



Sponsor Partner Information Guide Summary

2010–2011

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mathedleadership.org



Letter from NCSM Sponsor Partner Liaisons 2010–2011

Introduction

The National Council of Supervisors of Mathematics (NCSM) is an affiliate of the National Council of Teachers of Mathematics (NCTM). NCSM is entering its 43rd year of leadership in mathematics education. NCSM is the only national organization of its kind—wholly focused on leadership in mathematics education. NCSM members run the gamut, including but not limited to: administrators, authors, consultants, curriculum leaders, department chairs, state or provincial leaders, coaches, mentors, mathematics specialists, coordinators, mathematics supervisors, principals, professional development providers, superintendents, and teacher leaders—people who influence and make decisions about mathematics education. We are a passionate group, hardworking and dedicated to ensuring equitable outcomes in mathematics education.

This summary is intended to share our vision and mission for mathematics education with all our sponsor partners—current and future. It captures the big ideas in the NCSM Partner Sponsor Guide. Details can be found online at our website, mathedleadership.org in individual booklets:

- NCSM Sponsor Partner Opportunity Descriptions
- NCSM Newsletter Advertising Guidelines
- NCSM Platinum and Gold Sponsor Partner Newsletter Article Guidelines
- NCSM Mailing Label Guidelines
- NCSM Annual Conference Guidelines
 - NCSM Annual Conference Program Book Advertising Guidelines
 - NCSM Annual Conference Sponsor Partner Display Guidelines
 - NCSM Annual Conference Bag Guidelines
- NCSM Sponsor and Advertising Form
- NCSM Sponsor Partner Calendar

NCSM Sponsor Partner Liaisons are happy to assist you with your ideas, tell you more about NCSM sponsor partner opportunities, and answer all of your questions:

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Sponsor Partnership Levels for NCSM

NCSM has received tremendous support (both in-kind and monetary) from a variety of sponsor partners over the years. These contributions play an important role in NCSM's ability to provide high-quality professional growth opportunities, services, and products to NCSM members, year in and year out. NCSM has three elite levels of sponsor partnership: Silver, Gold, and Platinum. Contribution levels and associated benefits for each elite level are found later in this summary.

Timing is important

We are eager to begin our partnership with you. Committing early (by August 15) provides the best opportunity to enjoy the most robust set of benefits.

- NCSM's fiscal year (FY) runs from July 1 through June 30.
- On July 1, your contributions for the FY begin at zero because there are no rollovers.
- On June 30, your unused benefits expire because there are no rollovers.
- It is each sponsor partner's responsibility to use their set of earned benefits before the end of the FY.

Contributions, Benefits, and Recognition

There is a close link between elite contribution levels, the timing and level of benefits earned, and when elite sponsor partners are recognized.

- Contributions you make during the FY determine benefits you earn in the next FY.
- Your contribution level and the timing of your commitment determine the benefits you earn.
- NCSM recognizes contributions you make during the same FY of your contribution.

First Timers' Two-For Bonus

When a sponsor partner reaches an elite contribution level the first time:

- The sponsor partner earns commensurate benefits during the same FY as long as they are still available
- The sponsor partner also enjoys the full set of benefits associated with the new elite level during the next FY.

Remember, this bonus is only good the first time you reach a particular elite level.

Documenting Contributions

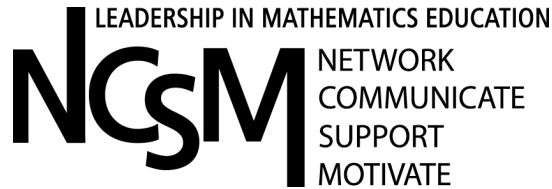
- Each sponsor partner is asked to provide the NCSM Sponsor Liaisons documentation with each contribution or at the end of each sponsored event.

Elite Levels of NCSM Sponsor Partnership

All NCSM support is appreciated and publicly recognized as indicated in each detailed opportunity description. For sponsor partners whose support reaches the following levels, we offer additional benefits.

Levels of Sponsor Partnership July 1, 2010–June 30, 2011	Platinum \$40,000 and above	Gold \$25,000– \$39,999	Silver \$15,000– \$24,999
Opportunity to attend NCSM Conference site visit and meet with the NCSM Conference Committee and view conference venue	☆	☆	☆
First right of refusal next year for any item sponsored this year	☆	☆	☆
One Complimentary standard display booth (with pipe and drape) in the Annual Conference Display Area	☆		
Option to purchase one display booth at market price at the Annual Conference; not included in your NCSM sponsorship contribution		☆	☆
Priority to purchase additional display booth space at market price at the NCSM Annual Conference as space permits	☆		
Option to purchase additional display space at market price at the annual conference as space permits	☆	☆	☆
Complimentary receiving costs for items shipped and used during the NCSM Sponsor Displays	☆	☆	☆
Invitation to attend the NCSM Sponsor Reception prior to the NCSM Annual Conference with photo opportunity	☆	☆	☆
Active link on the NCSM Website	☆	☆	☆
Public recognition by the NCSM Board	☆	☆	☆
Thank you in the <i>NCSM Newsletter</i> and on the NCSM Website	☆	☆	☆
Option to purchase additional NCSM Newsletters or NCSM Journals	☆	☆	☆
Complimentary conference attendee badges (Badges provide access to all sessions except sponsored events.)	4 badges	3 badges	2 badges
Company name listed in the NCSM Annual Conference Program	☆	☆	☆
NCSM membership mailing labels at no charge*	3 sets	2 sets	1 set
One technology showcase session on the NCSM Annual Conference Program with the option to purchase additional sessions; these are available at market price, which is included in your NCSM sponsorship contributions	☆	☆	☆
Tag line in sponsor partner's marketing materials*: "Proud <Silver, Gold, Platinum> Sponsor Partner of NCSM"	☆	☆	☆
Opportunity to publish a showcase article in the <i>NCSM Newsletter</i> *	☆	☆	
Recognition on signage at the NCSM Annual Conference	☆	☆	
One-page flyer* in NCSM Annual Conference bags	☆	☆	
Opportunity to distribute materials* and information* at the sponsor partnered events	☆	☆	
One complimentary showcase session on the NCSM Annual Conference Program	☆	☆	
One piece of marketing material* in NCSM Annual Conference bags	☆		
One complimentary 1-year NCSM membership	☆		

*Note: Materials must have NCSM approval.



2010–2011 NCSM Sponsor Partner Opportunities

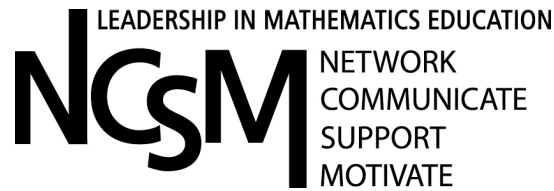
It is always our goal to find mutually beneficial partnerships. The following chart outlines sponsor partner opportunities that NCSM has offered interested parties in the past. We are open to other ideas you may have. Our partners are welcome to combine as many of the following opportunities to place in their Partner Contribution Portfolio.

Sponsor Partner Opportunity	Availability	Cost
ANNUAL CONFERENCE FOOD AND BEVERAGE FUNCTION OPPORTUNITIES		
Monday		
➤ Continental Breakfast	Reserved	TBD
➤ Box Lunch	Share Available	\$38/Lunch (approx)
➤ Early Evening Reception	Available	TBD
Tuesday		
➤ Plated Breakfast with Speaker	Reserved	TBD
➤ Plated Luncheon with Speaker	Reserved	TBD
➤ Caucus Refreshments	Available	TBD
➤ Early Evening Reception	Reserved	TBD
Wednesday		
➤ Plated Breakfast with Speaker	Reserved	TBD
➤ Plated Luncheon with Speaker	Reserved	TBD
ANNUAL CONFERENCE TECHNOLOGY SHOWCASE		
➤ PC lab with 25 computers and 1 leader station, all with Internet access (1 hr session)	Limited number available	\$2500/Tech Showcase
ANNUAL CONFERENCE ARTIFACTS		
➤ Preliminary Program Brochure	Reserved	\$5,000
➤ Program Book	Reserved	\$20,000
➤ Conference Bag	Reserved	TBD
➤ Educational Gift	Available	TBD
➤ Literary Gift	Available	TBD
➤ Mugs	Reserved	TBD
➤ Neck Wallets	Reserved	TBD
➤ Promotional Gift	Available	TBD

Sponsor Partner Opportunity	Availability	Cost
ANNUAL CONFERENCE ATTENDEE SUPPORT		
➤ 4-Pack Combo Registration & Membership	Available	\$1040/pack Unlimited
➤ Bag Stuffing Refreshments	Available	TBD
➤ Cyber Café	Reserved	TBD
➤ Iris Carl Travel Grant Contribution	Available	Unlimited
➤ Volunteer Recognition	Available	TBD
ANNUAL CONFERENCE SUPPORT		
➤ Audio Visual Equipment Support	Multiple Lots Available	\$5000/lot
➤ Conference General Cash Contributions	Available	Unlimited
➤ Keynote Speaker Support	Available	TBD
➤ Major Speaker Support	Available	TBD
➤ Media Production	Reserved	TBD
➤ Podcasting	Reserved	TBD
➤ Publicity Support	Available	Unlimited
➤ Signage	Some Available	\$2000/lot
OTHER ANNUAL CONFERENCE PROPOSED SPONSORSHIPS		
	Available	Unlimited
NCSM SUMMER LEADERSHIP ACADEMY		
➤ General Contributions	Available	≥ \$5000/ Academy
➤ Literary Gift (only available with a contribution of ≥\$5000/ Academy)	Available	TBD
➤ Parting Gift (only available with a contribution of ≥\$5000/ Academy)	Available	TBD
➤ Promotional Gift (only available with a contribution of ≥\$5000/ Academy)	Available	TBD
REGIONAL EVENTS FALL 2010		
NCSM Presented Regional Leadership Seminar		
Denver CO NCSM Leadership Seminar, October 6		
➤ Continental Breakfast	Available	TBD
➤ Plated Luncheon with Speaker	Reserved	TBD
➤ Breaks	Available	TBD
➤ Leadership Seminar General Contributions	Available	Unlimited
Baltimore MD NCSM Leadership Seminar, October 13		
➤ Continental Breakfast	Available	TBD
➤ Plated Luncheon with Speaker	Reserved	TBD
➤ Breaks	Available	TBD
➤ Leadership Seminar General Contributions	Available	Unlimited

Sponsor Partner Opportunity	Availability	Cost
New Orleans LA NCSM Leadership Seminar, October 27		
➤ Continental Breakfast	Available	TBD
➤ Plated Luncheon with Speaker	Reserved	TBD
➤ Breaks	Available	TBD
➤ Leadership Seminar General Contributions	Available	Unlimited
NCSM LEADERSHIP EVENTS AT NCTM REGIONALS		
Denver CO NCTM Regional, October 7–8		
➤ Breakfast with Speaker	Reserved	TBD
➤ Reception	Pending	TBD
Baltimore MD NCTM Regional, October 14–15		
➤ Breakfast with Speaker	Reserved	TBD
➤ Reception	Pending	TBD
New Orleans LA NCTM Regional, October 28–29		
➤ Breakfast with Speaker	Reserved	TBD
➤ Reception	Pending	TBD
TECHNOLOGY, OPERATIONAL, AND ORGANIZATIONAL SUPPORT		
➤ Contributions Supporting NCSM Strategic Initiatives and Projects	Available	Unlimited
➤ Copy Editing	Available	TBD
➤ General NCSM Organizational Contributions	Available	Unlimited
➤ Office Services and Space	Reserved	TBD
➤ Website & E-Mail Hosting	Reserved	TBD
➤ Website Design and Development Support	Available	TBD
MARKETING AND PROMOTIONS		
➤ Electronic Marketing Campaign	Available	Unlimited
➤ Marketing Support	Available	Unlimited
➤ NCSM Membership Brochure	Reserved	TBD
➤ Promotional design, printing, and distribution	Available	Unlimited
➤ Promotional materials (post-its, pencils, pens, lanyards, etc)	Available	Unlimited
MEMBERSHIP SUPPORT		
➤ Educational Gift/Professional Publication (literary gift mailed to all members during the year)	Available	Unlimited
➤ Iris Carl Leadership Grant Contributions	Available	Unlimited
➤ NCSM Membership Scholarships	Available	Unlimited

Sponsor Partner Opportunity	Availability	Cost
ADVERTISING AND PROMOTING YOUR ORGANIZATION		
<i>NCSM Newsletter</i>		
<p>There are 4 issues— Fall (published mid-September) Winter (published mid-November) Spring (published mid-January) Summer (published mid-May)</p>		
<p>Rates depend on the number of ads placed in a fiscal year and the ads' size and color. See details at: http://www.mathedleadership.org/docs/partners/NCSMSponsorToolkitNewsletter.pdf</p>	Available as space permits	\$450 to \$3225 per ad
<p>NCSM members receive the <i>NCSM Newsletter</i> as a benefit of their membership. Readership is therefore made of approximately 2300–2400 leaders in mathematics education; 99% come from the United States and Canada with the other 1% from other countries.</p>		
Annual Conference Program Book		
<p>There is 1 issue— Each attendee receives a Conference Program Book upon arriving. Occasionally the Conference Program Book is also used for promotional purposes.</p>		
<p>Rates depend on an ad's size and color. See details at http://www.mathedleadership.org/docs/partners/NCSMSponsorToolkitProgramBook.pdf</p>	Inside Space is Available	\$425 to \$3600 per ad
<p>On average, the NCSM Annual Conference draws 1600–1700 attendees.</p>		



Mission

The National Council of Supervisors of Mathematics (NCSM) is a mathematics leadership organization for educational leaders that provides professional learning opportunities necessary to support and sustain improved student achievement.

Vision

NCSM envisions a professional and diverse learning community of educational leaders that ensures every student in every classroom has access to effective mathematics teachers, relevant curricula, culturally responsive pedagogy, and current technology.

To achieve our NCSM vision, we will:

- N: Network and collaborate with stakeholders in education, business, and government communities to ensure the growth and development of mathematics education leaders
- C: Communicate to mathematics leaders' current and relevant research, and provide up-to-date information on issues, trends, programs, policies, best practices, and technology in mathematics education
- S: Support and sustain improved student achievement through the development of leadership skills and relationships among current and future mathematics leaders
- M: Motivate mathematics leaders to maintain a life-long commitment to provide equity and access for all learners