



“Above All, Students First”

Texas Association of Secondary School Principals Corporate Partnership Program

The Texas Association of Secondary School Principals is an association formed by and for over 5,600 campus level administrators. Established in 1922, its purpose is to build an active network of educators that want to take responsibility for the quality of school leadership. TASSP focuses on the need for collaboration between all stakeholders in education while using as its foundation a very effective volunteer force that provides a statewide knowledge base and informed leadership.

Because TASSP members make the purchasing decisions for their middle level and high school campuses, and because our business partners supply the materials and services that benefit schools, we feel that TASSP is strategically organized to bring the two groups together.

Please take time to review this brochure. TASSP has combined into one annual prospectus, opportunities for businesses to select from a menu of exhibit shows, print advertising and sponsorships. An alliance between school leaders and business leaders offers a clear opportunity for mutual benefit.

TASSP Workshop Exhibits

The exhibit show at TASSP events provides a relaxed setting for the school buyer to consider and select products for their schools. See the Exhibit Contract for dates, pricing and booth information. Call Ofra Levinson for more information: (512)443-2100 x8507.

2022 TASSP SUMMER WORKSHOP

- More than 2,700 secondary school administrators are expected to attend the event.
- To increase traffic in the Summer Workshop Exhibits, some booths can be designated as TASSP Passport Booths. Attendees who visit these passport booths are eligible to win cash prizes.
- With more than 140 exhibitors representing a variety of school-related products, and demonstration sessions, it's the center of activities.

ASSISTANT PRINCIPAL WORKSHOP

- Average registered attendance: 300
- This workshop gives the business partner an opportunity to build customer loyalty with the Assistant Principals (and many future Principals) of Texas. There is also a strand for students enrolled in the university principal certification programs.

MAKING MIDDLE SCHOOL MATTER SYMPOSIUM

- Average registered attendance: 300
- This workshop gives the business partner an opportunity to build customer loyalty with middle level administrators and teachers.

TASSP Publications and Print Advertising

Advertising with TASSP builds and reinforces your relationship with Texas secondary school leaders.

See the Advertising Contract for pricing and size information. Call Ofra Levinson for more information: (512)443-2100 x8507.

TEXAS STUDY OF SECONDARY EDUCATION

Magazine Published Fall/Winter and Spring/Summer

The Association's professional journal, the Texas Study of Secondary Education, is published in the fall and in the spring and mailed to all members. Each issue focuses on topics of interest to secondary school administrators with authors ranging from experienced members to nationally-recognized experts in education. Exhibitors can use the Texas Study to encourage traffic and promote interest in their booth at the subsequent TASSP Exhibit Shows. For those companies who don't exhibit at workshops, an ad provides a way to reach all TASSP members.

Full Color: Full Page Ad: \$800 | Half Page Ad: \$600 | Third Page Ad: \$500 | Small Ad: \$300

TASSP SUMMER WORKSHOP PROGRAM

Annual Conference in June

Advertising in the TASSP Summer Workshop program provides the opportunity for exhibitors to place contact information, coupons and other timely announcements to conference participants. It also allows exhibitors to build good customer recognition and to increase attendance in the TASSP Exhibit Shows.

PDF PROGRAM: Full Page Ad: \$700 | Half Page Ad: \$500 | Third Page Ad: \$350
Small Ad: \$200

TASSP Vision:

To offer Texas principals and assistant principals a forum to explore the best practices in school administration with the ultimate goal of helping facilitate student learning. It is the intent of the organization that we honor our motto, "Above All, Students First," in all that we do.



Texas Association of Secondary School Principals Corporate Partnership Program

TASSP is honored to work in partnership with corporations who choose to support the mission and goals of providing quality professional development to secondary school leaders. The contributions received through this program go directly to securing well-known consultants, researchers and experts on topics of interest to secondary school leaders. This program gives corporate partners expanded opportunities to meet face-to-face with TASSP members at workshops, seminars and conferences.

Become a partner in Texas Secondary Education and select a plan that ensures you receive maximum exposure for your dollars.

Contact Ofra Levinson to discuss partnership options: 512-443-2100 x8507 or ofra@tassp.org

Associate Level \$2,500

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Exhibit table at Assistant / Aspiring Principal Workshop OR Making Middle School Matter Symposium

Bronze Level \$3,500

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- One-third page ad: Texas Study Fall OR Spring Editions
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- One premium inline booth at Summer Workshop

Silver Level \$5,000

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP-sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- One-half page ad: Texas Study Fall OR Spring Editions
- Partner generated resource sent by TASSP via email (for approval by TASSP), one (1 per year)
- One premium inline booth at Summer Workshop
- Passport Booth: one (1) days designation at Summer Workshop Day1 or Day 2
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium

Gold Level \$7,500

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Full page ad: Texas Study Fall OR Spring Editions

- Advertise in TASSP online News Highlights, one (1 per year)
- Partner generated resource sent by TASSP via email (for approval by TASSP), one (1 per year)
- Feature partner on News Highlight issue one (1 per year)
- One premium corner & inline booth at Summer Workshop
- Passport Booth: one (1) days designation at Summer Workshop Day 1 or Day 2
- Sponsor: one (1) door prizes (\$500)
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- One (1) registration for Summer Workshop
- One (1) (per year) Facebook and Twitter mentioning postings
- *5 minutes custom Video to show at region meetings

Platinum Level \$10,000

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Full page ad: Texas Study Fall AND Spring Editions
- One third-page ad on Summer Workshop program
- Advertise in TASSP online News Highlights, one (1 per year)
- Partner generated resource sent by TASSP via email (for approval by TASSP), two (2 per year)
- Feature partner on News Highlight issue one (1 per year)
- Two premium corner booths at Summer Workshop
- Passport Booth: one (1) days designation at Summer Workshop Day1 or Day 2
- Sponsor: one (1) door prizes (\$500)
- Exhibit table at Virtual Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- One (1) registration for Summer Workshop
- Two (2) (per year) Facebook and Twitter mentioning postings
- *5 minute custom Video to show at region meetings

Diamond Level \$17,000

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings

- Full page ad: Texas Study Fall AND Spring Editions
- Article in Texas Study of Secondary Education Journal (must be submitted for review)
- One half-page ad in Summer Workshop program
- Advertise in TASSP online News Highlights, two (2 per year)
- Partner generated resource sent by TASSP via email (for approval by TASSP), two (2 per year)
- Feature partner on News Highlight issue two (2 per year)
- Two premium corner booths at Summer Workshop
- Passport Booth: two (2) days designation at Summer Workshop
- Sponsor: two (2) door prizes (\$500)
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- Two (2) registrations for Summer Workshop
- Introduction of Corporate Partners at TASSP-designated General Session
- Three (3) (per year) Facebook and Twitter mentioning postings
- *5 minute custom Video to show at region meetings

Executive Level \$25,000

- TASSP Associate Membership
- Logo and Weblink from www.tassp.org
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5 Summit at general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Full page ad: Texas Study Fall AND Spring Editions inside front or back cover
- Article in Texas Study of Secondary Education Journal (must be submitted for review)
- One page ad in Summer Workshop program
- Advertise in TASSP online News Highlights, two (2 per year)
- Partner generated resource sent by TASSP via email (for approval by TASSP), three (3 per year)
- Feature partner on News Highlight issue two (2 per year)
- One premium square (4 booths) at Summer Workshop
- Passport Booth: two (2) days designation at Summer Workshop
- Sponsor: two (2) door prizes (\$500)
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- Two (2) registrations for Summer Workshop
- Introduction of Corporate Partners at TASSP-designated General Session
- Underwriter for TASSP-selected keynote speaker
- Three (3) (per year) Facebook and Twitter mentioning postings
- *5 minute custom Video to show at region meetings

** Video must be approved by Archie E. McAfee at least a week before the region meeting.*

Texas Association of Secondary School Principals

For full details and registration, please visit www.tassp.org.

Corporate Partnership Benefits 2021-22

Sponsorship Level	Associate \$2,500	Bronze \$3,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000	Diamond \$17,000	Executive \$25,000
Membership							
TASSP Associate Membership	Included	Included	Included	Included	Included	Included	Included
General Marketing							
Logo and weblink from www.tassp.org website	Included	Included	Included	Included	Included	Included	Included
Online recognition at TASSP Events	Included	Included	Included	Included	Included	Included	Included
Logo on Keynote slide and handouts at Virtual or In-Person Region Meetings	Included	Included	Included	Included	Included	Included	Included
Advertising							
Texas Study of Secondary Education Professional Journal advertising		1/3 page Fall or Spring edition	1/2 page Fall or Spring edition	Full page Fall or Spring edition	Full page Fall and Spring edition	Full page Fall and Spring edition	Full page Fall and Spring edition ¹
Article in Texas Study of Secondary Education Journal (must be submitted for review)						Included	Included
Summer Workshop ad on PDF Program					1/3 page	1/2 page	Full page
Advertise in TASSP online News Highlights				1 / year	1 / year	2 / year	2 / year
Partner generated resource sent by TASSP via email (for approval by TASSP)			1/ year	1/ Year	2 / year	2 / year	3 / year
Feature partner on News Highlight issue				1/ Year	1/ Year	2 / year	2 / year
Exhibits							
Exhibit Booth at Summer Workshop		1 Inline	1 Corner	1 Corner & 1 Inline	2 Corners	2 Corners	1 Square (4 booth)
Passport Booth two-day designations at Summer Workshop: day 1 and/or day 2			One day	One day	One day	Two days	Two days
Sponsor: Door Prize/s (\$500 each) at Summer Workshop				One door prize	One door prize	Two door prizes	Two door prizes
Exhibit Table at Assistant / Aspiring Principal Workshop	1 Table OR 1 Table	1 Table	1 Table	1 Table	1 Table	2 Tables	2 Tables
Exhibit Table at Making Middle School Matter Symposium		1 Table	1 Table	1 Table	1 Table	2 Tables	2 Tables
Registrations for Summer Workshop				One registration	One registration	Two registrations	Two registrations
Introduction of Corporate Partners at TASSP-designated General Session						Included	Included
Underwriter for TASSP-selected keynote speaker							Included
Social Media							
Facebook and Twitter Mentioning				1 post/year	2 posts/year	3 posts/year	3 posts/year
5 minutes custom Video to show at region meetings				Included	Included	Included	Included

1: Inside front or back cover.



www.TASSP.org

