



NCASA is a membership organization uniting 12 facets of public school administration. Our members count on us for support in three key areas: communications, public policy advocacy and professional development. These are the people you will get to know as you work with us.

Our members pay dues that support NCASA; however, their investment comes from increasingly limited funding. We cannot survive as a resource – providing our school leaders with the tools that they not only need but deserve – on member funding alone. Your partnership is key to our continuing success. Your support:

- ↳ Enables NCASA to exist as a robust and productive organization.
- ↳ Helps us provide our members with top-notch professional development and first-hand knowledge of current education trends, policies and best practices.
- ↳ Helps us provide a cohesive network that we use daily to deliver breaking news and information critical to our members' livelihood as they make difficult decisions about what's best for their districts and schools.
- ↳ Offers our members superior representation in public policy development for the strong and effective public schools that our children deserve.
- ↳ Helps us to ensure that we can continue to lift our public schools up and strengthen the communities in which they reside.

Please review this package carefully. If you are a returning partner, we're glad to have you back, with our commitment to continue to ensure that the benefits we can offer are as valuable to you as your support is to us.

If this is your first time considering a partnership with NCASA, welcome. We look forward to talking with you more about how we can work together to make a difference.

Thank you for considering NCASA and the more than 7,500 school administrators in our membership as we work daily to move education in North Carolina to the next level. We are excited about the future and hope that you will join us as we continue to move toward a brighter tomorrow.

Sincerely,

Katherine Joyce

Katherine W. Joyce
Executive Director

About NCASA

The North Carolina Association of School Administrators (NCASA) was established in 1976 as the only professional organization in the state dedicated to serving the entire administrative leadership team in each of North Carolina's public schools and districts.

NCASA is an umbrella organization under which North Carolina school administrator groups are unified. We provide to all these groups broad based membership services, professional development, financial services, communication, legal counsel and lobbying services.

We have a full-time office staff available to assist members with a wide range of requests. We are committed to growing and changing to meet the needs of our membership; our strategic plan reflects our immediate goals.

NCASA also represents school administrators' viewpoints year-round with a definitive voice with the North Carolina General Assembly and other policy-making bodies including the North Carolina State Board of Education.

Our organization is governed by a Board of Directors, which includes a president, president-elect, immediate past president and two members from each of the affiliated school administrator groups to ensure representation from all facets of school leadership.

NCASA is the only organization in North Carolina for all central office administrators, principals, assistant principals and higher education professionals. We are proud to serve North Carolina's education community. Your partnership enables us to continue our good work.

NCASA Affiliates

It is only through NCASA that your company can reach all of these organizations simultaneously. Becoming an NCASA Partner in Education opens the door and allows immediate access to school administrators across the state of North Carolina.

North Carolina School Superintendents Association (NCSSA)*

North Carolina Association of Principals and Assistant Principals Association (NCPAPA)*

North Carolina Association of School Business Officials (NCASBO)

North Carolina Council of Administrators of Special Education (NC CASE)

North Carolina Association for Career and Technical Education Administrators (NC ACTA)

North Carolina Association of Compensatory Educators (NCACE)

North Carolina Professors of Educational Leadership (NCPEL)

North Carolina Pupil Transportation Association (NCPTA)

North Carolina School Public Relations Association (NCSPRA)

North Carolina Technology in Education Society (NCTIES)

Personnel Administrators of North Carolina (PANC)

School Nutrition Association of North Carolina (SNA-NC)

* NCPAPA and NCSSA are core affiliates of NCASA and are funded through NCASA's annual budget.

NCASA President's Circle | \$25,000

In return for your investment in us, NCASA will contribute to a targeted marketing campaign reaching our total membership – which includes NC Principals and Assistant Principals (NCPAPA) and NC School Superintendents Association (NCSSA) members – providing you direct access to our state's key education administration decision makers and visionary leaders.

As an NCASA President's Circle Partner, we are proud to provide you:

Print and Digital Access to our Conference Attendees*

- Full Page Ad in Annual Conference on Educational Leadership Printed Materials
- Banner Ad in NCASA's Guidebook Conference app and/or on Event Website on every page

Weekly Newsletter Marketing for Your Company*

- Monthly Ad in NCASA's Weekly electronic newsletter In the Know/Legislative Link (*12 annually*)
- Exclusive Email Promotion Direct to NCASA Membership, facilitated by the NCASA Team, including up to 12 of your organization's Education Events or NCASA Program Sponsorships

Strategically Planned Web Marketing*

- Featured Ad at www.ncasa.net, placed in the slide deck rotation for one week (*12 annually*)
- Online recognition of partnership level, including logo, 150 word description, and click through to a URL of your choosing, active through the calendar year.

Face-to-Face Exposure

- FREE Exhibit Space at NCASA's Signature Annual Professional Development Events:
One FREE booth at the NCASA Conference on Educational Leadership held each spring in a booth location chosen by you (*President's Circle requests receive first priority*) as well as one FREE booth at the NCASA School Law Symposium, held annually each September
- Sponsor Recognition and Complimentary Attendance at Statewide Events Produced by NCASA/NCPAPA/NCSSA: Exclusive Total Event Sponsorship during NCASA's Annual Conference & Co-Host of President's Circle Reception
- Access to Annual NCSSA Events: New Superintendents' Orientation, Superintendents Summer Meeting, Superintendents Winter Meeting

**Please see the attached reference for advertising and marketing design specs and deadline structure.*



NCASA Leadership Alliance | \$15,000

In return for your investment in us, NCASA will contribute to a targeted marketing campaign reaching our total membership – which includes NC Principals and Assistant Principals (NCPAPA) and NC School Superintendents Association (NCSSA) members – providing you direct access to our state’s key education administration decision makers and visionary leaders.

As an NCASA Leadership Alliance Partner, we are proud to provide you:

Print and Digital Access to our Conference Attendees*

- 1/2 Page Ad in Annual Conference on Educational Leadership Printed Materials
- Banner Ad in NCASA’s Guidebook Conference app and/or on Event Website tied to Education Marketplace listings

Weekly Newsletter Marketing for Your Company*

- Bi-Monthly Ad in NCASA’s Weekly electronic newsletter In the Know/Legislative Link
(6 annually)

Exclusive Email Promotion Direct to NCASA Membership*

- Electronic Promotion of six Corporate Partner Education Events or Program Sponsorships

Strategically Planned Web Marketing*

- Featured Ad at www.ncasa.net, placed in the slide deck rotation for one week (6 annually)
- Online recognition of partnership level, including logo, 75 word description, and click through to a URL of your choosing, active through the calendar year

Face-to-Face Exposure

- FREE Exhibit Space at NCASA’s Signature Annual Professional Development Events:
One FREE booth at the NCASA Conference on Educational Leadership held each spring in a booth location chosen by you (*Leadership Alliance requests receive second priority*)
- Sponsor Recognition and Complimentary Attendance at Statewide Events Produced by NCASA/NCPAPA/NCSSA: Hosts of Leadership Alliance Picnic during Annual Conference
- Access to 2 of 3 Annual NCSSA Events: New Superintendents’ Orientation, Superintendents Summer Meeting, Superintendents Winter Meeting

**Please see the attached reference for advertising and marketing design specs and deadline structure.*



NCASA Diamond | \$7,500



In return for your investment in us, NCASA will contribute to a targeted marketing campaign reaching our total membership – which includes NC Principals and Assistant Principals (NCPAPA) and NC School Superintendents Association (NCSSA) members – providing you direct access to our state’s key education administration decision makers and visionary leaders.

As an NCASA Diamond Partner, we are proud to provide you:

Print Access to our Conference Attendees*

– 1/4 Page Ad in Annual Conference on Educational Leadership Materials

Weekly Newsletter Marketing for Your Company*

– Quarterly Ad in NCASA’s Weekly electronic newsletter In the Know/Legislative Link *(4 annually)*

Exclusive Email Promotion Direct to NCASA Membership*

– Electronic Promotion of one Corporate Partner Education Event or Program Sponsorship

Strategically Planned Web Marketing*

– Featured Ad at www.ncasa.net, placed in the slide deck rotation for 1 week *(3 annually)*
– Online recognition of partnership level, including logo, and click through to a URL of your choosing, active through the calendar year

Face-to-Face Exposure

– FREE Exhibit Space at NCASA’s Signature Annual Professional Development Events:
One FREE booth at the NCASA Conference on Educational Leadership held each spring in a booth location chosen by you *(Diamond Level requests receive third priority)*

**Please see the attached reference for advertising and marketing design specs and deadline structure.*



NCASA Gold | \$5,000

In return for your investment in us, NCASA will contribute to a targeted marketing campaign reaching our total membership – which includes NC Principals and Assistant Principals (NCPAPA) and NC School Superintendents Association (NCSSA) members – providing you direct access to our state’s key education administration decision makers and visionary leaders.

As an NCASA Gold Partner, we are proud to provide you:

Print Access to our Conference Attendees*

– 1/8 Page Ad in Annual Conference on Educational Leadership Materials

Weekly Newsletter Marketing for Your Company*

– Bi-Annual Ad in NCASA’s Weekly electronic newsletter In the Know/Legislative Link *(2 annually)*

Strategically Planned Web Marketing*

– Featured Ad at www.ncasa.net, placed in the slide deck rotation for one week *(1 annually)*
– Online recognition of partnership level, including click through to a URL of your choosing, active through the calendar year

Face-to-Face Exposure

– Exhibit Space at a 75% discount at NCASA’s Signature Annual Professional Development Event, the Conference on Educational Leadership held each spring; booth location chosen by you *(Gold Level requests receive fourth Priority)*

**Please see the attached reference for advertising and marketing design specs and deadline structure.*



NCASA Patron | \$2,000



In return for your investment in us, NCASA is proud to introduce you as a Patron to our total membership – which includes NC Principals and Assistant Principals (NCPAPA) and NC School Superintendents Association (NCSSA) members – providing you direct access to our state’s key education administration decision makers and visionary leaders.

As an NCASA Patron Partner, we are proud to provide you:

Weekly Newsletter Marketing for Your Company*

- Single Ad in NCASA’s Weekly In electronic newsletter In the Know/Legislative Link

Face-to-Face Exposure

- Exhibit Space at a 50% discount at NCASA’s Signature Annual Professional Development Event, the Conference on Educational Leadership held each spring; booth location chosen by you (*Patron Level may request placement following other partner assignments*)

Strategically Planned Web Marketing*

- Online recognition of partnership level, including click through to a URL of your choosing, active through the calendar year

NCASA Friend | \$1,500



In return for your investment in us, NCASA is proud to welcome you to our Conference on Educational Leadership, attended by NCASA members – including superintendents, principals and assistant principals – as well as additional key education leaders from across the state.

As an NCASA Friend, we are proud to provide you:

Face-to-Face Exposure

- Includes exhibit Space purchases at full price at NCASA’s Signature Annual Professional Development Event, the Conference on Educational Leadership held each spring
- Friends are eligible to participate in engagement events designed to drive traffic to your booth

Strategically Planned Web Marketing*

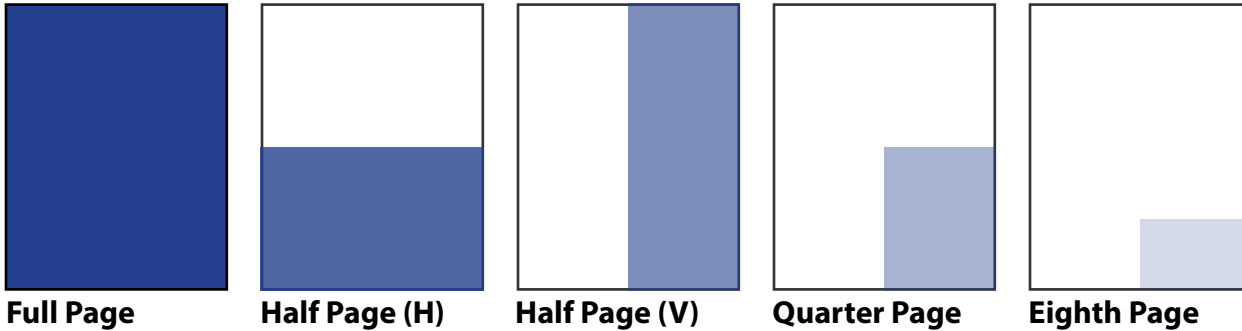
- Online recognition of partnership level, including click through to a URL of your choosing, active the calendar year

**Please see the attached reference for advertising and marketing design specs and deadline structure.*

Corporate Partner Guidelines & Marketing Specs

Each Corporate Partner Membership is valid for one calendar year running January through December. All partners, beginning at the Patron level, receive an announcement in our weekly newsletter highlighting new/upgraded/renewed partnership featuring a short message from your company, your logo and a link to the webpage of your choice. All partners and friends will also be listed and hyperlinked at www.ncasa.net; President's Circle and Leadership Alliance partner listings will display their logo with the listing. Additional marketing can be purchased through NCASA.

Print Access to our Conference Attendees | Annual Conference on Educational Leadership Materials



NCASA will reach out to you for Conference Material ads no later than February 1 with exact measurements for the current year's format. Ads should be print resolution (300 dpi or higher) .EPS or .PDF files with .25 bleeds set in the native file.

Digital Access to our Conference Attendees | Annual Conference on Educational Leadership

NCASA will promote our conference sponsors and their involvement digitally as well. Banner ads are reserved for President's Circle partners. Ads should be 650 pixels wide by 350 pixels high, saved in screen resolution (72-144 dpi).

Weekly Newsletter Marketing | In The Know Ads

NCASA uses Constant Contact to send our weekly newsletter, In The Know. Each week, we feature selected corporate partners. Your company can choose to include your logo, linked back to your website, or an ad or ad series, 425 x 300 pixels high, saved in screen resolution (72-144 dpi) .PNG or .JPG files. A sample ad is included, right.

Strategically Planned Web Marketing

Featured ads in our slide deck rotation frequently call our members to action. Visit www.ncasa.net to view the latest promotions. Slides should be sent 650 x 350 pixels high, saved in screen resolution (72-144 dpi) .PNG or .JPG files.



Meet the NCASA / NCSSA / NCPAPA Team



Katherine Joyce



Anne Strickland



Kara Hamilton



Lucy Kucmierz



Jacqueline Wyatt



Jack Hoke



Dr. Shirley Prince



Tracy McBride



Jamie Woodlief



Elizabeth Martini

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NCASA | NCSSA | NCPAPA

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