

Corporate Sponsorship Program



GSSA

Georgia School Superintendents Association

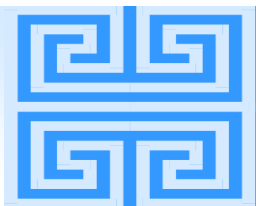
Georgia School Superintendents Association

9 Jefferson Street

Newnan, GA 30263

Phone: 678.857.3642 Fax: 678.857.3827

Website: www.gssaweb.org



The Georgia School Superintendents Association (GSSA) is a professional association of public school superintendents who preside over Georgia's urban, rural and suburban school districts. Currently there are 182 superintendents, 400+ cabinet level administrators and Associate members (representing RESA's, colleges and universities throughout Georgia) who are active members of GSSA. Members come together twice a year to expand their knowledge and sharpen their professional skills as district-level leaders.

GSSA's bi-annual Bootstrap Conferences are held in the Fall shortly after the start of the school year and in the Spring following the close of the Georgia General Assembly. Each is a well-attended meeting that features prominent speakers from all sectors of public education.

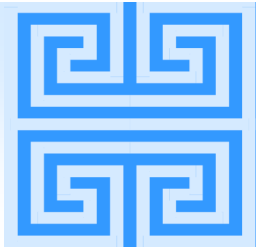
Throughout the year, GSSA provides a *Superintendent Professional Development Series* for members. Superintendents, cabinet level personnel and others are invited to attend various workshops on topics that provide these educational leaders with the tools and knowledge necessary to run effective school systems.

The Role of Corporate Partners

Portions of the major costs of each of these events are underwritten by companies that provide educational products or services. These donations are applied to the overall costs of the conferences, thus allowing registration fees to superintendents and other attendees to be kept to a minimum. This arrangement has enabled GSSA members to enjoy and benefit from high quality professional experiences.

The Georgia School Superintendents Association also values corporate partnerships because they enhance the quality of the programs offered. Members want to keep themselves informed about current trends in the educational marketplace; corporate leaders value these partnerships because they are able to establish contact with many new clients and customers through the unique formats at GSSA functions. As an example of that uniqueness, corporate sponsors are encouraged to participate in all work sessions, meals and activities.

The GSSA Board of Directors believes it is in everyone's interest to develop corporate partnerships that are fair and beneficial to all parties. Accordingly, following considerable review by both GSSA members and corporate representatives, the GSSA Guidelines for Corporate Sponsorship were developed.

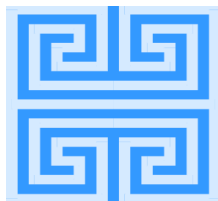


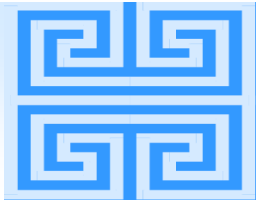
Guiding Principles of the Georgia School Superintendents Association Corporate Sponsorship Program

The Georgia School Superintendents Association will identify, cultivate and maintain corporate relationships in order to promote GSSA's goal of providing quality professional development activities and programs. The following guiding principles have been adopted to promote ethical practices regarding the selection and participation of corporate partners. These standards ensure that corporate sponsorships enhance the organization's image and add value to GSSA's activities by describing the conditions of the sponsorship arrangement.

The Georgia School Superintendents Association (referred to as "GSSA") shall:

- Demonstrate that sponsors further GSSA's mission, but do not drive the association's agenda or priorities;
- Ensure that sponsors do not give unfair advantage or disadvantage to any members of the school systems which they represent;
- Ensure that sponsors do not influence the selection of officers, members, organizational goals, or activities, nor require the endorsement of products or services;
- Encourage the confidentiality of member records by monitoring access to manual and electronic databases;
- Guard against the selection of sponsors that have a history of failure;
- Ensure that all corporate relationships demonstrate reciprocity-that they are mutually beneficial to the association and to the sponsors;
- Accept no corporate funds that will result in a conflict of interest for any officer or member of GSSA.

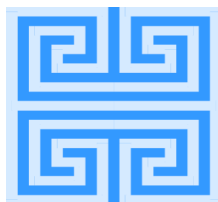


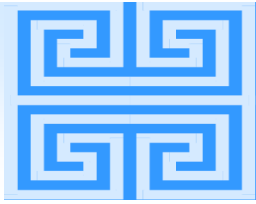


The Platinum Sponsor *\$15,000+*

The Georgia School Superintendents Association invites selected corporate partners to become a sponsor with GSSA. In exchange for a donation of \$15,000 for the 2021 calendar year, a number of benefits will be made available. Your organization will:

- Be given five complimentary registrations to attend the Fall and Spring Bootstrap Conferences. Additional representatives can attend at the GSSA non-member registration fee.
- Have business cards, corporate brochures, or other business materials included and distributed with conference packages.
- Be introduced at both the Fall and Spring Bootstrap Conferences and given an opportunity to give a brief introductory statement before the entire general session audience at the opening of each conference (2) per year.
- Have its name appear most prominently on signage at the registration area and in the general sessions.
- Have its logo appear on a PowerPoint presentation that runs continuously at the conference registration area.
- Conference name badges will have ribbons of recognition signifying your company's level of sponsorship.
- Receive one full-page advertisement and one half page advertisement in the Fall and Spring Bootstrap Conference Programs.
- Receive an electronic file, upon request, of all active superintendents and their contact information.
- Sponsors Company logo with link to company website will be placed on GSSA website on homepage, sponsor page, and private member area. The company logo and link will also be placed on the Sponsor page of the GSSA App.
- Be recognized in GSSA publications.
- Inclusion of a one-page document describing your company and its services in our New Superintendent's Packet
- GSSA will offer platinum sponsors the first opportunity for sole sponsorship of smaller GSSA events (i.e. Professional Development events, Board of Directors meetings, banquets, etc.)

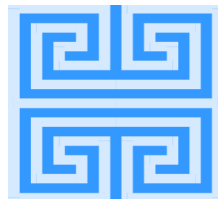


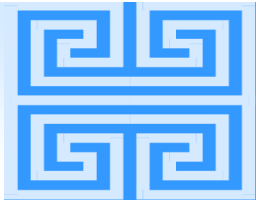


The Gold Sponsor *\$7,500+*

The Georgia School Superintendents Association invites selected corporate partners to become a sponsor with GSSA. In exchange for a donation of \$7,500 for the 2021 calendar year, a number of benefits will be made available. Your organization will:

- Be given four complimentary registrations to attend the Fall and Spring Bootstrap Conferences. Additional representatives can attend at the GSSA non-member registration fee.
- Have business cards, corporate brochures, or other business materials included and distributed with conference packages.
- Be introduced at selected events at both the Fall and Spring Bootstrap Conferences.
- Have its name appear most prominently on signage at the registration area and in the general sessions.
- Have its logo appear on a PowerPoint presentation that runs continuously at the conference registration area.
- Be given ribbons of recognition signifying sponsorship.
- Receive one full-page advertisement in the Fall and Spring Conference Programs.
- Receive an electronic file, upon request, of all active superintendents.
- Sponsors Company logo with link to company website will be placed on GSSA website on homepage, sponsor page, and private member area. The company logo and link will also be placed on the Sponsor page of the GSSA App.
- Be recognized in GSSA publications.
- GSSA will offer Gold sponsors sole sponsorship of smaller GSSA events that were not taken by Platinum sponsors.(i.e. Professional Development events, Board of Directors meetings, etc.)

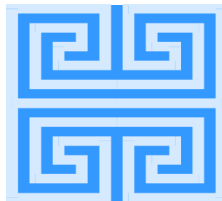


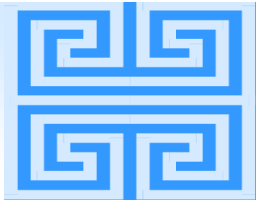


The Silver Sponsor *\$3,000+*

The Georgia School Superintendents Association invites selected corporate partners to become a sponsor with GSSA. In exchange for a donation of \$3,000 for the 2021 calendar year, a number of benefits will be made available. Your organization will:

- Be given two complimentary registrations to attend the Spring and Fall Bootstrap Conferences. Additional representatives can attend at the GSSA non-member registration fee.
- Be introduced at selected events at both the Fall and Spring Bootstrap Conferences.
- Have its name appear prominently on signage at the registration area and in the general sessions.
- Have its logo appear on a PowerPoint presentation that runs continuously at the conference registration area.
- Be given ribbons of recognition signifying sponsorship.
- Receive one half-page advertisement in the Fall and Spring Conference Programs.
- Receive an electronic file, upon request, of all active superintendents.
- Sponsors Company logo with link to company website will be placed on GSSA website on homepage and sponsor page. The company logo and link will also be placed on the Sponsor page of the GSSA App.
- Be recognized in GSSA publications.

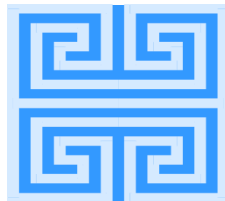


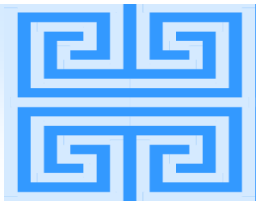


The Bronze Sponsor *\$1,500+*

The Georgia School Superintendents Association invites selected corporate partners to become a sponsor with GSSA. In exchange for a donation of \$1,500 for the 2021 calendar year, a number of benefits will be made available. Your organization will:

- Be given one complimentary registration to attend the Fall and Spring Bootstrap Conferences. Additional representatives can attend at the GSSA non-member registration fee.
- Have its name appear on signage at the registration area.
- Have its logo appear on a PowerPoint presentation that runs continuously at the conference registration area.
- Be given ribbons of recognition signifying sponsorship.
- Receive an electronic file, upon request, of all active superintendents.
- Be recognized in GSSA publications.
- Sponsors Company logo with link to company website will be placed on GSSA website sponsor page. The company logo and link will also be placed on the Sponsor page of the GSSA App.





2021 *Sponsorship Commitment Form*

In accordance with our desire to support the professional development of members of the Georgia School Superintendents Association, _____ hereby
Organization's Name

commits to be a ***Platinum/Gold/Silver/Bronze*** (circle one) Sponsor of the Georgia School Superintendents Association during the 2021 calendar year. We understand that in exchange for our donation, we will receive the benefits described herein.

We agree to support the Georgia School Superintendents Association during the 2021 calendar year in amount of _____,
payable prior to April 2, 2021. We also accept the ***Guiding Principles for Sponsorship*** and agree to work with the Board of Directors to fulfill those guiding principles.

Name of Company

Company Representative (GSSA Contact)

Company Mailing Address

Phone Number

Company Web Address

E-Mail Address

Signature, Company Representative

Date