

# TOP-TIER SPONSORSHIP OPPORTUNITIES

## DIAMOND, PLATINUM, AND GOLD SPONSORSHIP CORE ENTITLEMENTS

<b>Booth location 2022</b>	Reserved in the heart of CSDC's Partner Row, drawing the highest traffic and premium visibility in the exhibitor hall
<b>Booth location 2023</b>	Priority selection of 2023 booth space while onsite at the 2022 event
<b>Conference tote bag giveaway</b>	Opportunity to include collateral or a unique item (examples include: pen, mints, lip balm) in the attendee registration bag (Sponsor responsible for producing and shipping materials to CSDC)
<b>Signage</b>	Organization's logo featured on a printed sign outside the plenary hall (logo size and placement varies by sponsor level)
<b>Conference website</b>	Hyperlinked logo on conference website home page (csdconference.org)
<b>Conference website</b>	Hyperlinked logo on sponsor thank you page and a 500-word profile on your organization
<b>Exhibit hall map: Logo enhancement</b>	Hyperlinked logo on the exhibit hall floor plan and exhibitor search available to all attendees prior to and onsite at the event
<b>Exhibit hall map: Description</b>	Organization's description on the exhibit hall floor plan and exhibitor search available to all attendees prior to and onsite at the event
<b>Event platform</b>	Inclusion on the event platform of your organization's URL and social media accounts
<b>Email</b>	Hyperlinked logo on a pre-conference promotional email sent by CSDC to all attendees the week prior to the event
<b>Printed event resource guide</b>	Logo included in your listing in the event resource guide
<b>Inclusion in exhibit hall bingo card game</b>	Organization's name and booth number included on the CSDC exhibit hall bingo card game distributed to all attendees for the chance to win a prize provided by CSDC. Attendees who visit sponsors receive additional points
<b>Conference event logo</b>	CSDC conference logo provided to you for your use promoting your presence at the event

SPECIFIC ENTITLEMENTS	DIAMOND	PLATINUM	GOLD
	\$22,000	\$15,000	\$8,000
<b>Registrations</b>	6 comped, full conference registrations	4 comped, full conference registrations	3 comped, full conference registrations
<b>Booth size</b>	4 complimentary 10x10 booths on Partner Row	3 complimentary 10x10 booths on Partner Row	2 complimentary 10x10 booths on Partner Row
<b>Logo: Registration booth panels</b>	Logo prominently displayed in high traffic registration area on registration booth kick panels	Logo prominently displayed in high traffic registration area on registration booth kick panels	Logo included in high traffic registration area on registration booth kick panels
<b>Resource guide ad</b>	Full-page ad in the conference resource guide	1/2- page ad in the conference resource guide	1/4-page ad in the conference resource guide
<b>Logo: Plenary sessions Monday and Tuesday</b>	Logo on an exclusive thank you slide in our conference plenary slide deck between sessions and before plenary sessions.	Logo on an exclusive thank you slide in our conference plenary slide deck between sessions and before plenary sessions	Logo on a Gold Sponsors thank you slide in our conference plenary slide deck between sessions and before plenary sessions.
<b>Acknowledgement: Plenary sessions Monday and Tuesday</b>	Verbal thank you to your organization by name accompanied by a slide and a thank you at the start of the plenary session.	Verbal thank you to your organization by name accompanied by a slide and a thank you at the start of the plenary session.	Verbal thank you to all Gold Sponsors accompanied by a shared slide and a thank you at the start of the plenary session.
<b>Logo: Banner ad in the SAFE Credit Union Convention Center</b>	Exclusive logo in SAFE Credit Union Convention Center (SCC) in a high-traffic area.	Exclusive logo in SAFE Credit Union Convention Center (SCC) in a high-traffic area	Logo in SAFE Credit Union Convention Center (SCC) in a high-traffic area
<b>Pre-conference attendee data</b>	Organizational postal addresses and email addresses ( <i>one-time use only</i> )	Organizational postal addresses and email addresses ( <i>one-time use only</i> )	
<b>Post-conference attendee data</b>	Organizational postal addresses and email addresses ( <i>one-time use only</i> )	Organizational postal addresses and email addresses ( <i>one-time use only</i> )	
<b>Logo: Conference tote bag</b>	Logo included on every conference tote bag and handed out to every event participant. Tote design is chosen at the discretion of CSDC staff.	Logo included on every conference tote bag and handed out to every event participant. Tote design is chosen at the discretion of CSDC staff.	
<b>Programming</b>	2 breakout sessions in the strands of your choice and logo inclusion on the session description in the event platform	1 breakout session in the strand of your choice and logo inclusion on the session description in the event platform	
<b>Programming</b>	1 Learning Lab session in the exhibit hall and logo inclusion on the session description in the event platform	1 Learning Lab session in the exhibit hall and logo inclusion on the session description in the event platform	
<b>Lanyard</b>	Your organization's logo placed alongside the Leadership Update Conference information on every attendee lanyard. Lanyards are chosen at the discretion of CSDC staff		
<b>Pre-event featured article</b>	Work with CSDC staff to tell your story and to highlight how your organization's products and services contribute to the charter sector. This unique article will be disseminated via CSDC's <i>Weekly</i> email to over 19 thousand readers while simultaneously being posted to CSDC's news listings on chartercenter.org. Some parameters apply.		
<b>Post-event email ad</b>	Work with CSDC staff to include an ad to highlight your organization's products and services. This ad will be hyperlinked to the link of your choice. Ad will run in a post-event thank you email for conference participants; location of ad is dependent on space availability. Placement is at the discretion of CSDC staff.		
<b>Reception</b>	Are you interested in hosting a reception? CSDC will offer you a reception space in downtown Sacramento across the street from the Convention Center. The rest is up to you! Some parameters (such as time and date) apply and will require coordination with CSDC staff.		

## EVENT SPONSORSHIP OPPORTUNITIES

### CORE ENTITLEMENTS

<b>Booth location</b>	10x10 booth reserved in the CSDC exhibit hall in the highest traffic area available at selection. Priority selection of 2023 booth space while onsite at the 2022 event
<b>Conference tote bag giveaway</b>	Opportunity to include collateral or a unique item (examples include: pen, mints, lip balm) in the attendee registration bag. (Sponsor responsible for producing and shipping materials.)
<b>Conference website</b>	Your hyperlinked logo on sponsor thank you page and a 500-word profile on your organization
<b>Event resource guide</b>	Your logo included in your listing in the event resource guide
<b>Event resource guide</b>	Inclusion on a "thank you to our sponsors" page
<b>Exhibit hall floor plan</b>	Your hyperlinked logo on the exhibit hall floor plan and exhibitor search available to all attendees prior to and onsite at the event
<b>Exhibit hall floor plan</b>	Your organization's description on the exhibit hall floor plan and exhibitor search available to all attendees prior to and onsite at the event
<b>Event Platform</b>	Inclusion on the event platform of your organization's URL and social media accounts
<b>Bingo card</b>	Organization's name and booth number included on the CSDC Exhibit Hall Bingo Card Game distributed to all attendees for the chance to win a prize provided by CSDC. Attendees who visit sponsors receive additional points
<b>CSDC event logo</b>	CSDC conference logo provided to you for your use promoting your presence at the event

### PACKAGE OPTIONS AND SPECIFIC ENTITLEMENTS

SPONSORSHIP	PACKAGE DESCRIPTION	ENTITLEMENTS	AVAILABLE	COST
<b>Charter Leader Discussion Groups Sponsors</b>	Charter Leader Discussion Groups are a wonderful way to connect with charter leaders. Co-host with CSDC and sponsor your preferred Charter Leader Discussion Group. Your organization is welcome to present for up to 5 minutes about what you do, to distribute swag and prizes, and to network with attendees.	<ul style="list-style-type: none"> <li>• Logo inclusion on the session description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Introduction by CSDC Charter Leader Discussion Group host</li> <li>• 5-minute presentation to Charter Leader Discussion Group participants</li> <li>• Opportunity to provide a branded giveaway to participants</li> <li>• Plenary session slide on Monday</li> </ul>	4	\$7,000 ea.
<b>Event Platform Sponsors</b>	Keep conference participants in the know. Sponsor this year's conference event platform—a browser-based system—and make sure your logo is displayed at the bottom of every page.	<ul style="list-style-type: none"> <li>• Logo inclusion on the bottom of every page w/in the event platform</li> <li>• Logo inclusion on the event platform advertisement in the printed resource guide</li> </ul>	2	\$6,500 ea.
<b>Lunch Sponsors</b>	Help nourish conference participants with a delicious boxed lunch served in the exhibit hall on one of the two full conference days.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo and "lunch provided to you by" signage in the refreshment area of the exhibit hall</li> <li>• Your organization's sticker on every boxed lunch</li> <li>• Plenary session slide on the day of the sponsored lunch</li> </ul>	4	\$4,800 ea.
<b>Afternoon Power-up: Monday Cupcakes and Coffee Sponsors</b>	Help give conference participants a little extra boost by sponsoring the Cupcakes and Coffee refreshment break on Monday. Selections will be at the discretion of CSDC staff and based on availability. Acknowledgement will be on signage in the refreshment area, as well as in the resource guide and event platform.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo and "refreshments provided to you by" signage in the refreshment area of the exhibit hall</li> <li>• Plenary session slide on the day of the sponsored event</li> </ul>	2	\$4,800 ea.
<b>Health and Safety Sponsors</b>	Keep our conference participants healthy and happy by sponsoring our contactless sanitizer stations with a logo placement. Some parameters may apply.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo and "sanitizer provided to you by" signage next to the station</li> <li>• Plenary session slide</li> </ul>	2	\$4,800 ea.
<b>Recorded Sessions Sponsors</b>	Help those who wish to access recorded sessions gain access to the critical trainings and information they need to serve their schools. Select this sponsorship to continue to provide support and access for attendees to access key recorded sessions after the conference. Sessions that are recorded will be left to the discretion of the conference programming team.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Title card at the beginning and end of each recorded session video that states "Recorded sessions are made possible by our conference sponsor: {COMPANY}"</li> <li>• Recorded sessions will be available for viewing for up to 3 months following the event</li> </ul>	3	\$4,800 ea.
<b>Charter Leader Registration Scholarships Sponsors</b>	Work with CSDC to help ensure your clients can attend this year's conference. Scholarship sponsorship includes 5 registrations at the CSDC member group rate, and a special, branded registration code to help your clients complete their registration.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo on thank you signage placed in a high traffic area</li> <li>• Plenary session slide</li> </ul>	10	\$4,800 ea.
<b>Wellness Lounge Massage Chair Sponsors</b>	Every charter leader needs a little help with relaxation. Sponsor our Wellness Lounge's massage chairs, placed in a high-traffic area of the exhibit hall, and bring a smile to every participant's face (and their shoulders)!	<ul style="list-style-type: none"> <li>• Logo inclusion on the exhibit hall map</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo and "relaxation provided to you by" signage next to the station</li> <li>• Plenary session slide</li> </ul>	2	\$4,800 ea.
<b>Sunday Evening Early Arrivals Mixer Sponsors</b>	Help CSDC kick off the conference at the Early Arrivals Mixer on Sunday evening! Attendees participating in sessions on Sunday will be excited to join their colleagues for networking as we debut this year's conference in the new convention center.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo and "happy hour provided to you by" signage on the bars</li> <li>• 25 drink tickets branded to your organization to distribute to attendees</li> <li>• Opportunity to purchase additional branded drink tickets</li> <li>• Plenary session thank you slide on Monday morning</li> </ul>	3	\$4,800 ea.
<b>Afternoon Power-up: Tuesday Coffee and Tea Sponsors</b>	Help give conference participants a little extra power-up with this sponsorship opportunity through a refreshment break on Tuesday. Selections will be at the discretion of CSDC staff and based on availability. Acknowledgement will be on signage in the refreshment area as well as in the resource guide and event platform.	<ul style="list-style-type: none"> <li>• Logo inclusion on the event description in the event platform</li> <li>• Logo inclusion on the event listing in the printed resource guide</li> <li>• Logo and "refreshments provided to you by" signage in the refreshment area</li> <li>• Plenary session slide on the day of the sponsored event</li> </ul>	2	\$3,500 ea.