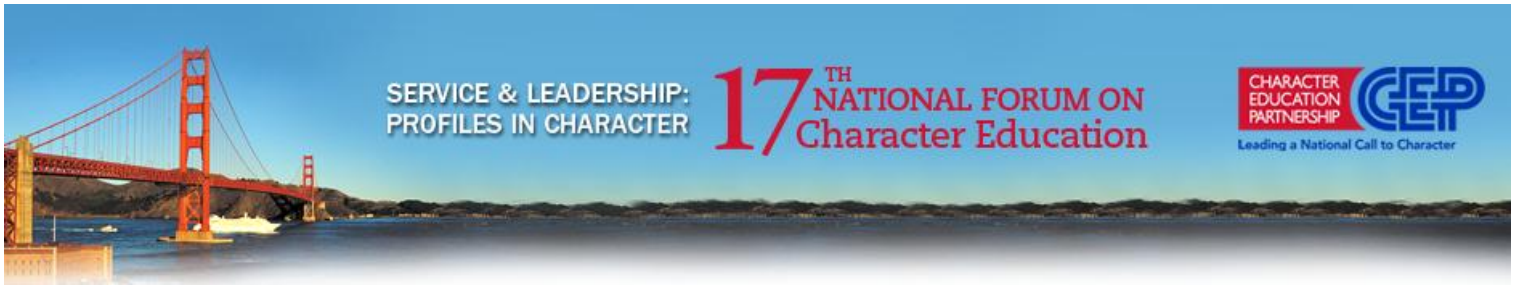
### Leader – \$2,500

- Two VIP invitations to the welcome reception
- Two seats at the NSOC Awards Luncheon and the Promising Practices event
- Standard benefits plus above

### Standard Benefits for All Sponsors

- Recognition on our *National Forum* sponsor wall, web page and in on-line national newsletter
- Recognition in the program book

Please contact John Glover, 202.296.7743 ext 14, [iglover@character.org](mailto:iglover@character.org), for details.



## BRANDING OPPORTUNITIES

### Plenary Events

- Keynote speaker \$15,000
- Welcome Reception \$20,000
- Promising Practices in Action \$10,000  
Promising Practice awards are given for unique and specific exemplary practices. This plenary session showcases this work.
- National Schools of Character Awards Luncheon and Keynote \$25,000
- Sanford N. McDonnell Award \$5,000  
This award ceremony recognizes one person for Lifetime Achievement in Character Education.
- American Patriot of Character Award \$10,000  
This award honors one American citizen whose leadership exemplifies the very best of the nation's founding principles (Colin Powell was 2009 winner).

### Workshops & Trainings

Fund a workshop or training that matches your organization's interests and priorities.

- Hot Topic Session \$3,000
- Pre-Forum Workshop \$5,000
- State Schools of Character Evaluator Training \$5,000

- Foundation Teacher Training \$5,000
- Breakout Sessions \$5,000
- Virtual International Strand \$5,000

### Goods & Services

Show your support and promote your brand with in-kind donations for any of these goods.

- Lanyards \$1,000
- Daily Newspaper Delivery \$2,500
- Conference bags \$5,000
- Continental Breakfast \$5,000
- Transportation Services \$5,000
- Network Breaks \$10,000
- Audio Visual Equipment \$10,000
- Computer Equipment \$10,000
- Telecommunications Equipment \$10,000

### Scholarships for Attendees

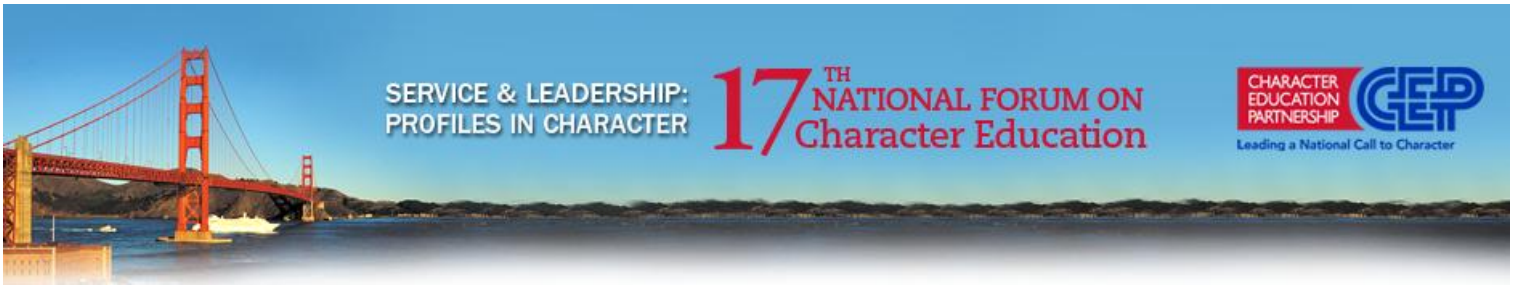
Make a difference for deserving teachers in your communities by providing scholarships to the 2010 Forum. They will thank you and so will their schools. \$500 per attendee covers registration.

### Key Benefits for a Corporate Partner

Some key benefits of participating as a corporate partner of the 2010 National Forum include:

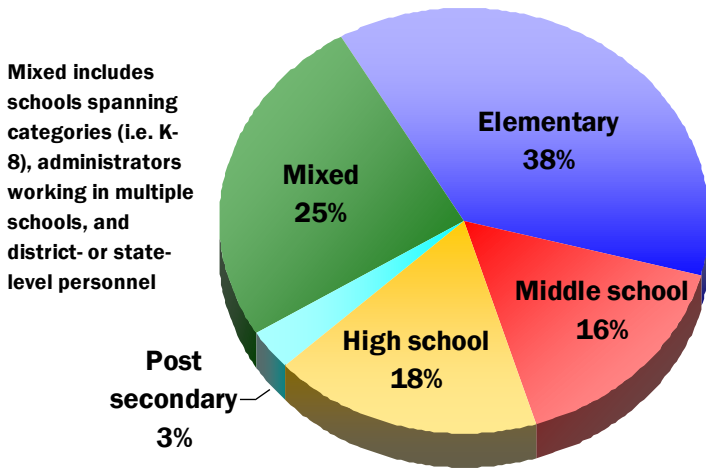
- Recognition on our *National Forum* sponsor wall, web page and in on-line national newsletter
- Recognition in Forum publications
- National recognition on printed programs/documents for the designated activity
- Special acknowledgement during a designated convention activity
- Signage at prominent locations throughout the Forum
- Increase national visibility and awareness via branding opportunities
- Networking opportunities

*We look forward to working with you to customize these branding opportunities to fit your needs and goals. Please contact John Glover, 202.296.7743 extension 14, [jglover@character.org](mailto:jglover@character.org) for more information.*

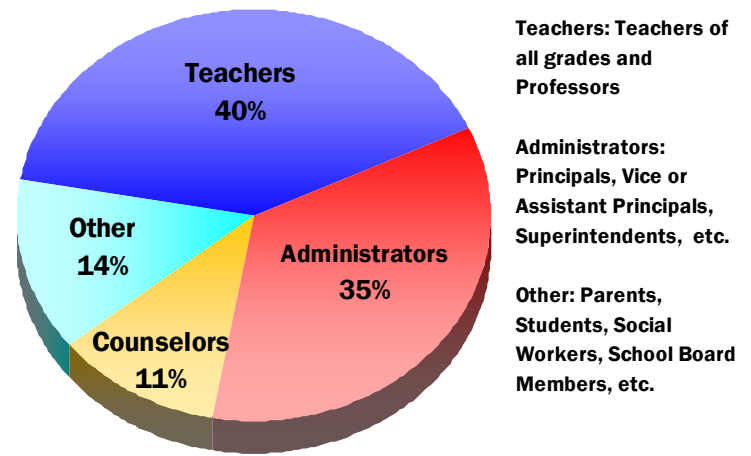


## 2009 FORUM DEMOGRAPHICS

### Participants by Level



### Participants by Type



Attendees came from 40 states as well as 10 foreign countries

With 5 being the best:

- 92% of attendees ranked the Forum overall as 4 or 5
- 91% of attendees rated the breakout sessions as 4 or 5
- 89% of attendees rated the keynote addresses as 4 or 5

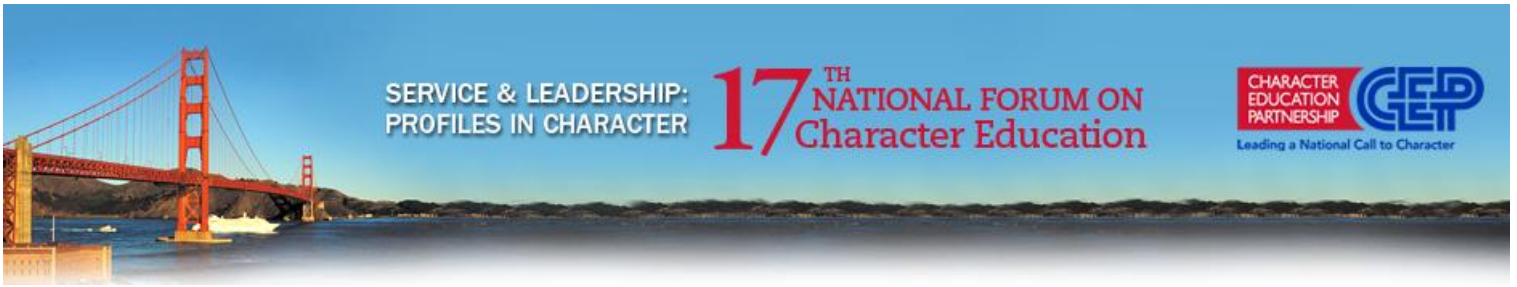
See what participants had to say about the Forum:

“I truly walked away with new ideas, new inspiration, and a renewed spirit.”

“Great variety from research to practical implementation, elementary through high school.”

“Where do I start? The networking, the keynotes, the breakouts, the hot topics were all wonderful.”

“I thought that it was intriguing seeing schools that were able to transform the building based on character education alone. It gave me great hope that one day my school building can do the same. I also learned a great deal about how I can bring character in my every day lessons.”



## SPONSORSHIP FORM

**Yes! We want to be a sponsor...**

Company/Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Sponsorship levels: (please check)

- |                                     |            |                                 |          |
|-------------------------------------|------------|---------------------------------|----------|
| <input type="checkbox"/> Pacesetter | \$100,000+ | <input type="checkbox"/> Silver | \$10,000 |
| <input type="checkbox"/> Platinum   | \$50,000   | <input type="checkbox"/> Bronze | \$5,000  |
| <input type="checkbox"/> Gold       | \$25,000   | <input type="checkbox"/> Leader | \$2,500  |

Method of Payment: (Make checks payable to Character Education Partnership)

Check enclosed     Amex     Visa     MasterCard

Card (or check) #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Or:

Please send us an invoice

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We are also interested in the following branding opportunities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please mail, fax or email sponsorship form to:

**John Glover**

Character Education Partnership  
1025 Connecticut Avenue NW, Suite 1011  
Washington, DC 20036

Phone: (202) 296-7743, ext. 14

Fax: (202) 296-7779

Email: [jglover@character.org](mailto:jglover@character.org)