



CCSSO 2009 PARTICIPATION OPPORTUNITIES – AT A GLANCE

The Council of Chief State School Officers is a membership organization of the public officials who head departments of elementary and secondary education in all 50 states, the District of Columbia, the Department of Defense Education Activity, and five U.S. extra-state jurisdictions. Key members of chief state school officers' staff, including state deputies, state federal liaisons, and public information officers, also participate in the Council's work. Originally chartered to provide advocacy, technical assistance, and professional development to the chiefs, the role of the organization has expanded to include greater emphasis on state leadership and responsibility for public education and serving as the collective voice for state departments of education across the country.

CCSSO relies on the collaboration and support of a number of organizations to support its work – including foundations, government agencies, non-profits, corporations, and other education agencies and associations. The Council offers a number of opportunities to engage, including the following:

Membership Meetings

Legislative Conference: Washington DC; March 8-10, 2009

Attendees: Chiefs, Deputies, Federal Liaisons, and Public Information Officers

Deputies Leadership Academy: Tampa, FL; May 16-18, 2009

Attendees: Deputies

Summer Institute: Broomfield, CO; July 18-21, 2009

Attendees: Chiefs

Annual Policy Forum and Business meeting: Naples, FL, November 19-21, 2009

Attendees: Chiefs, Deputies, Federal Liaisons

CCSSO partners and meeting sponsors may participate in some or all of these membership meetings on a limited basis, depending on their level of partnership or sponsorship.

Projects, Task Forces, and Programs

In addition to convening these four membership meetings, the Council oversees a number of highly visible national programs and collaborative efforts in the following areas:

- Comprehensive Data Systems
- Standards, Assessments, and Accountability
- System of Educator Development
- Systems of Student Support

Each initiative includes a number of collaborative work efforts, programs, and task forces which are supported by a combination of state funds, grants, and business/non-profit partnerships.

Chiefline News and Information

Each week CCSSO publishes an electronic newsletter to the chiefs, deputies, federal liaisons, public information officers, and other SEA personnel about topics specifically related to the work of the Council and the interests of the chiefs. CCSSO partners receive the newsletter and are acknowledged in it on a weekly or bi-weekly basis. Additionally, companies or organizations are periodically able to purchase banner announcements of new work products, conferences, or events of interest to members.

For more information, contact:

Carrie Heath, Development Coordinator – Business Partners; carrieh@ccsso.org; ph: 202-312-6433

Karen Bruett, Senior Director – Marketing and Strategic Alliances; karenb@ccsso.org; 512-422-9479



CCSSO 2009 PARTNERSHIP PROGRAM

Each year CCSSO offers 25 organizations the opportunity to become CCSSO partners. The number of partners is limited to 25 in order to ensure all partners the opportunity to engage with the chiefs, deputies, SEA staff, and CCSSO staff in a meaningful way. Because of the high level of engagement afforded to CCSSO Partners, all potential partners are required to complete a partner agreement form, which is reviewed by the CCSSO executive leadership team.

Partnership Cost:

Level 1 Partnership	\$80,000* - \$100,000
Level 2 Partnership	\$60,000* - \$75,000
Level 3 Partnership	\$40,000* - \$50,000

*As an incentive to partners, CCSSO offers a 20% discount on its partnership program for all business partners who enroll by Feb 1, 2009 and remit payment by June 30.

Partnership Benefits:

- *Membership Meetings*
 - Level 1 Partners - 3 representatives to each meeting, 2 to Summer Institute
 - Level 2 Partners - 2 representatives to each meeting, 1 to Summer Institute
 - Level 3 Partners may send 1 representative to 3 meetings
- *Meeting Recognition*
 - Partners are recognized in all program materials and workbooks and verbally acknowledged during the conference
 - Partners are offered advance copies of the meeting agenda and participants list
 - Partners are provided an opportunity to display promotional materials
- *Projects, Task Forces, and Forums*
 - Each Council strategic initiative has a series of programs, projects, and work efforts designed to support the efforts of SEAs and provide them with an opportunity to explore new and innovative approaches to their work.
 - Through a bi-monthly WebEx meeting, and periodic in person meetings, CCSSO partners are regularly provided information about work projects, many of which include opportunities for collaboration and sponsorship.
 - CCSSO partners are also able to initiate specific R&D initiatives or forums that increase the mutual understanding of specific topics of interest to both SEA staff, chiefs, and partners. Costs will vary depending on the specific work effort.
- *Communications and Marketing Materials*
 - All CCSSO partners are listed on the CCSSO website with a logo and link to their homepage and included in the CCSSO annual report
 - All corporate partners may submit articles for consideration to the *Chiefline* editorial staff. *Chiefline* is a weekly online newsletter specifically written for and distributed to SEA leaders and their staff.
 - Level 1 partners are recognized each week as sponsors
 - Level 2 partners are recognized each month as sponsors
 - Level 3 partners are not recognized in *Chiefline*
 - All CCSSO partners are offered the opportunity (for a fee) to sponsor supplemental *Chiefline* newsletters and/or include articles in the *Innovation Quarterly* publication in order to share their work with SEA leaders.



CCSSO 2009 MEMBERSHIP MEETING SPONSORSHIP OPPORTUNITIES

Each of the four annual meetings allow additional sponsorship opportunities for partners or other organizations wishing to participate in a specific CCSSO meeting. A general list of sponsorship opportunities is published at the beginning of each year for organizations to secure space, followed up with a more specific list of conference-related activities 60-90 days prior to each event. *CCSSO meeting sponsors who are not partners may participate in a maximum of two annual meetings.* Sponsorship priority will be given to current CCSSO partners.

Sponsorship Costs:

Range from \$7,500 to \$25,000/event*.

* CCSSO partners receive a 10% discount on these sponsorship opportunities.

Sponsorship Benefits

- Meeting Recognition
 - Sponsors are recognized in all program materials and workbooks and verbally acknowledged during the conference.
 - Sponsors are offered advance copies of the meeting agenda and participants
 - Sponsors are provided an opportunity to display promotional materials.
 - Dinner and Reception Sponsors have the opportunity to sit at the head table with CCSSO's Board of Directors and Executive Director.
- Projects/Task Forces and Forums
 - Any sponsors committing, in advance, to \$25,000 worth of sponsorships will automatically be included on the distribution and update list for information and updates regarding CCSSO projects, task forces, and forums.
- Communications and Marketing Materials
 - Visibility of meeting sponsors is limited to the specific meeting they sponsor and not extended to the CCSSO website, *Chiefline* newsletter, or annual report.

2009 Sponsorship Opportunities

	Number of Participants	Breakfast	Lunch	Dinner & Reception	Quantity available
Legislative Conference	1	\$7,500	\$10,000	\$20,000	3 bkfast 3 lunch
	2	\$10,000	\$15,000	\$25,000	1 dinner
Deputies Academy	1	\$7,500	\$10,000	\$20,000	3 bkfast 3 lunch
	2	\$10,000	\$15,000	\$25,000	2 dinner
Chiefs Summer Institute	1	\$10,000	\$15,000	\$25,000	3 bkfast 3 lunch 2 dinner
Annual Policy Forum	1	\$7,500	\$10,000	\$20,000	3 bkfast 3 lunch
	2	\$10,000	\$15,000	\$25,000	2 dinner
Visibility Offered	–	Acknowledged during program and receive small sign	Acknowledged during program and receive small sign	Introduced at dinner, sit at head table, and receive large sign	–



CCSSO EVENT SPONSORSHIP AGREEMENT – 2009 CALENDAR YEAR

Primary Point of Contact

Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail _____

Billing Point of Contact (if different than above)

Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail _____

CCSSO meeting sponsors may purchase a maximum of two sponsorships. The 10% CCSSO corporate partner discount will be applied at time of invoicing.

Please check the box next to the meeting sponsorship(s) you are interested in.

	Number of Participants	Breakfast	Lunch	Dinner & Reception
Legislative Conference	1	\$7,500 <input type="checkbox"/>	\$10,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
	2	\$10,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>	\$25,000 <input type="checkbox"/>
Deputies Academy	1	\$7,500 <input type="checkbox"/>	\$10,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
	2	\$10,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>	\$25,000 <input type="checkbox"/>
Chiefs Summer Institute	1	\$10,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>	\$25,000 <input type="checkbox"/>
Annual Policy Forum	1	\$7,500 <input type="checkbox"/>	\$10,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
	2	\$10,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>	\$25,000 <input type="checkbox"/>

Event sponsorship does not imply CCSSO or member endorsement of any product or company. Use of the CCSSO name or logo is strictly prohibited, unless by written permission.

Authorized Signature of Partner

Date

Return form to Carrie Heath at carrieh@ccsso.org or via fax at 202.789.5305.



PARTNER INTEREST SURVEY

Which of CCSSO's strategic initiatives are you most interested in?

Please select all that apply. For an overview of the initiatives, please [click here](#).

- Comprehensive Data Systems
- Standards, Assessments, and Accountability
- System of Educator Development
- Systems of Student Support

Please list any projects you are currently involved with at CCSSO.

Please list any projects you would like to be involved with at CCSSO or would like to learn more about.

Other comments

Return form to Carrie Heath at carrieh@ccsso.org or via fax at 202.789.5305.