



SPONSOR: TOP-TIER PACKAGES

| | DIAMOND \$23,000 2 AVAILABLE | PLATINUM \$19,000 3 AVAILABLE | GOLD \$11,000 15 AVAILABLE |
|---|---|---|--|
| Core Entitlements | | | |
| Priority booth: Booth location 2025 | Reserved in the heart of CSDC's Partner Row, drawing the highest traffic and premium visibility in the Exhibit Hall. | | |
| Priority booth: Booth location 2026 | Priority selection of 2026 booth space while onsite at the 2025 event. | | |
| Logo visibility: Exhibit Hall floor plan | Logo and extended description (150-word) on the Exhibit Hall floor plan and directory to all attendees prior to and onsite at the event. | | |
| Logo visibility: Email | Hyperlinked logo on a pre-conference promotional thank you email sent by CSDC to all attendees. | | |
| Attendee engagement: Exhibit Hall Activity Guide | Your organization's name and booth number included on the CSDC Exhibit Hall Bingo Card Game in the Exhibit Hall Activity Guide distributed to all attendees for the chance to win a prize provided by CSDC; attendees who visit top-tier sponsors receive additional points according to the participating organizations' tier. CSDC Vendor members will also be allocated additional points on top of the tier points. | | |
| Promotional tools: Conference event logo | CSDC conference logo provided to you for your use promoting your presence at the event. | | |
| Promotional tools: Conference sponsor card | Custom social card provided by CSDC to promote sponsoring the conference. | | |
| Discount: Event sponsor package | Add any of the event sponsorship packages to existing top-tier entitlements for a 15% discount. | | |
| Specific Entitlements | | | |
| | DIAMOND | PLATINUM | GOLD |
| Booth footprint: Increased foot print | 2 complimentary 10x10 booths on Partner Row. | 2 complimentary 10x10 booths on Partner Row. | 1 complimentary 10x10 booth on Partner Row. |
| Logo visibility: High traffic logo inclusion | Logo prominently displayed in high traffic area (logo size and placement varies by sponsor level). | Logo prominently displayed in high traffic area (logo size and placement varies by sponsor level). | Logo included in high traffic area (logo size and placement varies by sponsor level). |
| Logo visibility: General Sessions | Logo on an exclusive thank you slide in CDSC's conference general session slide deck rotating between sessions and before General Sessions. | Logo on an exclusive thank you slide in CDSC's conference general session slide deck rotating between sessions and before General Sessions. | Logo on a "Gold Sponsors" thank you slide in CDSC's conference general session slide deck between sessions and before General Sessions. |
| Discount: Registrations | 8 total complimentary, full conference registrations inclusive of booth package allotments. | 6 total complimentary, full conference registrations inclusive of booth package allotments. | 4 total complimentary, full conference registrations inclusive of booth package allotments. |
| Discount: Discount on additional booth space | Additional booths available at super early pricing. | Additional booths available at super early pricing. | Additional booths available at super early pricing. |
| Attendee engagement: Networking Reception drink tickets | 20 networking reception drink tickets with sponsor's logo to be distributed at sponsor's discretion (plus opportunity to purchase additional branded tickets). | 15 networking reception drink tickets with sponsor's logo to be distributed at sponsor's discretion (plus opportunity to purchase additional branded tickets). | 10 networking reception drink tickets with sponsor's logo to be distributed at sponsor's discretion (plus opportunity to purchase additional branded tickets). |
| Acknowledgement: General Sessions | Verbal thank you to your organization by name accompanied by a Diamond Sponsors slide at the start of the General Session. | Verbal thank you to your organization by name accompanied by a Platinum Sponsors slide at the start of the General Session. | Verbal thank you to all Gold Sponsors accompanied by a shared slide and a thank you at the start of the General Session. |
| Logo visibility: Conference website | Logo on sponsor thank you page and a 150-word description. | Logo on sponsor thank you page and a 150-word description. | |
| Logo: Conference website | Hyperlinked logo on conference website home page (csdcconference.org). | Hyperlinked logo on conference website home page (csdcconference.org). | |
| Promotional tools: LinkedIn social post | NEW! Logo inclusion and your company's account tagged on one sponsor tier LinkedIn post prior to conference. Placement and timing at CSDC's discretion. | NEW! Logo inclusion and your company's account tagged on one sponsor tier LinkedIn post prior to conference. Placement and timing at CSDC's discretion. | |
| Data: Pre-conference attendee organization file | NEW! Pre-event file with participating organizations and job titles provided 2 weeks before the event. | NEW! Pre-event file with participating organizations and job titles provided 2 weeks before the event. | |
| Data: Post-conference attendee file | Organizational postal addresses and email addresses of attendees who "opt in" provided 2-3 weeks after the conference (one time use only—requires signing an "honor use" agreement). | Organizational postal addresses of attendees who "opt in" provided 2-3 weeks after the conference. | |
| Logo visibility: Conference tote bag | Logo included on every conference tote bag and handed out to every event participant. Logo is sized according to sponsor tier. Tote design is chosen at the discretion of CSDC staff. | Logo included on every conference tote bag and handed out to every event participant. Logo is sized according to sponsor tier. Tote design is chosen at the discretion of CSDC staff. | |
| Programming: Breakouts | 2 breakout sessions in the strands of your choice and logo inclusion on the session description. Must be scheduled by September 19. | 1 breakout session in the strand of your choice and logo inclusion on the session description. Must be scheduled by September 19. | |
| Programming: Learning Lab | 1 Learning Lab session in the exhibit hall and logo inclusion on the session description. Must be scheduled by September 19. | 1 Learning Lab session in the exhibit hall and logo inclusion on the session description. Must be scheduled by September 19. | |
| Materials: Tote bag | Opportunity to include collateral or a unique item (examples include: pen, mints, lip balm) in the attendee tote bag. (Sponsor responsible for producing and shipping materials to the Advanced Warehouse.) Item must be approved by CSDC; CSDC strongly encourages a reusable item in place of a paper brochure, ad, postcards, etc. to ensure longevity. | Opportunity to include collateral or a unique item (examples include: pen, mints, lip balm) in the attendee tote bag. (Sponsor responsible for producing and shipping materials to the Advanced Warehouse.) Item must be approved by CSDC; CSDC strongly encourages a reusable item in place of a paper brochure, ad, postcards, etc. to ensure longevity. | |
| Ad: Pre-event email | NEW! Work with CSDC staff to include a logo and 1 sentence (25 words or less) to highlight your organization's products and services before the conference in <i>CSDC Weekly</i> . This logo will be hyperlinked to the link of your choice. Placement is at the discretion of CSDC staff. Runs 2-3 weeks before conference. Must be received by August 4. | NEW! Work with CSDC staff to include a logo and 1 sentence (25 words or less) to highlight your organization's products and services before the conference in <i>CSDC Weekly</i> . This logo will be hyperlinked to the link of your choice. Placement is at the discretion of CSDC staff. Runs 3-4 weeks before conference. Must be received by August 4. | |
| Ad: Slide ad in general session space | Share more about your organization through a rotating ad in the General Session space, shown between sessions and before General Sessions in the main ballroom. Must be received by September 1. | | |
| Article: Pre-event feature | 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 <i>CSDC's Weekly</i> email to thousands of readers while simultaneously being posted to CSDC's news listings on chartercenter.org. Some parameters apply. Must be submitted to CSDC by August 4. | | |
| Ad: Post-event email | 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. Must be received by August 4. | | |
| Programming: Session welcome and resource distribution | NEW! Sponsor a mutually agreed-upon session and share for up to 5 minutes about your organization's products, services, and expertise. Session does not include sponsorship logo placement but can include a resource giveaway that aligns with the session's content; resource must be approved by both CSDC and the presenter(s). | | |



SPONSOR: EVENT-SPECIFIC

Core Entitlements

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|--|---|
| Locked booth pricing | Reservation locked in at the super early pricing + priority selection of 2026 booth space while onsite at the 2025 event. |
| Included conference website logo and description | Your organization's logo and 150-word description on sponsor thank you page, available to all visitors on the website. |
| Included conference website exhibitor floorplan booth linked | Your organization's 150-word description available to all visitors on the website looking at the exhibit hall floorplan. |
| Linked socials | Your organization's preferred website and social media accounts linked via icon in its listing in the exhibitor and sponsor directory. |
| Included in CSDC's Vendor Directory logo and description | Your organization's 150-word description and logo posted on CSDC Vendor Directory on chartercenter.org until March 1, 2026. CSDC's searchable vendor directory of products and service providers is available to the entire California charter school sector. |
| Included in Exhibitor Hall Activities Guide | Your organization's name and booth number included on the CSDC Exhibitor Bingo Game in the Exhibit Hall Activity Guide distributed to all attendees for the chance to win prizes provided by CSDC. Attendees who visit sponsors receive additional points. |
| CSDC event logo | CSDC conference logo provided to your organization for your use promoting your presence at the conference. |
| In absentia | If a sponsor is not exhibiting and selects a sponsorship opportunity, 2 attendee registrations may be included for \$878; any additional registrations beyond the first two may be added at the additional exhibitor/sponsor rate. |

Package Options & Entitlements

| SPONSORSHIP | PACKAGE DESCRIPTION | ENTITLEMENTS | AVAIL. | COST |
|--|---|--|--------|----------|
| Vendor Reception Advertising | Are you hosting a reception? Promote your networking event in the conference programming and in the welcome email. Some parameters—such as time and date for promotion—apply and will require coordination with CSDC staff. | <ul style="list-style-type: none"> • Logo inclusion on the event description in program search. • General Session slide on the day of the event | 8 | \$3,500 |
| Afternoon Power-up: Refreshment Sponsors | Help give conference participants a little extra boost by sponsoring the coffee and snack refreshment break. Selections will be at the discretion of CSDC staff and based on availability. | <ul style="list-style-type: none"> • Logo inclusion on the event description in the website • Logo and "refreshments provided to you by" signage in the refreshment area of the exhibit hall • General Session slide on the day of the sponsored event | 2 | \$4,800 |
| Conference Workshop Sponsors | Co-host with CSDC and sponsor your preferred available workshop. Your organization will have the opportunity to present for 5 minutes, distribute swag, prizes, and network with attendees. Workshops are half day, final conference day events focused on providing training and resources to a specific subset of charter leaders such as board members or those new to their leadership roles. Workshop sponsorship is a wonderful way to connect with charter leaders. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Introduction by CSDC to workshop participants • 5 minute presentation to workshop participants • Opportunity to provide a branded giveaway to participants • General Session "thank you" slide | 4 | \$5,000 |
| Productivity Lounge Sponsor | Help attendees relax and connect with what's happening back at their schools in one of the exhibit hall's popular connectivity lounges which include soft seating, electrical outlets, and wifi access. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "lounge provided to you by" signage in the lounge • General Session "thank you" slide | 2 | \$5,000 |
| Lanyard Sponsor | Feature your organization's logo alongside the conference and principal sponsor logo on the lanyard. CSDC staff discretion reserved. | <ul style="list-style-type: none"> • Logo inclusion on the conference lanyard | 1 | \$12,000 |
| Wifi Sponsor | Sponsor the conference wifi; choose the password (subject to approval) for the network available to attendees throughout the convention center. | <ul style="list-style-type: none"> • Exclusive opportunity to choose wifi password • Logo inclusion on wifi information on conference information page(s) • Logo on splash page used by every attendee when inputting password • General Session "thank you" slide with password at General Session | 1 | \$8,000 |
| Lunch Sponsors | Help nourish conference participants with a boxed lunch served in the exhibit hall on one of the two full conference days. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "lunch provided to you by" signage in the refreshment area of the exhibit hall • General Session slide on the day of the sponsored lunch | 4 | \$4,800 |
| Charter Leader Registration Scholarships Sponsors | Work with CSDC to help ensure California's charter leaders 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"> • Logo inclusion on the session description in the website on registration page • Logo on thank you signage placed in a high traffic area • General Session "thank you" slide and announcement | 3 | \$5,000 |
| Networking Reception Sponsors | Help CSDC kick off the conference at the Networking Reception! | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "Networking Reception provided to you by" signage on the bars • 25 branded drink tickets branded to your organization to distribute to attendees • Opportunity to purchase additional branded drink tickets • General Session slide "thank you". | 1 | \$7,500 |
| Taste of Palm Springs Gathering | Help CSDC open pre-conference check-in by sponsoring our "Taste of Palm Springs" gathering - with a mocktail of your choosing off the menu. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "Taste of Palm Springs beverage provided to you by" signage in the lobby and near tasting event • Tent card ads can be placed on highboys in lobby during tasting event • General Session slide "thank you". | 2 | \$5,000 |
| Nav Sign Sponsors | Help CSDC attendees know where they are with these directional and map signs placed throughout the conference event space. | <ul style="list-style-type: none"> • Logo and placed on the bottom of the signage on 3 map "You are here" signs • Logo on website on map pages • General Session slide "thank you" | 3 | \$3,000 |
| Finance Update Sponsor | Sponsor this perennial favorite session with Eric Premack. Eric will provide a deeper dive into important finance topics. Targeted at business officers, board treasurers, school executives, and district oversight staff (but open to all), Eric shares his fine-grained insights on current fiscal issues and his "crystal ball" view on long-term fiscal challenges, opportunities, and strategies. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "sponsored by" signage at the session door • Logo on introduction slide • Verbal thank you from presenter | 1 | \$6,500 |
| Out-of-the-Box Nonclassroom-based Schools Update Sponsor | Sponsor this iconic session with Eric Premack as he provides an update on key nonclassroom-based law, policy, and practice issues, updates on recent litigation and prosecutions, prospects for the upcoming legislative session, controversial practice issues, and other timely topics. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "sponsored by" signage at the session door • Logo on introduction slide • Verbal thank you from presenter | 1 | \$6,500 |
| Leadership Update Presentation Sponsor | Sponsor CSDC's key note session on the general session stage in the premier annual presentation that provides charter school leaders and stakeholders with the critical information they need to remain informed, current, and to best serve their charter organization(s). The Annual Leadership Update Presentation is valued within the charter sector for its unfiltered, hard-hitting, bottom-line coverage of vital topics. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "sponsored by" signage at the session door both days • Logo on introduction slide both days • Verbal thank you from presenter | 1 | \$11,000 |
| Accountability Workshop Sponsor | CSDC's Accountability Workshop is the most well-attended workshop at the annual CSDC Conference, year over year. CSDC staff and experts provided important background to understanding charter renewal dos and don'ts. | <ul style="list-style-type: none"> • Logo inclusion on the session description in the website • Logo and "sponsored by" signage at the session door • Logo on introduction slide • Verbal thank you from presenter | 1 | \$6,000 |
| Advertisement Opportunity: Slide Ad in General Session Space | Share more about your organization through a rotating ad in the general session space, shown between sessions and before General Sessions in the main ballroom. Limit one per organization for tiered sponsors only. | <ul style="list-style-type: none"> • Rotating one slide ad in the general session space | 3 | \$3,000 |
| Wellness Sponsor | Support participant wellness by contributing to the wellness packets that will build out this year's tote contents. These are given out at registration. Participating sponsors can elect to provide a particular wellness item with their branding on it. Choose to provide: reusable water bottle, wellness challenge cards, lavender oil dabbers, cards with QR codes to wellness tips, or facial tissues. *Wellness item must be selected by sponsor from a pre-determined list of options and paid at own expense and can be shipped to advance warehouse under Show Management account. | <ul style="list-style-type: none"> • Logo inclusion and thank you on registration page • Logo and "thank you" signage near Productivity Lounge and registration • Logo on General Session slide • Verbal thank you in General Session | 7 | \$1,000 |
| Program Search Sponsor with an ad on program search page | Share a rotating ad on the CSDC conference program search page on the website once attendee registration goes live. Location to be decided by CSDC. | <ul style="list-style-type: none"> • Logo inclusion in the footer of the program search page; placement is at CSDC's discretion • Verbal thank you in General Session | 2 | \$4,000 |
| Additional drink tickets | Networking Reception drink tickets | <ul style="list-style-type: none"> • 25 networking reception drink tickets with sponsor's logo to be distributed at sponsor's discretion (plus opportunity to purchase additional branded tickets) | | \$500 |



EXHIBITOR CORE BENEFITS

SUPER EARLY

\$3,450 CSDC VENDOR MEMBERS
\$3,750 NONMEMBERS

BY MARCH 31

EARLY

\$3,850 CSDC VENDOR MEMBERS
\$4,150 NONMEMBERS

BY JULY 31

STANDARD

\$4,150 CSDC VENDOR MEMBERS
\$4,450 NONMEMBERS

AFTER JULY 31

Included with Each 10'x10' Booth Space

- Pipe railing, 8' high curtain back wall, and 3' high curtain side rails
- (1) 6' draped table
- (2) chairs
- (1) waste basket
- (1) 7" x 44" identification sign with your company's name and booth number
- General security guard service
- Daily aisle maintenance
- Your organization's 50-word description on the digital exhibit hall floor plan and exhibitor search; available to all attendees prior to and on-site at Want to share more about your organization? Check-out the CSDC event sponsor add-ons.
- Your organization's preferred website linked via icon in the exhibitor and sponsor directory listing.
- Your organization's social media accounts linked via icon in the exhibitor and sponsor directory listing.
- Inclusion on CSDC Vendor Directory on chartercenter.org until March 1, 2026. CSDC's searchable vendor directory of products and service providers is available to the California charter school sector.
- Your organization's name and booth number included on the CSDC Exhibit Hall Bingo Card Game distributed to all attendees for the chance to win prizes provided by CSDC.
- (2) Booth organization representatives full conference registration per booth rented. Includes drink tickets to Networking Reception, lunches, and coffee breaks for reps.
- Custom social card provided by CSDC to promote exhibiting at the conference.
- Additional attendee registration cost registered at exhibitor registration rate.