



KENTUCKY
SCHOOL
COUNSELOR
ASSOCIATION

Sponsorship, Exhibiting, and Speaking Opportunities!

The Kentucky School Counselor Association is again looking forward to joining forces with many organizations, businesses, universities, and military groups for our **2016 KSCA Conference** to be held in **Lexington, KY February 24 - 26, 2016** at the **Marriott Griffin Gate Resort and Spa**.

Our partnerships have grown over the years and continue to expand as we join together to provide the school counselors of Kentucky with the best leadership development training available. As sponsors, exhibitors, and partners with KSCA, you have the opportunity to meet with school counselors from across the state and share your vision of how we can work together to provide the best opportunities for the students of Kentucky.

Becoming a sponsor or exhibitor will provide your organization with more options for promotion as well as offering KSCA the ability to better recognize your contributions. Please refer to the benefits offered by the various levels set forth below in making your decision on how best to showcase your group this year.

Sponsoring and exhibiting at the KSCA Conference is the perfect way to increase your visibility!

Sponsorship Opportunities

With sponsorship levels ranging from Bronze to Platinum, plus sponsorship of the tote bags, give-away item and Keynote Session, there is something for every marketing objective and budget.

PLATINUM LEVEL BENEFITS

Contributions of \$10,000

Up to 20 minutes to speak to all attendees!

Complimentary Exhibit Space at the KSCA Conference
(Up to two tables and choice of location in exhibit hall)

Complimentary tote bag inserts

One Complimentary Full Page Ad Space in KSCA Newsletter or Conference Program

Complimentary article about your organization in KSCA Newsletter or Conference Program

Organizational website linked to the homepage of the KSCA website

Complimentary tickets/table at the Awards Luncheon

Complimentary tickets to the Connection Reception

Special listing and recognition in the Conference Program

Special recognition in the KSCA Newsletter

Complimentary Email Blast to school counselors through the KSCA database

DIAMOND LEVEL BENEFITS

Contributions of \$5,000

Up to 8 minutes to speak at the Awards Luncheon

Complimentary Exhibit Space at the KSCA Conference (Includes one exhibit table)

One Complimentary Half Page Ad Space in the KSCA Newsletter or Conference Program

One Complimentary article in the KSCA Newsletter or Conference Program

Organizational website linked to the homepage of the KSCA website

Two complimentary tickets to the Awards Luncheon and the Connection Reception

Special listing and recognition in the Conference Program

Special recognition in the KSCA Newsletter

GOLD LEVEL BENEFITS

Contributions of \$2,500

Up to 4 minutes to speak at the Awards Luncheon

- Complimentary Exhibit Space at the KSCA Conference (Includes one exhibit table)
- One Complimentary ¼ Page Ad Space in the KSCA Newsletter or Conference Program
- Complimentary article about your organization in the KSCA Newsletter or Conference Program
- Organizational website linked to the homepage of the KSCA website
- Two complimentary tickets to the Awards Luncheon and the Connection Reception
- Special listing and recognition in the Conference Program
- Special recognition in the KSCA Newsletter

SILVER LEVEL BENEFITS

Contributions of \$1,500

Up to 2 minutes to speak at the Awards Luncheon

- Complimentary Exhibit Space at the KSCA Conference (Includes one exhibit table)
- Organizational website linked to the homepage of the KSCA website
- Two complimentary tickets to the Awards Luncheon and the Connection Reception
- Special listing and recognition in the Conference Program
- Special recognition in the KSCA Newsletter

BRONZE LEVEL BENEFITS

Contributions up to \$1,000 and In-Kind Contributions

- Organizational website linked to the homepage of the KSCA website
- Special listing and recognition in the Conference Program
- Special recognition in the KSCA Newsletter

Keynote Speakers: \$6,000

Sponsoring the Keynote Speaker means your organization will be front and center! A representative from your organization will have the opportunity to introduce the Keynote Speaker and provide your very own infomercial about your organization at the general session in what we call, "And Now A Word From Our Sponsor."

What you receive:

- Introduce the Keynote Speaker at the general session and give a "Word from Our Sponsor" information about your organization.
- PLUS, all the benefits of Diamond Level Sponsorship.

Conference Tote Bags: \$3,000

Your organization's name will be the one that goes home with every attendee when you sponsor the official conference tote bag! All attendees receive a special carryall tote bag to hold their conference materials. Take advantage of promoting your organization on the bag itself, which also displays the KSCA logo. This is a unique marketing opportunity for the sponsor, as counselors use the bags all year.

What you receive:

- Your organization's logo on the opposite side of the bag from the KSCA logo. The tote bag is distributed to all attendees at the registration table.
- PLUS, all the benefits of Gold Level Sponsorship. (Does not include speaking time)

Conference Give-Away Item: \$2,000

Sponsor the conference give-away item provided to every attendee, and your booth traffic will Sky-rocket as all the attendees stop by to pick up their item! Last year, the item was a mouse pads! Other items have included t-shirts and lunch bags, and tumblers!

What you receive:

- Your organization's name and logo along with the KSCA conference artwork on the conference give-away item distributed either at check-in or from your exhibit table.
- PLUS, all of the benefits of Silver Level Sponsorship. (Does not include speaking time)

Conference Program: \$2,000

Sponsor the Conference Program book provided to every attendee, and your organization's name will remain with school counselors when they return to their schools.

What you receive:

- Your full-page COLOR add on the back cover of the program book distributed to every attendee at check-in, and
- All of the benefits of the Silver Sponsorship. (Does not include speaking time)

Conference Neck Wallet: \$2,000

Sponsor the Conference Neck Wallet provided to every attendee, and your organization's name will remain with school counselors when they return to their schools. Most counselors use the neck wallet all year!

What you receive:

- Your organization's name and logo printed on the neck wallet distributed to every attendee at check-in, and
- All of the benefits of the Silver Sponsorship. (Does not include speaking time)