Strategic Partnership Program
Sponsorship Benefits and Offerings
2020-2021 Prospectus
Our mission statement is:

ACSI exists to strengthen Christian schools and equip Christian educators worldwide as they prepare students academically and inspire them to become devoted followers of Jesus Christ.

Thank you for your interest in becoming an ACSI Strategic Partner. We appreciate your desire and willingness to work alongside of us in helping “Strengthen Christian Schools and Equip Christian Educators.

The goals of the ACSI Strategic Partner Program are:

• To honor our committed and dedicated partners by publicly recognizing their support of ACSI and our member schools’ mission for Christian education.

• To provide additional quality services and benefits to member schools that are not directly available through ACSI.

• To allow companies and organizations the opportunity to leverage the ACSI brand and our relationship with member schools to engage Christian educators regarding quality services, benefits, and programs.

• To provide consistency in sponsorships of the Association’s programs and offerings.

Please contact David Ray at 719.867.0106 or david_ray@acsi.org for more information about the Strategic Partnership Program.
As the largest association of Protestant schools in the world, the Association of Christian Schools International (ACSI) provides a full range of education services worldwide through a headquarters office and divisional and regional offices and staff:

- 3 U.S. divisional offices
- 2 Canadian regional offices
- 18 international offices

ACSI serves more than 24,000 member Christian schools in more than 106 nations, enrolling about 5.5 million students. United States member school statistics are:

- 1,741 U.S. Early Education–Grade 12 member schools
- 231,019 students in U.S. Early Education–Grade 12 member schools
- 260 Stand-alone Early Education programs
- 18,189 students in Stand-alone Early Education programs
- 58 member Christian colleges/universities
- 52,600 education students in member colleges and universities

ACSI is a 501(c)(3) religious nonprofit organization.

*Numbers above taken from April 2020 statistics*
The ACSI Strategic Partnership Program is designed to give companies and organizations the opportunity to engage with our member schools and provide services, benefits, and programs that will enhance their Christian education mission.

Engagement opportunities include:

- Exhibiting at a variety of Professional Development events
- Sponsorship of a variety of events and activities
- Value-add opportunities developed by your own company or organization
- Scholarships for professional development and also students

Companies and organizations will get to choose from a menu of opportunities that will best allow them to engage with school leaders and educators. We add up and keep track of these opportunities, and in turn, the companies and organizations earn their categories of partnership and then receive additional benefits.

All agreements are for one year, beginning October 1, 2020, and ending September 30, 2021.
Becoming a Strategic Partner

Contact David Ray, ACSI Assistant Vice President of Strategic Partners, to request a Prospectus and a Strategic Partner Application.

1. Review the Prospectus as to program offerings and benefits, as well as exhibit, sponsorship, and value-add opportunities.

2. Review and complete the application. Completed applications, along with accompanying data and material should be returned via email to david_ray@acsi.org. (Initial year of partnership)

3. Your application will be reviewed, and if accepted, then a phone or video conference will be set up to go over the details of the program and answer any questions you might have. You will also be asked as to the partner level you would like to achieve for the year. (Initial year of partnership)

4. You will have the opportunity to select exhibit, sponsorship, and value-add opportunities that are available. Please be aware that partnership and sponsorship opportunities are secured on a first come, first serve basis. Not all offerings may be available at the time of the interview or follow-up.

5. Based on your choices, an agreement will then be sent to you for review and your signature. No refunds will be available once you have signed up for an engagement opportunity. You will be invoiced for the appropriate application fee for the category of partnership you have chosen, along with the fees for exhibiting, advertising, and sponsorship.

6. You will be asked to provide a brief write-up of the services or programs you offer, as well as providing an electronic copy of your logo.

7. Each spring, the Assistant Vice President of Strategic Partners will schedule a phone or video conference to review the offerings for the coming school year, work with you on developing a comprehensive plan for your company/organization, and then submit an agreement for your review.
ABC School Services wants to be a partner with ACSI.

- ABC School Services (ABC) requests the Strategic Partner Program Prospectus and an application from the Assistant Vice President (AVP) for Strategic Partners.

- After reviewing the information and filling out the application, they submit it to the AVP electronically.

- The AVP reviews the application and schedules a phone conference to answer any questions. There is also discussion as to the engagement opportunities that ABC wants to be a part of and also the Partner Level they want to achieve. ABC would like to be a Silver Partner.

- APPROVAL! ABC School Services receives notification from the AVP that they have been accepted into the Strategic Partnership Program.

- ABC has decided that they want to be a Silver Partner which is the $15,000-$24,999 category.

- The AVP sends ABC an agreement confirming their Silver partnership level and benefits of that category. A signed copy of the agreement is returned to the AVP.

- ABC School Services receives their Silver partnership logo and their information is placed on the website as well as in the downloadable Partnership Directory.

- ABC selects the following engagement opportunities:
  - PD Forum Gold Sponsor - $7,500 (includes all benefits available with the PD Forum).
  - Flourishing Schools Institute Platinum Sponsor - $9,000 (includes all benefits available with these three events).
  - Advertising for Leadership and Roundtables - $500 for full page ad
  - Professional Development Scholarship - $3,500
  - Total engagement spend is $20,500.

- FIRST TIME ONLY – ABC is charged a one-time application/processing fee of $1,500. This fee is non-refundable and is not counted toward the partnership level.

- ACSI invoices ABC School Services for the $20,500 + $1,500 application fee with net terms of 30 days.
• ABC School Services receives the benefits of their sponsorship of various events and also receives the benefits of the Silver Partnership for the time period of October 1, 2020 through September 30, 2021.

• The AVP sends a new Prospectus for 2021-22 from which all partners can choose from and ABC School Services has the opportunity to choose new engagement opportunities for the upcoming school year. ABC may also decide to change their partnership level at that time.
## Strategic Partner Categories/Benefits

<table>
<thead>
<tr>
<th>Platinum $40,000+</th>
<th>Gold $25,000 - $39,999</th>
<th>Silver $15,000 - $24,999</th>
<th>Bronze $5,000 - $14,999</th>
<th>Ministry $0 - $4,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webpage on acsi.org with link to own website</td>
<td>Webpage on acsi.org with link to own website</td>
<td>Listing on acsi.org with link to own website</td>
<td>Listing on acsi.org with link to own website</td>
<td>Listing on acsi.org with link to own website</td>
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<tr>
<td>Recognition at all PD Forums/Leadership Conferences</td>
<td>Recognition at all PD Forums/Leadership Conferences</td>
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<td>District meeting presentations/exhibits</td>
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<td>Opportunity to propose/present workshops at PD events</td>
<td>Opportunity to propose/present workshops at PD events</td>
<td>Opportunity to propose/present workshops at PD events</td>
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<td>Use of division logo</td>
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<td>Use of ACSI mailing list for direct mail piece</td>
<td>Use of ACSI mailing list for direct mail piece</td>
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<tr>
<td>Platinum $40,000+</td>
<td>Gold $25,000 - $39,999</td>
<td>Silver $15,000 - $24,999</td>
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<td>Ministry $0 - $4,999</td>
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</tr>
<tr>
<td>Lists of schools attending professional development events</td>
<td>Lists of schools attending professional development events</td>
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<td>Monthly update from the AVP for Strategic Partners</td>
<td>Monthly update from the AVP for Strategic Partners</td>
<td>Monthly update from the AVP for Strategic Partners</td>
<td>Monthly update from the AVP for Strategic Partners</td>
<td>Monthly update from the AVP for Strategic Partners</td>
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<td>Listing in Strategic Partner Directory</td>
<td>Listing in Strategic Partner Directory</td>
<td>Listing in Strategic Partner Directory</td>
<td>Listing in Strategic Partner Directory</td>
<td>Listing in Strategic Partner Directory</td>
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<td>One-time application fee of $2,000</td>
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<td>No annual fee</td>
<td>No annual fee</td>
<td>No annual fee</td>
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</tbody>
</table>

ACSI reserves the right to adjust benefits, substitute benefits, or provide other benefits upon the approval of the partner. Benefits may change from year to year.

Partnership and sponsorship opportunities are secured on a first come, first serve basis. Interested companies and organizations may suggest additional sponsorship opportunities based on their service offerings.

All Strategic Partner agreements are facilitated directly through the ACSI Strategic Partnership Department. Please contact David Ray at 719.867.0106 or david_ray@acsi.org for more information.
ACSI Engagement Opportunities
ACSI’s Virtual Professional Development Forums give Christian school educators the opportunity to learn from nationally acclaimed experts, be refreshed through community and worship, earn continuing education units for certification, and be equipped with effective strategies to help their students. This year’s theme will be Flourishing Schools, based on research that has been done by ACSI. While any of the Forums will be open to schools both nationally and internationally, they will also appeal to certain geographical areas. These will be virtual events.

2020 Dates:
- September 24-25   Pacific Time Zone
- October 8-9       Eastern Time Zone
- October 15-16     Mountain Time Zone
- October 22-23     Central Time Zone
- October 29-30     Eastern Time Zone
- November 23-24    Pacific Time Zone

Expected Total Attendance at all Virtual PD Forums: 4,500+
Audience: School Leaders and Teachers

Opportunities Available

Exhibits
There will be a virtual Exhibit Hall for the events where attendees and exhibitors will be able to interact with one another live. You will be able to design your exhibit area and offerings, including giveaways. Pricing will be set for individual dates or for all six Virtual Forums.

- Individual Dates: $800 per Forum
- All Six Dates: $4,200 (A $100 discount per Forum)

Advertising
There will be a virtual Advertising section for the PD Forum events on the conference platform:

- Full page ad for all six Virtual Forums - $2,000
- Half page ad for all six Virtual Forums - $1,000
- Full page ad for individual Virtual Forums - $400 each Forum
- Half page ad for individual Virtual Forums - $200 each Forum

In addition, consider placing an ad on the PD Forum Mobile App which each attendee will be encouraged to download prior to the virtual event:

- Full page ad for all six Virtual Forums - $2,000
- Half page ad for all six Virtual Forums - $1,000
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>PD Forum Benefits</th>
<th>Platinum Sponsor $15,000</th>
<th>Gold Sponsor $7,500</th>
<th>Silver Sponsor $5,000</th>
<th>Bronze Sponsor $2,500</th>
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<tbody>
<tr>
<td>Authorized to message being a Forum Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>45 second video leading into general session</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link added to Forum webpage</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One full page ad in the Advertising section of conference platform</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One full page ad on the event mobile app</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link included in in registrant pre-event email</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link included in registrant post-event email</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listed on ribbon banner</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual exhibit location</td>
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<td>✓ All locations</td>
<td>✓ All locations</td>
<td>✓ Three locations</td>
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<tr>
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<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link as sponsor in event app</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One free Virtual Meeting Room at a select PD Forum</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Free registrations for representatives</td>
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<td>✓ (Up to two)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>List of schools attending all Virtual Forums (post-event)</td>
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<td>✓</td>
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</table>
Exclusive Opportunities for Virtual PD Forums:

Keynote Speaker Sponsorship: $6000 per keynote speaker
Sponsoring a keynote speaker provides you with some of the best possible exposure during the Virtual PD Forums. Benefits include:

- Logo on screen as speaker is introduced
- Verbal thank you during introductory remarks
- Logo recognition on Virtual PD Forum app
- Free registration for up to two representatives for virtual event

Virtual Meeting Room: $8,400 for all Virtual PD Forums/$1500 per individual Virtual PD Forums
The corporate meeting room is a dedicated virtual meeting space that will be available for the length of each PD Forum date. You will be able to host special meetings with attendees and/or schedule demos with educators. Platinum sponsors will receive one free Virtual Meeting Room opportunity on a select Forum date.

Registration Sponsorship: $7,500
Sponsoring the on-line registration is a great way to increase your brand exposure as the educators sign up to attend the Virtual PD Forum.

- Logo on all confirmation emails delivered to each registered attendee
- Logo on Virtual PD Forum registration form.
PD Express On-Line provides video access to highlighted keynote presentations and breakout sessions, along with participants guides to help facilitate group viewing and follow-up discussions, activities, and reflection. Schools and individuals can choose a three-day viewing window between October 19 and November 6, 2020. Topics include Culture, Engaging Students in the Classroom, and Increasing Learning by Minding Mindset. These will be virtual events.

Expected Total Attendance at all Forums: 600+
Audience: School Leaders and Teachers

Sponsorship Opportunities Available:

<table>
<thead>
<tr>
<th>PD Forum Express On-Line Benefits</th>
<th>Platinum Sponsor $2,000</th>
<th>Gold Sponsor $1,500</th>
<th>Silver Sponsor $1,000</th>
<th>Bronze Sponsor $750</th>
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<tbody>
<tr>
<td>Logo at beginning of video access</td>
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<td>✓</td>
<td>✓</td>
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<td>Logo/link included in registrant pre-event email</td>
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<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of schools attending all PD Express On-Line events</td>
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<td>✓</td>
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<tr>
<td>30 second promotional video</td>
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Exclusive Opportunities for PD Express On-Line:

Keynote Speaker Sponsorship: $3000 per keynote speaker
Sponsoring a keynote speaker provides you with some of the best possible exposure during the Virtual PD Express. Benefits include:

- Logo on screen as speaker is introduced
- Verbal thank you during introductory remarks
- Free registration for up to two representatives for virtual event
ACSI will be partnering with three groups for professional development events in Florida this year. These conferences are being designed to encourage and challenge Christian educators through keynotes, breakout sessions, and networking opportunities. These are all scheduled to be live events.

2020-21 Dates and Locations:

**October 23, 2020**
**Schools United**
Calvary Christian Academy – Ft. Lauderdale, FL
Estimated attendance – 800+ Teachers and School Leaders

**Sponsorship Opportunities**
- Platinum Sponsor: $5,000
- Gold Sponsor - $2,500
- Table Sponsor - $500

For registration and more information and specific benefits associated with this event, please contact Jennifer Aluart, Director of Advancement at Calvary Christian Academy at jenniferal@ccaeagles.org, 954.905.5155. Organizations sponsoring at this event will get partial partnership credit with the ACSI Strategic Partnership Program.

**February 12, 2021**
**Christian Schools of Palm Beach County**
Berean Christian School – West Palm Beach, FL
Estimated attendance – 750+ Teachers and School Leaders

**Sponsorship**

- **$1,000 Sponsor**
  - Flyer in packets
  - Logo on PowerPoint before sessions
  - Logo posted on Christian School of Palm Beach County for one year.

- **$500 Sponsor**
  - Flyer in packets
  - Logo on PowerPoint before sessions

- **$250 Sponsor**
  - Flyer in packets
Coffee/Refreshment Break Sponsor: $1,000 (3 refreshment breaks)

- Verbal recognition of being coffee/refreshment break sponsor
- Signage at serving table

February 12, 2021  Pinellas Association of Christian Schools
Indian Rocks Christian School – Largo, FL
Estimated attendance – 250+ Teachers and School Leaders

Sponsorship

- **$250 Sponsorship**
  - Exhibit table
  - Verbal recognition from the platform
  - Printed recognition in conference program

Coffee/Refreshment Break Sponsor: $1,000 (2 breaks and continental breakfast)

- Verbal recognition of being coffee/refreshment break sponsor
- Signage at serving table
The ACSI On-Line Professional Development Program will offer a Professional Development track for School Leadership (Heads of Schools and other administrators). The webinars will be focused on the Well-Being component of the Flourishing Schools Initiative based on ACSI research and will posted on the ACSI website through September 1, 2021 and can be viewed by hundreds of other educators. This will be a virtual event.

Opportunities Available

Sponsorship

School Leadership Track - $1000 for 6 webinars
6 webinars (1 webinar per month) – Whole School/Leader-Based
October 2020 (excluding December) through April 2021

Expected Attendance: 50-80 per initial session

Audience: School leaders

Benefits:

- Logo on welcome slide
- Thanks/acknowledgment at opening of live webinar
- Listed on webinar acsi.org webpage as sponsor
ACSI’s Flourishing Schools Institutes are opportunities for professional development and allows regional school leaders to engage, network, collaborate, and spend intentional time with national leaders. The Institute will focus on all the domains of the Flourishing Schools Initiatives, research that has been conducted by ACSI. The conferences will be held in the winter, spring, and the summer of the school year in select areas of the country. These are scheduled to be live events.

**Dates and Locations:**
- January 27-29, 2021 Lancaster, PA
- April 13-15, 2021 Oak Brook, IL
- June 16-19, 2021 Frisco, TX

**Expected Total Attendance at all Conferences:** 600+

**Audience:** School Leaders

**Opportunities Available:**

**Exhibits**
Exhibit space is available at all sites for $600 per table.

**Advertising**
Advertising will be part of the program that would be available for all three Institutes.
- Full page ad - $1,200
- Half page ad - $750
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Flourishing School Institute Benefits</th>
<th>Platinum Sponsor $9,000</th>
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<th>Silver Sponsor $3,500</th>
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**Exclusive Opportunities for Flourishing Schools Institute (Arranged per site based on need):**

**Sponsorship of a meal: $1500+ per site**
- Verbal recognition of being a meal sponsor
- Signage at registration area
Sponsorship of a coffee/refreshment break: $1,000+ per site
- Verbal recognition of being break sponsor
- Signage at break serving table

Sponsorship of Group Event: TBD – Please contact David Ray for more information
At each Flourishing School Institute, some time would be set aside for a fun group activity. This could include a tour, a special activity, etc.
- Verbal recognition of being break sponsor
- Signage at registration/check-in table

Keynote Speaker Sponsorship: $4,500 per keynote speaker
Sponsoring a keynote speaker provides you with some of the best possible exposure during the Flourishing Schools Institute. Benefits include:
- Logo on screen as speaker is introduced
- Verbal thank you during introductory remarks
- Free registration for up to two representatives for event

Registration Sponsorship: $5,000
Sponsoring the on-line registration is a great way to increase your brand exposure as the educators sign up to attend the Flourishing School Institute.
- Logo on all confirmation emails delivered to each registered attendee
- Logo on Virtual PD Forum registration form.

Pre-Event Sponsorship: $1,500 per site
Sponsoring the FSi pre-event allows you the opportunity to meet attendees and also increase your brand exposure. The pre-event will be held the first night of the Institute.
- Verbal recognition of being a pre-event sponsor
- Signage at the registration table and also the serving table
Leadership Retreats and Roundtables

ACSI Leadership Retreats and Roundtables are opportunities for professional development and allows regional school leaders to engage, network, collaborate, and spend intentional time with national leaders. The conferences are generally held in the winter/spring of the school year in select areas of the country. **These are scheduled to be live events.**

**Dates and Locations:**
February 28-March 2, 2021  Prescott, AZ
April 25-27, 2021  Seaside, OR

**Expected Total Attendance at both Conferences:**  200+
**Audience:**  School Leaders

**Opportunities Available:**

**Exhibits**
Exhibit space is available at for **$400** per table per site.

**Advertising**
Advertising will be part of the conference program that would be available for both conferences.
- Full page ad - **$1,000**
- Half page ad - **$500**

**Sponsorship Opportunities for Both Retreats**

<table>
<thead>
<tr>
<th>Leadership Retreat Benefits</th>
<th>Platinum Sponsor $2,000</th>
<th>Gold Sponsor $1,500</th>
<th>Silver Sponsor $1,000</th>
<th>Bronze Sponsor $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorized to message being a Regional Convening Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in event program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full page ad included</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Half page ad included</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo/link included in registrant pre-event email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
### Leadership Retreat Benefits (con’t)

<table>
<thead>
<tr>
<th></th>
<th>Platinum Sponsor $2,000</th>
<th>Gold Sponsor $1,500</th>
<th>Silver Sponsor $1,000</th>
<th>Bronze Sponsor $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo/link included in registrant post-event email</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit table</td>
<td>✓ Both locations</td>
<td>✓ Both locations</td>
<td>✓ Both locations</td>
<td>✓ Both locations</td>
</tr>
<tr>
<td>Identified from stage as official Regional Convening Event Sponsor</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emails of Attendees for pre- and post-event mailings</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of schools attending all FSI events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Exclusive Opportunities for Leadership Retreat and Roundtables:**

**Meal/Break Sponsorships (arranged per conference based on need)**

**Sponsorship of a meal: $1000+ per site**
- Verbal recognition of being a meal sponsor
- Signage at registration area

**Sponsorship of a coffee/refreshment break: $1,000+ per site**
- Verbal recognition of being break sponsor
- Signage at break serving table
ACSI’s Virtual Early Education Conferences are designed to provide professional development training to leaders and teachers of children under the age of 5 while also providing opportunities for engagement, networking, collaboration, and spending intentional time with national leaders in the EE field. The Virtual Conference will be attended by both U.S. and International School programs.

**Dates and Locations:**
- February 20, 2021: One-day Virtual Conference
- March 6, 2021: One-day Virtual Conference
- March 18-19, 2021: Two-day Virtual Conference

**Expected Total Attendance at all Conferences:** 3,500+

**Audience:** Early Education Leaders and Teachers of Children under the age of 5

**Opportunities Available:**

**Exhibits**
There will be a virtual Exhibit Hall for the events where attendees and exhibitors will be able to interact with one another live. You will be able to design your exhibit area and offerings, including giveaways. Pricing will be set for individual dates or for all three Virtual Early Education Conferences.
- Individual Dates: $250 per EE Conference
- All Three Dates: $600 (A $50 discount per EE Conference)

**Advertising**
There will be a virtual Advertising section for the Early Education Conference on the event platform:
- Full page ad for all three EE Conferences - $1,000
- Half page ad for all three EE Conferences - $500
- Full page ad for individual EE Conferences - $500 each conference
- Half page ad for individual EE Conferences - $250 each conference

**Sponsorships for all Early Education Conferences**

<table>
<thead>
<tr>
<th>Early Education Conferences</th>
<th>Platinum Sponsor $5,000</th>
<th>Gold Sponsor $2,500</th>
<th>Silver Sponsor $1,000</th>
<th>Bronze Sponsor $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorized to message being a Conference Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

ACSI Strategic Partnership Program Prospectus
<table>
<thead>
<tr>
<th>Early Education Conferences (con’t.)</th>
<th>Platinum Sponsor $5,000</th>
<th>Gold Sponsor $2,500</th>
<th>Silver Sponsor $1,000</th>
<th>Bronze Sponsor $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 second video leading into general session</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link added to EE Conference webpage</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in the Advertising section of the conference platform</td>
<td>✓ (Full Page)</td>
<td>✓ (Half Page)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link included in registrant pre-event email</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link included in registrant post-event email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listed on ribbon banner with all four sponsor categories</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual exhibit location</td>
<td>✓ All three locations</td>
<td>✓ All locations</td>
<td>✓ All locations</td>
<td>✓ Up to two locations</td>
</tr>
<tr>
<td>Identified from stage as official EE Conference sponsor</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo/link as sponsor in event app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One free Virtual Meeting Room at a select EE Conference</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free registrations for representatives to virtual event</td>
<td>✓ (Up to three)</td>
<td>✓ (Up to two)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of schools attending all EE Conferences</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Emails of Attendees for pre- and post-event mailings</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Exclusive Opportunities for Virtual Early Education Conferences:

Keynote Speaker Sponsorship: $3,500 per keynote speaker
Sponsoring a keynote speaker provides you with some of the best possible exposure during the Virtual Early Education Conferences. Benefits include:

- Logo on screen as speaker is introduced
- Verbal thank you during introductory remarks
- Logo recognition on Virtual Early Education app
- Free registration for up to two representatives for virtual event

Virtual Meeting Room: $3,000 for all Virtual EE Conferences/$1,200 per individual Virtual EE Conference
The corporate meeting room is a dedicated virtual meeting space that will be available for the length of each Early Education Conference date. You will be able to host special meetings with attendees and/or schedule demos with educators. Platinum sponsors will receive one free Virtual Meeting Room opportunity on a select Conference date.

Registration Sponsorship: $5,000
Sponsoring the on-line registration for all three events is a great way to increase your brand exposure as the educators sign up to attend the Virtual Early Education Conference.

- Logo on all confirmation emails delivered to each registered attendee
- Logo on Virtual Early Education Conference registration form.
The Virtual Early Education Directors Days is a one-day opportunity for program leaders to join together for professional development, worship, engagement, collaboration, and networking. The event offers insight on key topics facing ministries today. **This will be a virtual event.**

**Date and Location:**
February 26, 2021

**Expected Total Attendance:** 150+

**Audience:** Early Education Leaders

**Opportunities Available:**

**Exhibits - $400**
There will be a virtual Exhibit Hall for the event where attendees and exhibitors will be able to interact with one another live. You will be able to design your exhibit area and offerings, including giveaways.

**Sponsorships:**

**Platinum Sponsors: $1,500**
- Access to participant list after the event.
- Organization/company logo placement on event website before and during the summit.
- Free virtual exhibit
- Complimentary registration provided for two participants.
- One company PowerPoint slide rotating during announcement slides before general sessions.
The ACSI Early Education Program will offer a monthly webinar series, designed for both Early Education program directors and teachers. The webinars will also be posted on the ACSI website in the EE Webinar Library and can be viewed by hundreds of other Early Education staff. **This will be a virtual event.**

**Opportunities Available**

**Sponsorship**

**Early Education Webinars - $1,000**
9 webinars (1 webinar per month)
September 2019 through May 2020

**Expected Attendance:** 50-80 per virtual session / approximately 1,000+ annual viewing through the captured content

**Audience:** Early Educators

**Benefits**
- Logo on welcome slide
- Thanks/acknowledgment at opening of live webinar
- Listed on webinar acsi.org webpage as sponsor
- Reference to sponsor in registrant reminder emails
Large School Roundtables

Large School Forums and Roundtables are designed for leaders of large schools (500+ students) to convene and discuss topics that are pertinent to their particular ministries. The needs of large schools differ from those of other size schools, and the discussion will allow for the exchange of ideas of how their schools can be even more effective in meeting the needs of students, parents, and the community. These are scheduled to be live events.

Dates and Locations:

January 19-20, 2021  Orlando, FL  February 2-3, 2021  Monterey, CA
April 16, 2021  Oak Brook, IL – following Flourishing School Institute
June 15-16, 2021  Frisco, TX – prior to Flourishing School Institute

Meal Sponsorships (arranged per event based on need)
Sponsor of dinner: $3,000+ per site

- Signage on registration table
- Verbal recognition as dinner sponsor
- Allowed to place information at table for participants
- Allowed to do a 5-minute presentation during the Roundtable
Town Hall Meetings are one of our newest opportunities. These are designed for school leaders to learn from subject experts and panelists on a variety of select educational topics and subjects. A time of Q & A also is included. The Town Hall Meetings are generally scheduled once a month during the school year using Zoom and are one hour in length. Chat rooms are then scheduled for the following hour, allowing school leaders to continue to discuss what they have learned and how it can be applied to their own ministries and programs. These are virtual events.

Opportunities Available

Sponsorship
Town Hall Meeting - $2,500 for 12 meetings
12 meetings (1 Town Hall per month)
August 2020 through July 2021

Expected Attendance: Averages 400+ per meeting / Each meeting is recorded and viewed by approximately another 500-600 school leaders.

Audience:  K-12 School Leaders and Program Directors

Benefits:
- Logo on welcome slide
- Thanks/acknowledgment at opening of live Town Hall
ACSI Leadership U is a comprehensive program for new and emerging heads of schools. Participants receive sixteen months of mentoring with a veteran head of school and two on-site sessions. This program equips the next generation of Christian school leaders for the challenges and blessings of leading a flourishing Christian school. This is scheduled as a live event.

**Date and Location:**
April 12-13, 2021   Oak Brook, IL (prior to Flourishing School Institute)

**Expected Total Attendance:** 50 (mentors and trainees)
**Audience:** School Leaders, Emerging School Leaders

**Opportunities Available:**

**Sponsorship**

**Event Sponsor:** $2,500+
- Verbal recognition of being event sponsor
- Opportunity to share literature with the group
- Opportunity to briefly share with the group
- Authorized to message being official Sponsor

**Coffee/Refreshment Break Sponsor:** $500+
- Verbal recognition of being break sponsor
- Signage at break serving table

**Sponsorship of meal:** $1000+
- Verbal recognition of being a meal sponsor
- Signage at registration area
The ACSI Virtual Legislative Conference is a gathering of school leaders designed to equip school leaders to engage in the public policy process. Elected officials at all levels give far greater credence to informed, persuasive citizens among their own constituents than nearly any other source. The ACSI Virtual Legislative Conference trains school leaders how to marshal their skills to the greatest advantage and prepare them to develop relationships with decision-makers. This will be a virtual event.

**Dates and Locations:**
Fall 2020

**Expected Total Attendance:** 50+
**Audience:** School Leaders

**Opportunities Available:**

**Sponsorships:**

**General sponsorship:** $2,500+
- Verbal recognition as conference sponsor
- Logo included in pre-conference emails
- Logo included on Conference Agenda
- Logo included on an opening PowerPoint
Global Events

Professional development events for International schools are arranged through ACSI’s Global Department. These events are attended by both school leaders and educators from around the world. **These events are scheduled to be live events.**

While not specifically arranged and managed through the Strategic Sponsorship Program, companies and organizations that participate in some way in these events (exhibiting and sponsorship) will receive credit toward their partnership level.

Please contact Anne Jones (icec@acsi.org) at ACSI Global (719.867.0210) for more information and details on specific exhibiting and sponsorship opportunities.

**ICEC Conference – Kigali, Rwanda**  
March 28-31, 2021  
**Expected Attendance:** 170+  
**Audience:** International School Leaders and Teachers  
**Opportunities Available:** Exhibiting and various sponsorships

**ISLC Conference – Croatia**  
April 25-27, 2021  
**Expected Attendance:** 75-100  
**Audience:** International School Leaders  
**Opportunities Available:** Exhibiting and various sponsorships
Virtual Middle School Leadership Conferences

Middle School Leadership Conferences are one-day events designed to minister to the needs of students in Grades 6-8. These events will be virtually held around the country this fall. The speakers will guide and direct student leaders in crucial areas of leadership and spiritual growth in order to make an impactful difference not only on their campus, but wherever the Lord leads them. This will be a virtual event.

Expected Total Attendance: 1,500+
Audience: Middle school students and school advisors

Opportunities Available:

Sponsorships:

<table>
<thead>
<tr>
<th>MS Leadership Conference</th>
<th>Platinum Sponsor $5,000</th>
<th>Gold Sponsor $2,500</th>
<th>Silver Sponsor $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorized to message being a Conference Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on materials going to schools</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo included on ACSI Conference website</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Verbal recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
ACSI offers a variety of activities for students around the country. These activities are designed to promote excellence and allow students to utilize the talents that God has given them. Activities include academic and fine arts offerings. For 2020-21, a number of these events will be virtual. Events being offered include Art Festivals, Choral/Band Festivals, Creative Writing Festivals, Math by Mail events, and Speech Meets. Spelling Bees will be packaged so that each school can conduct their own Grades 1-8 event. All events for 2020-21 will be held virtually.

Dates and Locations:
Fall and spring of the 2020-21 school year Regionally based

Expected Total Attendance: 60,000+ students and advisors
Audience: K-12 students, advisors

Opportunities Available:

**Sponsorship for all events in a category:**

<table>
<thead>
<tr>
<th>Student Activities Benefits</th>
<th>Platinum Sponsor for events in a specific category $5,000</th>
<th>Gold Sponsor for events in a specific category $3,000</th>
<th>Silver Sponsor for events in a specific category $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorized to message being a Student Activities Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on Student Activities website page</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on handbooks/materials send to schools</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on virtual event platform</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>List of schools attending virtual event</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There are several sponsorships and scholarship opportunities that are available for the 2020-21 school year.

Scholarships for Educators for Professional Development

These scholarships are given to K-12 educators (Administrative and Classroom Teachers) for ACSI Professional Development events throughout the year, including Virtual PD Forums, PD Express, Flourishing Schools Institute, and Early Education conferences.

Amount: $3,500+

ACSI Children’s Education Fund/Children’s Tuition Fund

Established under the ACSI Children’s Education Fund, there are currently five Children’s Tuition Fund Granting Organizations (SGO’s) across the country. Each Children’s Tuition Fund seeks to work in concert with schools, contributors, and parents to bless students by improving their educational opportunities through relationship-oriented financial assistance. Presently, the states served by SGO’s are Alabama, Illinois, Pennsylvania, Rhode Island, and Virginia.

In addition to tax-credit programs, ACEF accepts donations to the general fund which exists to provide scholarships to students in states that do not have tax-credit programs, as well as fund other vital school choice efforts such as state legislative advocacy.

Amount: $3,500+
One leader can impact hundreds of educators who transform thousands of students. Leadership Legacy is a vehicle to sustainably aid, train, and equip educational leaders around the world, many of whom are operating with paltry resources. By contributing to this cause, you can create sustainable change not just for the moment, but for generations to come. Your partnership with Leadership Legacy is not just a simple donation; it is an act of participation in divine work that will extend far beyond our lifetimes.

**Amount:** $3,000+

**ACSI General Sponsorship**

This category allows companies and organizations to contribute to ACSI for general purposes. The funds will be used for general expenses and the expenses of programs that are run by ACSI.

**Amount:** $3,000+

**Additional Sponsorship**

Occasionally, ACSI will offer some additional sponsorship opportunities throughout the school year that are not listed in this Prospectus. These are usually reserved for Platinum, Gold, and Silver Partners. Partners will be notified of these additional opportunities.

**Amount:** TBD
Value-Add

Value-add includes services rendered without cost to ACSI or to our member schools or money that comes back to the Association and/or member schools based on member engagement.

These could include the following:

- Rebates on schools’ ordering tangible items from a company or organization
- Rebates on member schools utilizing services or programs provided by the company or organization
- Dividend programs
- Goods or services provided to ACSI at no charge (value needs to be determined before good or services are provided)

Value-add opportunities need to be approved in advance by the Assistant Vice President of Strategic Partners and other members of the ACSI Leadership Team.
Because we know that many organizations and companies have been affected by COVID-19, ACSI is offering three special Sponsorship Bundles for the 2020-21 school year that will allow you to consider engaging in more events. The bundles are only available for renewing sponsors for specific events and engagement opportunities and for a limited time of July, August, and September 2020.

Conference Bundle:

<table>
<thead>
<tr>
<th>Conference Bundle</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual PD Forums</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Flourishing Schools Institute</td>
<td>$9,000</td>
<td>$7,500</td>
<td>$3,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Virtual Early Education Conferences</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Total if Paid Separately</td>
<td>$29,000</td>
<td>$17,500</td>
<td>$9,500</td>
<td>$4,500</td>
</tr>
<tr>
<td>Special Bundle Pricing</td>
<td>$26,000</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

The special bundle price will be the amount that will be counted toward your overall partnership level.

This offer is good only for organizations that renew their partnership in July, August, and September, and expires on September 30, 2020.
**Virtual Professional Development Bundle:**

<table>
<thead>
<tr>
<th>Virtual PD Bundle</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual PD Forums</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>PD Express</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$750</td>
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<tr>
<td>On-Line Professional Development</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Total if Paid Separately</td>
<td>$18,000</td>
<td>$10,000</td>
<td>$7,000</td>
<td>$4,250</td>
</tr>
<tr>
<td>Special Bundle Pricing</td>
<td>$16,000</td>
<td>$8,500</td>
<td>$6,000</td>
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<tr>
<td>Savings</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$750</td>
</tr>
</tbody>
</table>

The special bundle price will be the amount that will be counted toward your overall partnership level.

This offer is good only for organizations that renew their partnership in July, August, and September, and expires on September 30, 2020.
The special bundle price will be the amount that will be counted toward your overall partnership level.

This offer is good only for organizations that renew their partnership in July, August, and September, and expires on September 30, 2020.
For more information on the ACSI Strategic Partnership Program, please contact:
Mr. David Ray
david_ray@acsi.org
719.867.0106