



PARTNERS FOR A BETTER FUTURE 2017

“ The role of today’s educator is to make the world a better place. We must teach like the world depends on us because, quite frankly, it does. ”

– Dr. Connie Schaffer
Kappa Delta Pi member

KAPPA DELTA PI



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Partners for a Better Future believe that it is through education that we will create a better future for all learners.

We believe that educators are agents of change who have the power to inspire lifelong learning; to create a healthy, just, and peaceful world; and to instill in their students the skills and knowledge necessary to live a fulfilling life.

Through your partnership with Kappa Delta Pi and Teachers for a Better Future, you are a champion of the profession of teaching and are helping to place, retain, and recognize effective educators in all classrooms.

Who is Kappa Delta Pi?

Kappa Delta Pi advances quality education by inspiring teachers to prepare all learners for future challenges.

We encourage quality learning by giving educators the means to implement research-based strategies, continue professional growth, assume leadership, and become master teachers.

Kappa Delta Pi was founded in 1911 to foster excellence in education and promote fellowship among those dedicated to teaching. For more than a century, the Society has consistently grown, starting with one university-based chapter, to become the international organization it is today, with more than 600 active chapters and an initiated membership that exceeds 1.2 million!

Who are Teachers for a Better Future?

Teachers for a Better Future is a professional community of Kappa Delta Pi and a grassroots movement to change the future through learning.

Striving to create a healthy, just, and peaceful world, the community connects educators with like-minded colleagues who embrace all students—regardless of gender identity, race, religion, disability, country of origin, first language, and family structure—and provides them with trusted, quality resources as well as practical ideas. These educators realize and exercise their power to reach every single student and inspire them to develop the skills and motivation needed for a successful future.

Join us today!



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ANNUAL PARTNERSHIP OPPORTUNITIES

The Strategic Partner Partnership – \$75,000 (value: \$111,200)

- Event Title Sponsor of Convocation 2017 in Pittsburgh, PA (\$15,000 value)
 - ◆ 1,000 attendees
- Sponsorship of *Literacy Alive!* program for 1 academic year (\$12,000 value)
 - ◆ 120 chapter programs in 2016
 - ◆ 25,000+ books distributed globally
- 50 Classroom Teacher Grants (\$7,500 value)
 - ◆ \$150 grants directly into the hands of educators
- One Named Scholarship (\$25,000 value)
- Sponsorship of all *Educator Resources* e-newsletters for 1 year (\$10,000 value)
 - ◆ Readership > 350,000 annually
- Banner Ad on Teachers for a Better Future website for 1 year (\$10,000 value)
 - ◆ Subscriptions > 15,000 annually
- Title Sponsorship of Collaboration Station Community for 1 year (\$7,500 value)
 - ◆ New project in 2017!
- Box Ad on KDP website for 3 months (\$7,500 value)
 - ◆ More than 20,000 unique visitors per month
- Box Ad in *KDP Leader* for 2 issues (\$120 value)
 - ◆ Approximately 2,000 chapter leaders per issue

- 1/2-page ad in *New Teacher Advocate* for 4 issues (\$4,200 value)
 - ☐ Readership > 128,000 annually
- 1/2-page ad in *Kappa Delta Pi Record* for 4 issues (\$4,880 value)
 - ☐ Readership > 40,000 annually
- Sponsorship of 1 academic year's worth of KDP Webinars (\$7,500 value)
 - ☐ Average attendance = 200 viewers

The Full Exposure Partnership – \$50,000 (value: \$67,605)

- Gold Partner of Convocation 2017 in Pittsburgh, PA (\$7,500 value)
- Sponsorship of *Literacy Alive!* program for 1 academic year (\$12,000 value)
- 50 Classroom Teacher Grants (\$7,500 value)
- Sponsorship of all *Educator Resources* e-newsletters for 1 year (\$10,000 value)
- Banner Ad on Teachers for a Better Future website for 1 year (\$10,000 value)
- Title Sponsorship of a Discipline- or Grade-Level-Specific Community for 1 year (\$3,000 value)
- Box Ad on KDP website for 2 months (\$5,000 value)
- Box Ad in *KDP Leader* for 1 issue (\$60 value)

- 1/2-page ad in *New Teacher Advocate* for 3 issues (\$3,225 value)
- 1/2-page ad in *Kappa Delta Pi Record* for 3 issues (\$3,570 value)
- Sponsorship of 6 months' worth of KDP Webinars (\$3,750 value)

The Help a New Teacher Make a Difference Partnership – \$30,000 (value: \$33,030)

- Silver Partner of Convocation 2017 in Pittsburgh, PA (\$5,000 value)
- 50 Classroom Teacher Grants (\$7,500 value)
- Sponsorship of New Teacher edition of *Educator Resources* e-newsletters for 1 year (\$2,000 value)
- Banner Ad on Teachers for a Better Future website for 3 months (\$3,000 value)
- Title Sponsorship of New Teacher Community for 1 year (\$5,000 value)
- Box Ad on KDP website for 1 month (\$2,500 value)
- Box Ad in *KDP Leader* for 1 issue (\$60 value)
- 1/2-page ad in *New Teacher Advocate* for 4 issues (\$4,220 value)
- Sponsorship of 6 months' worth of KDP Webinars (\$3,750 value)

The Professional Development Partnership – \$20,000 (value: \$21,860)

- Bronze Partner of Convocation 2017 in Pittsburgh, PA (\$2,500 value)
- Banner Ad for All Segments of *Educator Resources* for 6 months (\$3,000 value)

- Banner Ad for All Segments of *Educator Resources* for 6 months (\$3,000 value)
- Box Ad on KDP website for 1 month (\$2,500 value)
- 1/3-page ad in *New Teacher Advocate* for 4 issues (\$3,360 value)

The Friend of KDP Partnership – \$10,000 (value: \$10,560)

- Exhibit Booth at Convocation 2017 in Pittsburgh, PA (\$1,000 value)
- Title Sponsorship of a Discipline- or Grade-Level-Specific Community for 1 year (\$3,000 value)
- Box Ad on Homepage of Teachers for a Better Future website for 3 months (\$1,500 value)
- 1/4-page ad in *New Teacher Advocate* for 2 issues (\$1,310 value)
- Sponsorship of 6 months' worth of KDP Webinars (\$3,750 value)

Value-Added Benefits – Priceless

- **Social Spotlight**



Your business is promoted through our social media channels, reaching all of our more than 20,000 friends and followers.

- **Metrics**

You are provided with data on how your digital advertisements are performing.

- **Recognition**

All business partners are included in the KDP annual report and Roll of Honor.

DIGITAL ADVERTISING



EDUCATOR RESOURCES

- Monthly, segmented e-newsletters to Undergraduates, New Teachers, Grad Students, Administrators, Practicing Teachers (3+ years), Teacher Educators (faculty), and Retirees.
- More than 40,000 readers.

SPONSORSHIP – ALL SEGMENTS

Logo placement in email header and on website. Includes 4 months of ads—either banner or box.

\$10,000/year

SPONSORSHIP – ONE SEGMENT

Logo placement in email header and on website. Includes 4 months of ads—either banner or box. Choose one segment.

\$2,000/year

BANNER AD – ALL SEGMENTS

Graphic and accompanying blurb tucked inside regular content.

(600 x 200 pixels)

\$500/month

\$5,000/year

BANNER AD – ONE SEGMENT

Graphic and accompanying blurb at bottom in advertisements section. Choose one segment.

\$100/month

\$1,000/year

BOX AD – ALL SEGMENTS

Graphic and accompanying blurb tucked inside regular content.

(200 x 200 pixels)

\$100/month

\$1,000/year

BOX AD – ONE SEGMENT

Graphic and accompanying blurb at bottom in advertisements section. Choose one segment.

\$20/month

\$200/year



TEACHERS FOR A BETTER FUTURE

- Online community.
- More than 35,000 subscribers.

BANNER AD

(Size TBD)

\$1,000/month

\$10,000/year

BOX AD (Homepage)

(Size TBD)

\$500/month

\$5,000/year

BOX AD (Per Community)

(Size TBD)

\$250/month

\$2,500/year

TITLE SPONSORSHIP (New Teacher Community)

Community for new teachers offering mentors, strategies, and more.

\$5,000/year

TITLE SPONSORSHIP (Collaboration Station)

Community for educators from around the world to collaborate.

\$7,500/year

TITLE SPONSORSHIP (Discipline- or Grade-Level-Specific Communities)

Communities for special-interest groups such as Mathematics Teachers and High School Teachers.

\$3,000/year



KDP WEBSITE

- Average 20,150 unique visitors each month.

BOX AD (Homepage)

(270 x 157 pixels)

\$2,500/month

\$10,000/year

KDP LEADER

- Exclusively for chapter leaders.
- Total of 10 issues per academic year.
- Approximately 3,000 readers.

BOX AD WITH BLURB

(270 x 157 pixels)

\$60/month

\$500/year

CONVOCATION 2017



At this international conference, more than 1,000 educators will come together, providing a great occasion for you to network directly with potential customers and clients.

Event Title Sponsor – \$15,000

- Recognition as Event Title Sponsor on all promotional materials
- Sponsorship recognition at Opening General Session, Closing Banquet, and Saturday General Session
- Complimentary exhibit booth with double-space upgrade and prominent placement
- Logo on event-branded products for sale in KDP Store
- Full-page, full-color ad in Convocation program
- Company logo on event mobile application splash screen
- Exclusive access to social wall at event
- Rotating Banner Ad inside event mobile application
- Four sponsored push notifications during event
- Two complimentary, full-conference registrations
- Inclusion of promotional item in tote bags (item must be provided)
- Sponsorship recognition, web link, and company description on our event website, main website (www.KDP.org), and online community page (www.TeachersForABetterFuture.org)
- Logo on Convocation 2018 website as a “Thank You” to our 2017 sponsors
- Preferred seating at closing banquet



Gold Partner – \$7,500

- Sponsorship recognition at Saturday Poster Sessions and President's Reception
- Complimentary exhibit booth with prominent placement
- Half-page, full-color ad in Convocation program
- Banner Ad on main menu of event mobile application
- Two sponsored push notifications during event
- Two complimentary, full-conference registrations
- Inclusion of promotional item in tote bags (item must be provided)
- Logo recognition in a minimum of two promotional emails
- Sponsorship recognition and web link on event website
- Logo on Convocation 2018 website as a "Thank You" to our 2017 sponsors
- Preferred seating at closing banquet

Silver Partner – \$5,000

- Sponsorship recognition at Networking Luncheon and Dance
- Complimentary exhibit booth
- Quarter-page, full-color ad in Convocation program
- Rotating Banner Ad inside event mobile application
- One sponsored push notification during event
- One complimentary, full-conference registration
- Inclusion of promotional item in tote bags (item must be provided)
- Sponsorship recognition on event website
- Logo on Convocation 2018 website as a "Thank You" to our 2017 sponsors
- Preferred seating at closing banquet

Bronze Partner – \$2,500

- Sponsorship recognition at Counselor Luncheon
- Complimentary exhibit booth
- One complimentary, full-conference registration
- Inclusion of promotional item in tote bags (item must be provided)
- One sponsored push notification during event
- Sponsorship recognition on event website

Exhibit Booth – \$1,000

- 8'x10' booth
- One complimentary, full-conference registration
- Listing in Convocation program and recognition at opening reception
- Company Profile listed inside event mobile application
- 6' draped table
- Two chairs
- Booth identification sign
- Electricity (must be requested by October 1, 2017)



NEW TEACHER ADVOCATE ADVERTISING



New Teacher Advocate's mission is to serve as a partner for success to teacher education students and new educators by informing, supporting, and inspiring them through relevant content and best-practice strategies that can be readily applied to classroom instruction. This quarterly publication circulates to more than 35,000 preservice educators, new teachers, and professors of education. Additionally, school districts subscribe to the *New Teacher Advocate* to use in their new teacher induction programs.

Format	Size (inches)	1x	2x	3x	4x
1/2 page	3.5 x 9.25 vert. or 7 x 4.75 horiz.	\$1,200	\$2,200	\$3,225	\$4,200
1/3 page	7.5 x 3.5 or 3.5 x 7.5	\$900	\$1,730	\$2,565	\$3,360
1/4 page	3.5 x 4.75	\$680	\$1,310	\$1,935	\$2,520

Printing Specifications

Trim: 8.25 x 10.75

Bleeds: Not available

Binding: Saddle Stitch

Resolution: 300 dpi

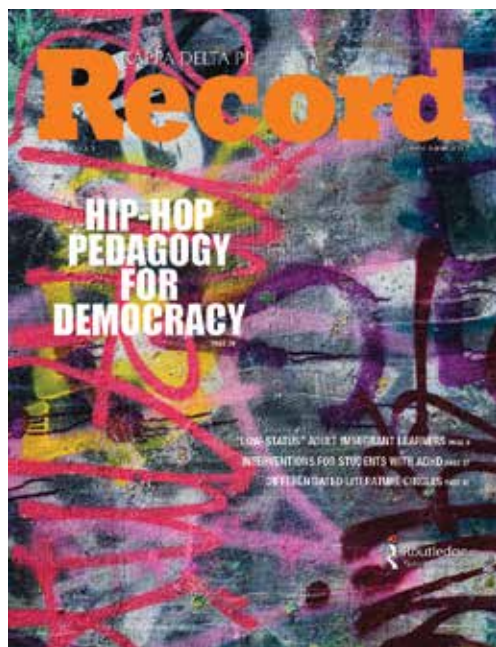
Submission

Send space reservation and press-ready PDF file, four-color CMYK, via email to marketing@kdp.org, or through file-sharing site.

Issue	Reserve Ad Space By:	Ad Submission By:	Delivery
Summer 2017	2/15/2017	2/27/2017	5/1/2017
Fall 2017	6/14/2017	6/26/2017	8/28/2017
Winter 2017	9/14/2017	9/25/2017	11/31/2017
Spring 2018	11/15/2017	11/27/2017	2/26/2018
Summer 2018	2/14/2018	2/26/2018	4/30/2018
Fall 2018	6/13/2018	6/25/2018	8/27/2018
Winter 2018	9/12/2018	9/24/2018	11/26/2018
Spring 2019	11/14/2018	11/26/2018	2/25/2019

All advertisements are subject to review and approval by the Kappa Delta Pi Headquarters staff in advance of publishing. Kappa Delta Pi, International Honor Society in Education, reserves the right to refuse advertisements that do not align with mailing regulations or the best interests of members, readers, or other various stakeholders.

KAPPA DELTA PI RECORD ADVERTISING



The *Kappa Delta Pi Record* is a peer-reviewed journal that presents research-based articles on compelling issues relevant to national and international education professionals who work and teach at all levels and in a wide range of disciplines and settings. It promotes professional growth in the field of education by providing articles on evidence-based strategies, reviews of current policy initiatives, examples of applied theories, and reports of original research in language that is accessible and practical. This quarterly publication circulates to more than 15,000 educators.

Format	Size (inches)	1x	2x	3x	4x
1/2 page	7.25 x 4.5 horiz.	\$1,220	\$2,400	\$3,570	\$4,600
1/3 page	2.5 x 9.25 vert.	\$910	\$1,800	\$2,670	\$3,520
1/4 page	3.5 x 4.5	\$765	\$1,490	\$2,175	\$2,800

Printing Specifications

Trim: 8.25 x 10.75
Bleeds: Not available

Binding: Saddle Stitch
Resolution: 300 dpi

Submission

Send space reservation and press-ready PDF file, four-color CMYK, via email to marketing@kdp.org, or through file-sharing site.

Issue	Reserve Ad Space By:	Ad Submission By:	Delivery
3 – July 2017	4/21/2017	5/8/2017	7/31/2017
4 – October 2017	7/25/2017	8/10/2017	10/31/2017
1 – January 2018	10/20/2017	11/6/2017	1/31/2018
2 – April 2018	1/25/2018	2/8/2018	4/30/2018
3 – July 2018	4/20/2018	5/8/2018	7/31/2018
4 – October 2018	7/25/2018	8/10/2018	10/31/2018

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PROGRAM FUNDING OPPORTUNITIES

Literacy Alive!



Literacy Alive! is Kappa Delta Pi's signature service initiative that invites members to create programs and events in their communities that bring empowering literacy skills to their participants. The impact is extraordinary and continues to grow annually. In 2016, more than 250 chapters submitted their intent to participate in *Literacy Alive!*, serving more than 29,051 people and collecting more than 14,476 books for distribution globally.

Kappa Delta Pi members are ready to continue making a positive impact in hundreds of communities through *Literacy Alive!* Sponsorship of the entire *Literacy Alive!* program for 1 academic year: \$12,000.



KDP Webinars

Our popular, educational webinars continue to grow with exceptional presenters, relevant topics, and multichannel accessibility for educators. Webinar topics are developed to appeal to all levels of educators. Average attendance is 200 for each webinar, with significant growth projected for 2017.

Sponsorship of all webinars for 1 academic year
(approximately 30 webinars): \$7,500

Additional sponsorship levels begin at \$250.



Classroom Teacher Grants

KDP believes that a teacher's effectiveness has the greatest impact on students' achievement and learning. As part of our efforts to provide members with tools to be more effective educators, KDP offers Classroom Teacher Grants. These grants provide members who are practicing teachers with funds to support specific programs or classroom supplies. Each fall, grants of \$150 each are available to practicing PreK–12 educators. Partners are needed to grow the impact of this program by increasing the number of grant awards offered.



Scholarships

Scholarships are made possible through generous donations to support the future of education. All recipients maintain a high grade-point average, participate in KDP programming, receive letters of recommendation in support of their achievements and potential, and write an essay as part of their application. Each scholarship can have its own set of criteria set by you. Endowments start at \$25,000.

WE WANT TO BE PARTNERS FOR A BETTER FUTURE

Please complete all fields below.

Primary Contact:

Name: _____

Title: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Office Phone: _____ Mobile Phone: _____

Email: _____

Company Website: _____

Description of company to include in any listings (e.g., annual report, conference mobile application):

Please indicate your partnership level (select one).

- The Strategic Partner Partnership – \$75,000
- The Full Exposure Partnership – \$50,000
- The Help a New Teacher Make a Difference Partnership – \$30,000
- The Professional Development Partnership – \$20,000
- The Friend of KDP Partnership – \$10,000

Please indicate any a la carte options (select as many as you wish).

DIGITAL ADVERTISING

● Educator Resources e-newsletter

- Sponsorship (All Segments) – \$10,000/year
- Sponsorship (One Segment) – \$2,000/year
- Banner Ad (All Segments) – \$500/month
- Banner Ad (All Segments) – \$5,000/year
- Banner Ad (One Segment) – \$100/month
- Banner Ad (One Segment) – \$1,000/year

- Box Ad (All Segments) – \$100/month
- Box Ad (All Segments) – \$1,000/year
- Box Ad (One Segment) – \$20/month
- Box Ad (One Segment) – \$200/year

● Teachers for a Better Future online community

- Title Sponsorship (New Teacher Community) – \$5,000/year
- Title Sponsorship (Collaboration Station) – \$7,500/year
- Title Sponsorship (Discipline- or Grade-Level-Specific Communities) – \$3,000/year
- Banner Ad – \$1,000/month
- Banner Ad – \$10,000/year
- Box Ad (Homepage) – \$500/month
- Box Ad (Homepage) – \$5,000/year
- Box Ad (Per Community) – \$250/month
- Box Ad (Per Community) – \$2,500/year

● KDP Website

- Box Ad (Homepage) – \$2,500/month
- Box Ad (Homepage) – \$10,000/year

● KDP Leader e-newsletter

- Box Ad with blurb – \$60/month
- Box Ad with blurb – \$500/year

CONVOCATION 2017 SPONSORSHIP

- Event Title Sponsor – \$15,000
- Gold Partner – \$7,500
- Silver Partner – \$5,000
- Bronze Partner – \$2,500
- Exhibit Booth – \$1,000

NEW TEACHER ADVOCATE ADVERTISEMENT

- 1/2 page
 - How many? _____ ● Total cost: \$_____
- 1/3 page
 - How many? _____ ● Total cost: \$_____
- 1/4 page
 - How many? _____ ● Total cost: \$_____

KDP RECORD ADVERTISEMENT

- 1/2 page
 - How many? _____ ● Total cost: \$_____
- 1/3 page
 - How many? _____ ● Total cost: \$_____
- 1/4 page
 - How many? _____ ● Total cost: \$_____

PROGRAM FUNDING

- Literacy Alive!* for 1 academic year – \$12,000
- KDP Webinars for 1 academic year – \$7,500
- One KDP Webinar – \$250
- Classroom Teacher Grants (\$150 each)
 - How many? _____ ● Total cost: \$ _____
- Named Scholarship – \$25,000

PAYMENT INFORMATION

Total Amount Due: _____

Payment Method:

- Credit card
- Check (made payable to Kappa Delta Pi)
- Purchase order

Credit Card (check one):

- Visa
- Mastercard
- American Express
- Discover

Credit Card Number: _____

Exp. Date: _____

CVV#: _____

Cardholder Name (as it appears on card): _____

Billing Street Address: _____

Billing City: _____ Billing State: _____

Billing Zip Code: _____

Cardholder's Signature: _____

Date: _____

SUBMIT AGREEMENT

Mail: Kappa Delta Pi
Attn: Sponsorships & Advertising
3707 Woodview Trace
Indianapolis, IN 46268

Fax: 317-704-2323
Attn: Sponsorships &
Advertising
Email: marketing@kdp.org

TERMS & CONDITIONS

By your submission and our acceptance of your agreement form, both parties agree to the following:

- All partnership opportunities are first-come, first-served.
- You will pay the total amount due in the manner set forth on this form, and you agree to the Cancellation Policy as stated below. Full payment is due within 60 days of receiving this agreement form—unless otherwise coordinated with a KDP Headquarters staff member.
- All opportunities are further described in this Partnership brochure. We reserve the right to change such opportunities and descriptions, which will be communicated to you. If we make significant and material changes, we will provide you with the opportunity to change your partnership or obtain a refund within 10 days of the announced change.

CANCELLATION POLICY

Requests for cancellations and refunds must be submitted in writing to marketing@kdp.org or by fax to 317-704-2323. Cancellations on or before October 1, 2017, that are specific to Convocation 2017 will receive a 50% refund. No refunds will be granted for Convocation 2017 sponsorships after October 1, 2017.

QUESTIONS

Chris Beaman

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Susan Perry

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KDP Headquarters Use Only

Date Received: _____ Initials: _____

Reviewed & Accepted: _____ Date: _____