

# THE NEA FOUNDATION'S

## ANNUAL SALUTE TO EXCELLENCE IN EDUCATION



February 11, 2011

### Basic Sponsorship Benefits

**Benefits:** All sponsors receive the following benefits in accordance with their level of support. These benefits also apply to the **Special Sponsorship Packages** listed on the other side of this sheet based on each package's price.

	<i>Genius (\$75,000+)</i>	<i>Sage (\$50,000-\$74,999)</i>	<i>Philosopher (\$25,000-\$49,999)</i>	<i>Inventor (\$10,000-\$24,999)</i>
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#### Event Benefits and Exposure

Table(s) at event (10 guests per table)	3 (w/priority seating)	2 (w/priority seating)	1	1
Organization logo on invitation*	X	X	X	X
Organization name/logo on program card*	Logo	Logo	Logo	Name
Special recognition from the podium	X	-	-	-
Recognition during event	-	X	-	-
Invitation to VIP Reception	X	X	-	-
Introduction and photo of guests with participating honoree	X	X	-	-
Tickets to Gala After Party	10	6	2	0

#### Other Benefits and Exposure

Inclusion in a Gala ad in <i>Education Week</i>	X	X	-	-
Inclusion in a Gala ad in <i>NEA Today</i>	X	X	-	-
Logo on Foundation's 2010-11 website	X	X	X	-
Link on Foundation's 2010-11 website	X	X	-	-
Organization name on Foundation's 2010-11 website	-	-	-	X
Exposure to NEA state and national leadership at the event	X	X	X	X

Note: \*Pledges of \$10,000 or more received by September 10, 2010 will be recognized in the invitation. All gifts of \$10,000 or more pledged before January 14, 2011 will be listed in the Gala program.

(Please see other side for **Special Sponsorship Packages**.)

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### Special Sponsorship Packages and Related Benefits

Opportunity	Description	Price	Additional Benefits and Exposure
<b>Naming Rights of the Foundation's Award for Outstanding Service to Public Education</b>	Exclusive naming rights of Foundation's most prestigious award presented each year to the public figure who has made a life-long and/or extraordinary contribution to public education.	\$50,000 (Exclusive)	<ul style="list-style-type: none"> <li>• All benefits for <b>Genius</b> level sponsorship.</li> <li>• Opportunity to co-present the award at the Gala.</li> <li>• Right of first refusal in subsequent years.</li> </ul>
<b>Naming Rights for Awards for Teaching Excellence</b>	Exclusive naming rights of the Foundation's Awards for Teaching Excellence (ATE) program. Each awardee is selected by their state association. This sponsorship also includes other activities associated with the program: the ATE hospitality suite for awardees, their guests and other VIPs at the Madison Hotel; the ATE symposium for awardees on Friday, February, 11, 2011; and the awardee recognition segment at the Gala on Friday February 11, 2011.	\$50,000 (Exclusive)	<ul style="list-style-type: none"> <li>• All benefits for <b>Genius</b> level sponsorship.</li> <li>• On-stage photo opportunity with recipient(s).</li> <li>• Opportunity to greet ATE awardees in the intimate and informal settings of the suite and symposium.</li> <li>• Opportunity to address ATE awardees at the ATE Symposium on 2/11/11.</li> <li>• Logo prominently displayed in hospitality suite.</li> <li>• Logo prominently displayed at ATE Symposium.</li> <li>• Opportunity to distribute product/literature in the suite and during the symposium.</li> <li>• Right of first refusal for subsequent years.</li> </ul>
<b>VIP Reception</b>	Invitation only, pre-event cocktail reception and photo shoot. Attendance limited to honorees, awardees, national NEA leaders, and other VIPs.	\$15,000 (Exclusive)	<ul style="list-style-type: none"> <li>• All benefits for <b>Inventor</b> level sponsorship.</li> <li>• Signage displayed at VIP reception.</li> <li>• Opportunity to welcome VIP attendees at reception.</li> <li>• Introduction to and photo with event honorees.</li> <li>• Product/Literature placed at VIP reception.</li> <li>• Two tickets to Gala After Party.</li> </ul>
<b>Reuseable Gala Gift Bag</b>	Opportunity to provide reuseable gift bags with your logo to 950 Gala attendees. With this display, the bag becomes a "virtual walking billboard" as bags are used on a regular basis in schools and communities across the country.	\$15,000 + bags (Exclusive)	<ul style="list-style-type: none"> <li>• All benefits for <b>Inventor</b> level sponsorship.</li> <li>• Invitation to VIP reception.</li> <li>• Introduction to and photo with event honorees.</li> <li>• Two tickets to Gala After Party.</li> <li>• Logo on gift bag (shared only with Foundation).</li> <li>• Product/Literature placed in gift bag.</li> </ul>
<b>Gala After Party</b>	Intimate, invitation only post-Gala VIP After Party held at the Madison Hotel in Washington, DC.	\$15,000 (Exclusive)	<ul style="list-style-type: none"> <li>• All benefits for <b>Inventor</b> level sponsorship.</li> <li>• Signage at the Gala After Party.</li> <li>• Invitation to VIP reception.</li> <li>• Introduction to and photo with event honorees.</li> <li>• Ten tickets to Gala After Party.</li> </ul>
<b>Gala Digital Program</b>	Attendees will receive this USB flash drive with your logo, which they can insert into any computer after the event to view the student-produced videos about the Awards for Teaching Excellence finalists that are shown at the event, a video or flyer about your organization, the Gala sponsor listing, and the evening's program.	\$12,000 plus 950-2GB USB flash drives (Exclusive)	<ul style="list-style-type: none"> <li>• All benefits for <b>Inventor</b> level sponsorship.</li> <li>• Invitation to VIP reception.</li> <li>• Introduction to and photo with event honorees.</li> <li>• Two tickets to Gala After Party.</li> <li>• Logo on flash drive case.</li> <li>• Ad/video on flash drive.</li> </ul>
<b>Gala Giveaways</b>	Opportunity to provide your company's products and/or services to Gala attendees.	\$12,000 + product/literature (4 opportunities available)	<ul style="list-style-type: none"> <li>• All benefits for <b>Inventor</b> level sponsorship.</li> <li>• Invitation to VIP reception.</li> <li>• Introduction to and photo with event honorees.</li> <li>• Two tickets to Gala After Party.</li> <li>• Product/Literature distributed at the Gala.</li> </ul>