

AISAP Annual Institute Sponsorship Opportunities

2016-17 Corporate Partner Prospectus



AISAP

ASSOCIATION OF
INDEPENDENT
SCHOOL ADMISSION
PROFESSIONALS

Connect. Build

Connecting Members. Building Careers.

The Association of Independent School Admission Professionals is an association of admission and enrollment management professionals dedicated to the development of leaders through education and professional development, unique networking opportunities and industry alliances. Members represent every facet of the admission and enrollment management industries, belonging to local associations across the United States, Canada, Puerto Rico and other countries outside of the U.S.

AISAP serves its members by providing professional education, an environment in which to build business alliances, and the opportunity to make connections with people of differing career paths and levels of experience within the insurance and risk management industry.

Connecting Members. Building Your Business.

Discover how AISAP can help you can Build Your Business by leveraging the AISAP brand. The thousands of AISAP admission and enrollment management industry professional members represent an abundance of new business opportunities for you. AISAP members value learning best practices from industry leaders and participating in networking events where they can grow relationships and make important connections to help their businesses. AISAP provides these services and maintains a high level of member satisfaction.

Becoming involved and engaged as a partner and member will help you take advantage of all that AISAP has to offer, and maximize your exposure to industry leaders throughout the year. With AISAP as your marketing partner you will benefit from unique program offerings designed to accomplish your marketing goals based on a wide range of budgets.



The AISAP Corporate Partnership Program was created to mutually benefit those businesses interested in partnering with AISAP.

To be eligible for the Corporate Partnership Program, your company must either:

- Be involved in the enrollment management or admissions industry
- Provide a product or service related to the admissions industry

Benefits of Partnership

As a Corporate Partner of the Association of Independent School Admission Professionals you will benefit by:

- Visibility capability reaching nearly 6,000 Independent School Professionals who each year seek to learn more about resources and tools that will advance them in their profession and their institutional responsibilities
- Assistance with the development and expansion of AISAP's business supplier programs utilizing AISAP's Ethical Behavior and Best Practices as well as Standards & Competencies in Admission & Enrollment Management and other research
- Be listed as a "Corporate Partner" in AISAP's marketing materials, website, brochures and press releases
- Use of the AISAP logo on your supplier diversity marketing materials showing your support of AISAP and the Admission Profession
- National recognition as a supporter of the Admission Profession and the work of Independent Schools in advancing, supporting and growing schools
- Networking & access to AISAP members and non-members (in the event of attendance at any AISAP event) provides companies with the opportunities to learn from peers and industry colleagues, sharing best practices with admission professionals
- Opportunity to participation at global events that recognize and celebrate excellence in the development of the admission profession
- First invitation to the Annual Admission Institute which reaches close to 6000 contacts at schools and draws participants from around the world. It is the largest of its kind directly programmed for Admission Professionals only
- During the events throughout the year, A ISAP's supplier diversity and procurement professionals, generate business opportunities by participating in events including networking activities, workshops, and a two day-long Fair

*While Corporate Partner program benefits exist throughout the year, our 2016-17 Annual Admission Institute being held this year in Forth Worth, TX **WILL** get you in front of and provide you with high visibility and extended time with decision makers from schools around the globe.*



Annual Admission Institute Audience

Traditionally 300+ participants, faculty, speakers and leaders from national and international schools attend our Annual Admission Institute each year. Many schools send more than one staff member and many more return to the Annual Admission Institute year after year. In addition our faculty, keynote speakers and cohort leaders are from the educational industry as well as presently are employed at schools. So, your audience is expanded to reach even more by being among many of the independent school industry leaders and voices.

Interested in joining us this year?

Sponsorship Information

Be a part of the AISAP Annual Institute in Fort Worth, TX! Several Sponsorship opportunities are available. Once you become a sponsor for the Annual Institute, there are benefits that you can take advantage of with AISAP throughout the rest of the calendar year.

The AISAP Annual Institute brings Admission Professionals together from all over the US and International Schools. The Association markets to 6,000+ (and growing daily) admission professionals from those just beginning in the profession to those that are directors or have been in the admission department their entire career. Support this institute with a sponsorship, gain visibility with current and potential customers. Don't miss out on attending the Institute, which can be the best way to network with the people utilizing your products and services.

AISAP Annual Institute * Fort Worth, TX

Sponsor Opportunities 2016-17



Be listed as a Partner on all AISAP program announcements and the biweekly publication, The Bump Letter, during the 2016/2017 academic year. (approx. 6,000+ contacts as potential outreach not including Social Media)	INCLUDED	INCLUDED	--	--
Complimentary Passes to Institute (<i>includes access to any planned meal functions during the institute and all educational sessions</i>)	3 INCLUDED	2 INCLUDED	1 INCLUDED	--
Table space will be available for your use at host school during the Institute.	INCLUDED	INCLUDED	INCLUDED	INCLUDED
One, 60-75 minute session during Annual Institute – this session will occur in conjunction with other sessions. Topics will need to be pre-approved by AISAP. Topic must be submitted no later than April 30, 2016 to be included in the agenda.	INCLUDED	--	--	--
Recognition on all Institute announcements as to your level of commitment. (delivered to over 6000+ professionals)	INCLUDED	--	--	--
Recognition from the podium during opening General Session by AISAP	INCLUDED	INCLUDED	--	--
Company Listing on specified signage during the Annual Institute	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Company listing posted on Annual Institute Website with hyperlink to your website.	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Company listing posted on AISAP and Annual Institute Mobile App with hyperlink to your website. (see http://crescerance.com/aisap/)	INCLUDED	INCLUDED	INCLUDED	INCLUDED

AISAP Annual Institute * Fort Worth, TX

Sponsor Opportunities 2016-17



	Platinum	Gold	Silver	Bronze
Company listing on AISAP Corporate Partner page of website .	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Company advertisement or message in the printed program	Full page Inside Front, Inside Back, Back, Other	Full page	Half page	--
Logo and company description listed in the printed program for the Institute	INCLUDED	INCLUDED	INCLUDED	INCLUDED
1 Page Insert/Marketing Collateral for Institute Bags/Giveaways	INCLUDED	INCLUDED	--	--
One single-use access to email list/postal mailing list of AISAP Annual Institute attendees registered to June 1 st prior to institute. Content review prior to issuance by AISAP. Full list of attendees available after institute.	INCLUDED	INCLUDED	INCLUDED	--
A Corporate Partner webinar Spotlight after the Institute for ALL AISAP Institute attendees	INCLUDED	--	--	--
1-Year Corporate Partner Membership with AISAP and benefits included with membership. Corporate Partner benefits listed HERE . (a \$1000.00 value)	INCLUDED	INCLUDED	INCLUDED	INCLUDED

Signature Opportunities

**For Additional Exposure during our Annual Institute, create an impression that is unique to your brand .
Some examples of Signature Opportunities are:**

Sunday Reception: \$5,000 (1 Available)

Help AISAP and be the first ones to greet everyone to the Institute in the historic ballroom of the Hotel. This is a 2.5-3 hour reception where everyone will be connecting for the first time. During the reception, you will have up to 5 minutes at the podium. You will also have a display table at the entrance of the ballroom to display any materials. You can also send celebration collateral that can be displayed during the event. *(Includes all benefits of the Gold level sponsorship at the Institute)*

Monday Reception: \$2,500 (1 Available)

This 1 hour reception at the Hotel is where the AISAP attendees will unwind after a full day of education. This will be a good gathering point for everyone before going out and exploring the Fort Worth downtown area. During the reception, you will have up to 5 minutes at the podium.

You will also have a display table at the entrance of the ballroom to display any materials. You can also send collateral such as branded napkins that can be displayed during the event. *(Includes all benefits of the Silver level sponsorship at the Institute)*

Tuesday BBQ and Pat Green Concert: \$10,000 (1 Available)

The dinner on Tuesday Night will be a memorable experience for all attendees. During the event, you will have mic time and special signage. You may also send collateral such as branded napkins or plastic cups. This special, Fort Worth “branded” event will give attendees plenty of quality networking time. *(Includes all benefits of the Platinum level sponsorship)*

Breakfast: \$2,000 (3 Available)

Here is a good way to greet people first thing in the morning. Attendees will start each day with a breakfast meeting (Monday, Tuesday or Wednesday). Special signage will be in place during the scheduled breakfast time. You may provide special collateral, such as branded napkins. *(Includes one Institute registration)*

Lunch: \$3,500 (2 Available)

A lunch buffet will be available on Monday and Tuesday for the attendees at the school. Select which day you would like to host the lunch. This is an informal setting where attendees will have time to network and spend a little time outdoors, if weather permits. Special signage will be in place during the scheduled lunch time. You may provide special collateral, such as branded napkins for the buffet. **(Includes all benefits of the Silver level sponsorship at the Institute)**

Morning or Afternoon Breaks: \$1,000 (5 Available)

We don't want to have anyone be without food or beverage options in case they miss out one of the meals. Help AISAP provide a snack mid-day. Monday and Tuesday will be at the school and Wednesday will be at the Hotel. During the breaks, we will display special signage in the area.

Keynote Speaker: \$7,000 (2 Available)

Sponsor the kick-off of the institute with a professional speaker provided by AISAP. This exclusive opportunity will give you up to 5 minutes of podium time to inform attendees about your company. You will also have the pleasure of introducing the keynote speaker and welcoming them to the stage. Special signage will be at the entrance of the auditorium at the school during this presentation. **(Includes all benefits of the Gold level sponsorship at the Institute)**

Charging Station: \$1,000

Ever run out of juice on your phone, laptop, or other device during an event? Be the lifesaver that helps all the attendees keep the 'juice' flowing. This sponsorship opportunity will provide attendees with a table full of multiple plug-ins and cables available to charge their devices while they are in meetings. The Charging Station includes special signage for our special sponsor.

Institute Bags: \$2,500 (1 Available)

Put your logo on the bag handed out to all attendees. AISAP will select the bags and put your logo on the outside for everyone to see at registration as well as throughout the Institute.

Transportation Sponsor: Multiple Opportunities

The Institute will be transporting attendees each day to and from the Hotel and School. This sponsorship will include signage at the boarding area.

- Monday School Transfers: \$2,000 Tuesday School Transfers: \$2,000
- Tuesday Dinner/Entertainment: \$2,000
- Exclusive Transportation Sponsor: \$6,000

Registration Packet Inserts: \$500

If your sponsorship does not include this option, or if you would like to provide more than the allotted number from your sponsorship, you can purchase this as a separate option. These inserts will be distributed to all attendees when they check in at registration.

Advertising in Printed Program Guides

Advertise to all attendees by placing a special ad in the printed program. Every attendee will receive a program guide with their registration materials.

Front Inside Cover Full Page: \$2,500

Back Inside Cover Full Page: \$2,500

Full Page: \$1,000

½ Page: \$500

Choose your exhibit location!

Let's face it, there's nothing worse than being the exhibitor in the corner far away from the food. When you are an AISAP Sponsor, we will give you a layout of the exhibition area, and designate which tables are available for your level. You can choose where you want to exhibit!