

# **EQUITY SYMPOSIUM**

## **SPONSORSHIP OPPORTUNITIES**



**June 11, 2016**

**Marriott Marquis Washington, D.C.**

901 Massachusetts Avenue, N.W.

Washington, D.C.



# Become an integral part of the Equity Symposium!

## Equity Symposium Prospectus

Since economic progress and educational achievement are inextricably linked, ensuring that every American child has a positive, supportive, challenging, safe, and equitable learning environment, is a national imperative.

To ensure the success of the nation, school board members and other policy makers must create educational environments that provide access to equitable educational opportunities for all students including those that are academically and economically disadvantaged.

The Equity Symposium will be a one day event sponsored by NSBA and its Councils/Caucus.

The purpose of the Symposium is to provide a forum for school board members, and other stakeholders (such as public school advocates, community leaders, etc.) to examine and discuss strategies, current trends, research, and best practices that are positively impacting the educational outcomes of academically and economically disadvantaged students in traditional K-12 public settings. The symposium will focus on building the capacity, knowledge, and skills of school board members around issues of access, equity, and diversity in public education.





# Sponsorship Opportunities

## EQUITY SYMPOSIUM

Show your support by selecting a sponsorship below:

### Platinum Sponsorship Level: \$15,000

### (2 opportunities): Luncheon and Keynote Speaker

- Bring greetings (3-minutes)
- Full page ad in Equity Symposium program book
- Two full page ads in ASBJ publication
- Four (4) complimentary Symposium registrations
- Opportunity to provide company brochures for the table
- Attendee registration list (two weeks prior to event)
- Name on recognized signage with logo
- Listed in Symposium program book with company description (75-words)
- Link on Symposium website page with logo
- Exclusivity (only partners who sponsor can attend)

### Gold Sponsorship Level: \$10,000

### (3 opportunities) Breakfast and Keynote Speaker

- Recognized from the audience (stand)
- Full page ad in Equity Symposium program book
- One full page ad in ASBJ publication
- Three (3) complimentary Symposium registrations
- Attendee registration list (two weeks prior to event)
- Name on recognized signage with logo
- Listed in Symposium program book with company description (75-words)
- Exclusivity (only partners who sponsor can attend)

### Silver Sponsorship Level: \$5,000

### (2 opportunities) Town Hall Meeting

- Verbal recognition
- Half page ad in Equity Symposium program book
- Two (2) complimentary Symposium registrations
- Attendee registration list (two weeks prior to event)
- Name on recognized signage with logo
- Exclusivity (only partners who sponsor can attend)

### Bronze Sponsorship Level: \$2,500

### (4 opportunities) Supporters

- One (1) complimentary Symposium registration
- Name on recognized signage
- Exclusivity (only partners who sponsor can attend)
- Break

### Secure Your Sponsorship Today!

Partner with NSBA for national visibility with all educational stakeholders who are concerned about addressing equity in public schools.

**Deborah L. Keys, Director**  
Director, Equity Programming Department  
Office: 703.838.6742  
Cell: 571.437.7370  
dkeys@nsba.org



[www.nsba.org/cube](http://www.nsba.org/cube)



# Sponsorship Application

## EQUITY SYMPOSIUM

### 1. Complete your contact information

Company name

Contact person

Phone

Email

Address

City

State

Zip code

### 2. Select your sponsorship level

Platinum Level \$15,000

Silver Level \$5,000

Gold Level \$10,000

Bronze Level \$2,500

### 3. Complete your commitment to sponsor

Signature

**Upon receipt of this application and contract (next page), you will receive an invoice within seven (7) business days.**

Scan and return forms to Deborah L. Keys  
Email: [dkeys@nsba.org](mailto:dkeys@nsba.org)



# Sponsorship Contract

## JUNE 11, 2016 WASHINGTON, D.C.

**Payment terms:** Contracts must be submitted with 100% of the specified contracted amount. All payments must be received by June 1, 2016. If payment is not received by June 1, 2016, the Association may consider this a cancellation of sponsorship participation and the cancellation policy will take effect. The Association shall have the right to retain any money received as liquidated damages. Payments received will be first applied to any previous outstanding balance. The remaining funds will be applied towards the current year's sponsorship. NOTE: A \$50.00 service fee will be assessed for returned checks. Late payments received after the published due dates will be assessed a \$150.00 penalty fee.

**Cancellation Policy:** All cancellations must be submitted in writing to NSBA, Sponsorships. The date of cancellation shall be the date that the Association received the written cancellation. Both the Sponsor and the Association acknowledge that, in the event of cancellation, the Association will sustain substantial monetary losses that cannot be precisely determined. Due to the difficulty of determining and detailing said losses, the Sponsor agrees to pay the following as liquidated damages (and not a penalty) if Sponsor cancels its participation. If written cancellation is received before June 1, 2016, Sponsor will be required to pay 50% of total sponsorship fee. If written notice of cancellation is received on or after June 1, 2016, Sponsor will be liable for 100% of the total sponsorship fee. All cancellation fee terms shall apply regardless of the execution date of this contract. Any reduction in sponsorship fees will be considered the same as a cancellation and will be treated accordingly.

**Non-Liability:** It is expressed, understood, and agreed by each and every contracting Sponsor, his agents, and his guest that neither the National School Boards Association, its employees, its contractors, nor operator of the local hotel, its agents or its employees shall be liable for loss or damage of the goods or properties of the Sponsor. At all times, such goods and properties remain in the sole possession and custody of each Sponsor. Upon signing the Application-Contract, to the fullest extent permitted by law, Sponsor agrees to indemnify, defend, and hold harmless the National School Boards Association, its managers, officers, members, sponsors, employees, agents and or hotel premises, agents or employees and against any and all losses, claims, demands, suits, judgments, damages, cost and expenses, including reasonable attorneys fees, of whatever nature arising out of or in connection with the breach of this contract by Sponsor, Sponsor's negligence, or willful misconduct, or a third party claim arising out of Sponsor's performance under this contract. This provision shall not apply to occurrences or accidents caused by the sole negligence of customer.

NSBA reserves the right to make such additional conditions, rules and regulations as Show Management deems necessary to enhance the success of the conference and to decline or prohibit any Sponsor, which in its judgment is out of keeping with the character of the conference, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

**Force Majeure:** NSBA shall not be liable if substantial performance of its obligations under this agreement is made illegal, impossible, or commercially impracticable or economically inadvisable by any unforeseeable event beyond NSBA's reasonable control.

**Intellectual Property:** Sponsor shall have no right to use the NSBA name, logo, trademarks, or any other intellectual property of NSBA except as expressly agreed to in writing by NSBA.

**Change of Dates and Location:** NSBA reserves the right to change the dates and location of its conference. If NSBA exercises this right, it will provide prompt advance notice to Sponsor with comparable sponsorship opportunities in the new location. If Sponsor opts to cancel its participation due to such change, NSBA will provide refunds in accordance with the Cancellation Policy stated above.

**SIGNATURE:** \_\_\_\_\_

**Company Name/ Date:** \_\_\_\_\_

**E-MAIL THE APPLICATION AND CONTRACT TO:**

**Deborah L. Keys**

**Email: [dkeys@nsba.org](mailto:dkeys@nsba.org)**

**Questions: 703.838.6742**