VAISEF

2027

Partner Program

Virginia Association of Independent Specialized Education Facilities
6800 Paragon Place, Suite 640
Richmond, VA 23230
office@vaisef.org
vaisef.org

Partner with VAISEF

VAISEF partners play an important role in supporting the programs, professional development, and connections that strengthen Virginia's specialized education community. In return, partners receive meaningful opportunities to build visibility, share expertise, connect with leaders, and demonstrate their commitment to the students, schools, and professionals VAISEF serves.

Whether your organization is looking for year-round recognition, a presence at VAISEF conferences, or a targeted opportunity to reach members, this guide offers flexible options to help you build a partnership that aligns with your goals and budget.

How to Use This Guide

There are two ways to participate:

Choose an annual partnership level.
Select the President's Club, Benefactor, or Supporter level to receive a package of year-round recognition and conference benefits. Annual partners may also add individual sponsorship, advertising, or engagement opportunities.

Build your own partnership.
Select individual conference, year-round, or digital opportunities à la carte. If your total annual investment reaches one of the partnership thresholds, your organization will also receive the additional benefits associated with that level.

For example, an organization that selects several conference sponsorships and digital advertising opportunities totaling $6,250 or more would qualify for the Supporter level and receive the corresponding year-round partner benefits.

All opportunities are subject to availability. VAISEF will work with partners to create a package that provides meaningful value for both the organization and the VAISEF community.

Have a creative idea to explore with us?

We're happy to work with you!

Contact **David Walsh** at sponsorships@vaisef.org or (703) 403-4791.



YEAR-ROUND OPPORTUNITIES

Partnership Levels

President's Club Partner | $11,000+

- Includes Diamond Sponsorship for Fall and Spring Conferences
  Features: exhibitor table, full networking access, two (2) full package registrations, most prominent recognition at conferences on signage and from podium, slide shows, badge ribbons.
- Featured recognition as President's Club Partner on VAISEF home page
- Opportunity for 1-2 minute speech or video at Fall and Spring Conference
- One dedicated email to the VAISEF membership promoting your educational resource, product, or service (content subject to VAISEF approval).
- Opportunity to present one educational webinar for VAISEF members (content subject to VAISEF approval).
- Hero Banner ad in one (1) e- newsletter
- Select one meal or networking reception sponsorship at both the Fall and Spring Conferences at no additional cost (subject to availability).
- Receive first priority in selecting additional conference sponsorships, year-round partnership opportunities, and digital advertising.
- Co-Branded Conference Giveaway for Attendees (Sponsor chooses and pays for item, subject to VAISEF approval)

Benefactor Partner | $8,750+

- Gold Sponsorship for Fall and Spring Conferences
  Includes: exhibitor table, one (1) full package registration, prominent conference recognition underneath President's level
- Recognition on the VAISEF Partner webpage with logo and company profile.
- Featured Banner ad in one (1) e-newsletter
- Choice of one (1) breakout education sponsorship at both Fall and Spring Conference for no additional charge (subject to availability)
- Priority access to select additional conference sponsorships, year-round partnership opportunities, exhibit locations, and digital advertising before they become available to the general membership.

Supporter Partner | $6,250+

- Silver Sponsorship for Fall and Spring Conferences
  Includes: one full registration, prominent conference recognition underneath Benefactor level.
- Priority selection (after Benefactor) of additional Annual Conference sponsorship options, year-round opportunities, and digital advertising.
- Recognition on the VAISEF Partner webpage with logo and company profile.
- Recognition in one e-newsletter as a VAISEF Annual Partner
- Opportunity to submit one educational resource (white paper, guide, checklist, etc.) for inclusion in the VAISEF online resource library or member newsletter (subject to approval)

Fall and Spring Conference Sponsorships

	Diamond ($5,500)	Gold ($4,375)	Silver ($2,000)
1 minute video or speech from sponsor at conference	X		
Awarded with Plaque during General Session	X		
Two (2) Full Registrations	X		
Exclusive Specialty Event (reception, meal) sponsorship	X		
Opportunity to distribute branded giveaway	X		
Featured in pre-conference Sponsor Spotlight email	X		
Premium exhibit table location	X	X	
Exclusive Breakout Session Sponsor		X	
Logo on Conference Registration Page		X	
One (1) Full Registration		X	X
Recognition in printed program	X	X	X
Logo on conference website	X	X	X
Logo on conference signage	Large	Medium	Standard
Recognition from podium	X	X	X



Á LA CARTE OPPORTUNITIES

Fall and Spring Conference Sponsorships

Pricing is per individual conference

Keynote Speaker Sponsorship | $2,000
Your company will be recognized by Board Chair during introduction of the keynote speaker, with logo on intro slides, as well as in closing remarks.

Breakout Education Sponsorship | $1,000
Your company's representative will introduce breakout education speaker, with logo on intro slides, as well as in closing remarks. You will have the opportunity to provide a handout or giveaway to attendees of breakout session.

Name Badges | $1,300
Have your logo prominently displayed alongside VAISEF's logo on all name badges used for Fall or Spring Conference. This is a great way to build your brand and keep your organization in front of the leaders of the specialized education community.

Cocktail Napkins | $1,000
Have your logo displayed on each cocktail napkin at all receptions/meals/breaks at Fall or Spring Conference.

Breakfast (Day 1 or Day 2) | $1,750
Become the exclusive sponsor of one conference breakfast. Your company will be recognized with tent cards on each breakfast table, from the podium during welcome remarks, and on presentation slides. You may provide branded napkins or giveaways (subject to approval).

Lunch | $1,750
Receive exclusive recognition throughout the conference lunch, including signage, podium acknowledgment, and logo placement on presentation slides. A great opportunity to connect with attendees during one of the conference's highest-attended networking opportunities.

Reception | $2,000
Sponsor the conference networking reception and receive prominent recognition on signage, from the podium, and on presentation slides. Opportunity to provide branded cocktail napkins or giveaways (subject to approval).

President's Reception | $2,000
Sponsor the exclusive President's Reception for school leaders, board members, and invited guests. Includes premium recognition before and during the reception through signage, podium acknowledgment, and event materials.

Dinner | $2,500
Receive exclusive recognition during the conferences themed dinner celebration, including signage, logo placement, and podium recognition. One company representative will have the opportunity to offer brief welcome remarks (if desired).

Á LA CARTE OPPORTUNITIES

Fall and Spring Conference Sponsorships (cont.)

Break | $750
Sponsor one networking refreshment break and keep your organization top-of-mind while attendees recharge between educational sessions. Includes signage at the break station and recognition on conference slides.

Registration Refreshments | $750
Welcome attendees as they arrive by sponsoring refreshments available during conference registration. Includes signage at the registration area and recognition in conference materials.

Professional Headshot Booth or Fun Photo Booth | $3,500
Provide attendees with a memorable conference experience while increasing your organization's visibility. Your company will receive recognition on booth signage, in conference materials, and on event slides, with the opportunity to display your logo on digital photos or photo booth prints (where available).

Room Drop | $2,000
Place your branded promotional item or marketing piece directly in attendees' hotel guest rooms, ensuring your message is seen outside of the conference environment. Sponsor is responsible for providing materials and any applicable hotel handling or delivery fees.

Hotel TV Welcome Message | $1,500 (based on hotel availability)
Welcome attendees upon arrival with a customized message or branded graphic displayed on the in-room hotel television welcome screen. A unique opportunity to make a strong first impression before conference activities begin, subject to hotel capabilities and availability.

Hotel Key Card Sponsorship | $2,000
(available based on hotel ability)
Keep your brand in attendees' hands throughout their stay with your logo prominently featured on hotel guest room key cards. This high-visibility sponsorship provides repeated exposure from check-in through departure. Sponsor is responsible for production costs associated with the customized key cards.



Exhibit Table (for member schools only) | $1,000
Showcase your school and connect with fellow VAISEF members through a dedicated table display in the Fall Conference exhibit area.

Additional Year-Round Opportunities

Lanyards | $2,750
Have your logo prominently on lanyards all attendees wear at Fall and Spring Conference. Make an impact with a lasting first impression of leaders in the specialized education community.



Mobile Charging Station | $750
Branded mobile charging unit placed in high traffic area of VAISEF events, allowing attendees to charge devices while networking and attending educational sessions. Your logo will remain visible throughout the event.

Broadcast Email with Education Resource | $550
A co-branded email distributed to the VAISEF membership featuring your educational resource, white paper, or thought leadership content with a link to your website. Content is subject to VAISEF approval.

Digital Advertising Opportunities

VAISEF Website

Home Page Hero Banner Sponsor (monthly) | $750
Your digital ad will be prominently displayed at the top of the VAISEF home page during the month of your purchase. Ads are full color and are 2600 px (w) x 900 px (h).

Home Page Upper Banner (monthly) | $600
Your digital ad will run on the VAISEF home page during the month of your purchase. Ads are full color and are 611 px (w) x 78 px (h).

Home Page Lower Banner (monthly) | $450
Your digital ad will run on the VSAE home page during the month of your purchase. Ads are full color and are 611 px (w) x 78 px (h).

Ready to build your VAISEF partnership?

Contact **David Walsh** at sponsorships@vaisef.org or (703) 403-4791.



Terms & Conditions

DIGITAL ADVERTISING

Specifications

- **Website Home Page Hero Banner (sliding)**
  2600 x 900 px *2 per month*
- **Website Home Page Upper Banner**
  611 x 78 px *1 per month*
- **Website Home Page Lower Banner**
  611 x 78 px *1 per month*

Art Requirements

Accepted file formats are gif, png, or jpg.

Links

You can have a link embedded in your digital ad, directing viewers to your website. Please include the link within the email when you send your advertisement. Unspecified links will be directed to the website indicated within your member's database record.

Web traffic analysis

VAISEF does not have the ability to provide analysis on website digital ad click-through rates. Though VAISEF runs Google Analytics on its own website, this technology only supplies information on how the visitor is getting to VAISEF's website, not where they go from VAISEF's website. Please provide a trackable link with your image or add Google Analytics or a similar tool to your (or your client's) website.

Deadlines

Ads, along with website link, must be received by the 20th of the prior month in which your advertisement is running. Please email to **sponsorships@vaisef.org**.

VAISEF

2027 Partner Program

SELECTION FORM & CONTRACT

Name_____ Organization_____

Á LA CARTE OPPORTUNITIES SEE PAGES 5 & 6				$ PRICE
FALL AND SPRING CONFERENCE SPONSORSHIPS				
☐ Keynote Speaker	☐ Spring	☐ Fall	$2,000	
☐ Breakout Education Sponsorship	☐ Spring	☐ Fall	$1,000	
☐ Name Badges	☐ Spring	☐ Fall	$1,300	
☐ Cocktail Napkins	☐ Spring	☐ Fall	$1,000	
☐ Breakfast (Day 1 or Day 2)	☐ Spring	☐ Fall	$1,750	
☐ Lunch	☐ Spring	☐ Fall	$1,750	
☐ Reception	☐ Spring	☐ Fall	$2,000	
☐ President's Reception	☐ Spring	☐ Fall	$2,000	
☐ Dinner	☐ Spring	☐ Fall	$2,500	
☐ Break	☐ Spring	☐ Fall	$750	
☐ Registration Refreshments	☐ Spring	☐ Fall	$750	
☐ Professional Headshot Booth or Fun Photo Booth	☐ Spring	☐ Fall	$3,500	
☐ Room Drop	☐ Spring	☐ Fall	$2,000	
☐ Hotel TV Welcome Message	☐ Spring	☐ Fall	$1,500	
☐ Hotel Key Card Sponsorship	☐ Spring	☐ Fall	$2,000	
☐ Exhibit Table (for member schools only)	☐ Spring	☐ Fall	$1,000	

ADDITIONAL YEAR-ROUND OPPORTUNITIES SEE PAGE 7		
☐ Lanyards	$2,750	
☐ Mobile Charging Station	$750	
☐ Broadcast Email with Education Resource	$550	

DIGITAL ADVERTISING OPPORTUNITIES SEE PAGE 7

HOME PAGE HERO BANNER

☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec

HOME PAGE UPPER BANNER

☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec

HOME PAGE LOWER BANNER

☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec

☒ SOLD OUT

TOTAL INVESTMENT

BASED ON TOTAL INVESTMENT, PARTNERSHIP LEVEL WILL BE

☐ **President's Club $11,000+** ☐ **Benefactor $8,750+** ☐ **Supporter $6,250+**

DOOR PRIZE / RAFFLE DONATION

Support the VAISEF community by donating a gift card, product, experience, or other item to be used as an attendee door prize or raffle item at a VAISEF event. Donating businesses will be recognized in connection with the prize.

☐ I'm interested in donating a door prize or raffle item.

List what you will donate here: _____

Your signature below indicates your commitment to pay the full amount of this contract and your full agreement with the terms and conditions on page 8 of the VAISEF Partner Program. This agreement supercedes any prior agreement or contract regardless of change in staff, ownership, or relationship with VAISEF.

Agreement: Signature: _____Date: _____

PLEASE PAY THE TOTAL INVESTMENT AMOUNT WITHIN 30 DAYS OF DATE OF SIGNED CONTRACT. THANK YOU!

Payment Options: Mail check to address below or by credit card online (an invoice will be emailed with a link to pay). We accept Visa, MasterCard, American Express, and Discover.

Advertising Contact Name: _____Date:_____

Advertising Contact Email:_____