



ASSOCIATION OF LEADERSHIP EDUCATORS

- CONFERENCE SPONSORSHIP -

Thank you for considering sponsorship of the Association of Leadership Educators' (ALE) annual conference. The table below is a quick reference to what you can expect from different sponsorship levels; details of each benefit are described on the next two pages. If you have questions or special requests, please don't hesitate to ask. We appreciate your support and want it to be a mutually beneficial relationship.

	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)
Verbal recognition during conference opening	Yes	Yes	Yes	Yes
Recognition on conference marketing materials	All	All	Most	Most
Insert with conference registration materials	Yes	Yes	Yes	
Exhibit space in conference pre-function area	Yes	Yes	Yes	
Special recognition as sponsor of reception or meal	Exclusive	Yes		
Annual membership <u>and</u> conference registration	3	2	1	
Listing or advertisement in conference program	Full page	½ page	¼ page	Name
Listing or advertisement in ALE newsletter	Full page	½ page	¼ page	Name
Logo, with hyperlink to webpage, on the ALE website	Yes	Yes	Yes	Yes
Promotional Facebook <u>and</u> Twitter posts	3	2	1	

To make arrangements for your commitment as a sponsor, please contact either Jennifer Moss Breen, jennifer.moss@bellevue.edu , or Jonathan Velez, jonathan.velez@oregonstate.edu .

ALE Sponsor Benefit Details

Verbal recognition during conference opening: At the opening reception of the conference, we will verbally name and thank each of our conference sponsors. This benefit applies to all sponsorship levels.

Recognition on conference marketing materials: When we advertise the conference with printed materials, we will identify sponsors by name. With each of these advertising opportunities, sponsorship commitments must be paid at least two weeks prior to the promotional mailing, allowing sufficient time to incorporate the recognition into the document. After sponsorship commitments have been paid, platinum and gold level sponsors can expect to be recognized in all printed marketing materials leading up to the conference. Silver and bronze level sponsors can expect to be recognized in marketing materials that span multiple pages (e.g., a mailed invitation/letter to ALE contacts). Space limitations may limit the number of sponsors that can be recognized in smaller documents (e.g., postcard or 1/2-page flier).

Insert with conference registration materials: Platinum, gold, and silver level sponsors are welcome to provide the conference planning team with one or two items to insert with conference registration materials. Examples may include pens, fliers, bookmarks, etc. Sponsors will be contacted one month prior to the conference to make arrangements for delivery of the materials to the conference site.

Exhibit space in conference pre-function area: The ALE conference attracts leadership educators from across the country, and they are eager to learn about new resources and opportunities to hone their skills. Platinum, gold, and silver sponsors are welcome to use this opportunity to present a table-top or floor display throughout the conference. The displays will be showcased in the main ballroom or pre-conference area, depending on space requirements and individual requests. All displays should fit within a space of 8' wide by 6' deep by 8' high. A table and chair will be available by request.

Special recognition as sponsor of reception or meal: Platinum and gold sponsors will be recognized as sponsors of a particular reception or meal held during the conference. Platinum sponsors will be recognized as the exclusive sponsor of the particular event, whereas gold sponsors may share that recognition with another sponsor. Sponsors may arrange specific requests with the conference organizer.

Annual membership and conference registration: The mission of ALE is to strengthen and sustain the expertise of professional leadership educators, and we believe our sponsors have an important role to play in that process. Accordingly, we are offering complimentary memberships and conference registrations to platinum, gold, and silver sponsors. Platinum sponsors will receive three, gold sponsors will receive two, and silver sponsors will receive one. The conference registration(s) must be used for the annual conference being sponsored and the membership(s) should be used for the year in which the conference is held. (Unfortunately, we cannot carryover registrations and memberships from one year to the next.) Specific names for the memberships and conference registrations should be provided to the conference organizer at least two weeks prior to the conference.

Listing or advertisement in conference program: The conference program is a key resource for conference attendees. It will be shared electronically in advance of the conference and hard copies will be distributed to all conference attendees. In the program, we will list the names of all sponsors and are pleased to provide advertising space to platinum sponsors (full-page), gold sponsors (1/2-page), and silver sponsors (1/4-page). Artwork for the advertisements should be provided to the conference organizer one month prior to the conference.

Listing or advertisement in ALE newsletter: ALE communicates with its membership via electronic newsletters, and those newsletters are another place to recognize our conference sponsors. In the newsletter following the conference, we will list the names of all conference sponsors. In addition, we are pleased to provide one-time advertising space to platinum sponsors (full-page), gold sponsors (1/2-page), and silver sponsors (1/4-page). Those individual ads may be displayed one time within six months of the annual conference.

Logo, with hyperlink to webpage, on the ALE website: The ALE website (www.leadershipeducators.org) is a key resource for connecting with professional leadership educators. We will create a special page on the site to highlight conference sponsors, displaying their logos and linking to their own websites. The logos and hyperlinks will be maintained for the entire calendar year of the sponsored conference.

Promotional Facebook and Twitter posts: Social media is a powerful tool for marketing. ALE maintains a Facebook Page (www.facebook.com/LeadershipEducators), which is linked to a Twitter account (<https://twitter.com/#!/AssocLeadEdu>). As added recognition for platinum, gold, and silver sponsors, we will promote their organization, product, or service through Facebook and Twitter posts. Platinum sponsors will receive three, gold sponsors will receive two, and silver sponsors will receive one. These posts will occur within six months of the sponsored conference. Specific requests may be presented to ALE's director of marketing and public relations.

ALE Sponsor Commitment Form

_____ is delighted to support The ALE Annual Conference as a
_____ sponsor.
(Level of Sponsorship)

Please accept our enclosed payment of \$ _____

Name of organization: _____

Prefer to be listed in printed materials as: _____

Contact: _____

Billing Address: _____

Email Address: _____

Phone: _____

Web Address: _____

Please mail your check made payable to Association of Leadership Educators to:

Association of Leadership Educators
c/o Pam Smith, Association Assistant
565 E. 266th St.
Euclid, OH 44132

_____ Mastercard

_____ Visa

Credit Card # _____

Name on Card _____

Security Code _____

Please send your logo and/or ad to Jonathan Velez, jonathan.velez@oregonstate.edu