

KAPPA DELTA PI

MEDIA

PARTNERS
FOR A
BETTER
FUTURE



“ 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

KIT 2019 2020



WHO ARE PARTNERS FOR A BETTER FUTURE?

Partners for a Better Future believe 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, International Honor Society in Education, 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 650 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 race, religion, disability, gender identity, 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, to inspire lifelong learning, and to instill in all students the skills and knowledge necessary to thrive.

JOIN US TODAY!



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ANNUAL PREMIER PARTNERSHIPS

These premier sponsorship levels are based on a combined selection of advertising and sponsorships from the following pages of opportunities that exceed the selected level. Complete benefits of reaching each level—including the value of those opportunities—are listed in the table below.*

Premier sponsorships are an excellent way to expand your reach within KDP's growing community of educators. Don't see something you like? We would be happy to tailor a sponsorship to fit the needs of your company. For more information, please contact Chris Beaman at chris@kdp.org or 317-829-1534.

Benefit Description	Strategic Partner \$50,000	Full Exposure Partner \$30,000	Help a New Teacher Make a Difference Partner \$20,000	Professional Development Partner \$10,000	Friend of KDP Partner \$5,000
Convocation 2019	President's Reception Sponsor, upgraded Exhibit Booth, and Mobile App Ad (\$12,500 value)	Upgraded Exhibit Booth and Mobile App Ad (\$2,500 value)	Upgraded Exhibit Booth and Mobile App Ad (\$2,500 value)	Exhibit Booth and Mobile App Ad (\$1,500 value)	Exhibit Booth (\$1,000 value)
<i>Educator Resources</i>	Exclusive Sponsor (\$10,000 value)	Banner Ad in All Segments for 1 year (\$6,000 value)	Banner Ad in New Teacher edition for 1 year (\$1,200 value)	Banner Ad in All Segments for 6 months (\$3,000 value)	Box Ad in All Segments for 6 months (\$600 value)
<i>New Teacher Advocate</i>	Half-Page Ad for 4 issues (\$4,200 value)	Half-Page Ad for 3 issues (\$3,225 value)	Half-Page Ad for 4 issues (\$4,200 value)	Third-Page Ad for 4 issues (\$3,360 value)	Quarter-Page Ad for 2 issues (\$1,310 value)
Teachers for a Better Future	Banner Ad for 12 months (\$12,000 value)	Banner Ad for 12 months (\$12,000 value)	Banner Ad for 3 months (\$3,000 value)	Box Ad for 3 months (\$1,500 value)	Box Ad for 3 months (\$1,500 value)
KDP Website	Box Ad for 3 months (\$7,500 value)	Box Ad for 2 months (\$5,000 value)	Box Ad for 2 months (\$5,000 value)	Box Ad for 1 month (\$2,500 value)	Box Ad for 1 month (\$2,500 value)
<i>KDP Record</i>	Full-Page Ad for 4 issues (\$6,730 value)	Half-Page Ad for 4 issues (\$4,600 value)	Third-Page Ad for 4 issues (\$3,520 value)	Third-Page Ad for 2 issues (\$1,800 value)	Third-Page Ad for 1 issue (\$910 value)
Classroom Teacher Grants	50 - \$150 grants (\$7,500 value)	50 - \$150 grants (\$7,500 value)	25 - \$150 grants (\$3,750 value)		
Dedicated Email Blast	4 per year (Up to \$13,600 value)				
KDP Webinars	Exclusive Partnership (\$7,500 value)				
Celebration of Teaching Program	Exclusive Sponsor (\$12,000 value)				
Named Scholarship	1 (\$25,000 value)				

*If an item from an exclusive partnership opportunity is already sold (e.g., KDP Webinars), the value of the opportunity will be offered within another area.

Value-Added Benefits – Priceless

Social Spotlight



Your business is promoted through our social media channels, reaching out to our more than 35,000 followers.

Metrics

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

Recognition

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



DEDICATED EMAIL MARKETING BLAST

Your company is invited to distribute a dedicated email to our mailing list: a targeted population of our more than 200,000 active email addresses. This email blast can promote your event, webinar, product, or press release, though the content must be approved through Kappa Delta Pi. You can design and write your own email, and we will send your information and then provide you with any data—excluding the mailing file itself. With open and click-through rates as high as 44% and 16%, respectively, this is your chance to reach thousands of educators.

The cost for a dedicated blast is \$0.10 per active email address.



KDP WEBSITE

- Average 32,000 unique visitors each month, which is consistently growing at 25%.
- Advertisements are linkable to your website.

BOX AD (Homepage)

(270 x 157 pixels)
\$2,500/month

KDP LEADER

- Exclusively for chapter leaders
- Total of 10 issues per academic year
- Approximately 3,000 readers
- Advertisements linkable to your website

BOX AD WITH BLURB

(270 x 157 pixels)
\$60/issue



EDUCATOR RESOURCES

- Monthly, segmented e-newsletters to New Teachers, Undergraduates, Administrators, Grad Students, Practicing Teachers (3+ years), Teacher Educators (faculty), and Retirees
- More than 30,000 readers
- Advertisements linkable to your website

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

BANNER AD – ONE SEGMENT

Graphic and accompanying blurb at bottom in advertisements section. Choose one segment.
\$100/month

BOX AD – ALL SEGMENTS

Graphic and accompanying blurb tucked inside regular content.
(200 x 200 pixels)
\$100/month

BOX AD – ONE SEGMENT

Graphic and accompanying blurb at bottom in advertisements section. Choose one segment.
\$50/month



TEACHERS FOR A BETTER FUTURE

- Online community of more than 35,000 subscribers.
- Advertisements are linkable to your website.

BANNER AD

(Size TBD)
\$1,000/month

BOX AD (Homepage)

(Size TBD)
\$500/month

EDUCATOR LEARNING NETWORK



Investing in educators since 1911, KDP launched the Educator Learning Network as a premier online professional development platform for K–12 teachers. The Educator Learning Network provides affordable, high-quality training that grows career skills in an interactive, social learning environment.

Our unique micro-course format utilizes video, graphics, and peer-to-peer social activities to build a meaningful and inclusive experience. To complete the course, users create a helpful artifact like a lesson plan that is reviewed by and given feedback from an expert. No automated quiz here! The Educator Learning Network also provides a lifelong professional ePortfolio to showcase academic and professional accomplishments. Driven by the needs of today's teachers in the classroom, our engaging courses deliver the training educators need for their students to thrive.

SAMPLE COURSES



**Classroom
Management Basics**



**Data Literacy for
Teaching**



**Educator
Wellness**



**Intro to
Sustainability**



**Social-Emotional
Learning**



**Student Responsibility
for Learning**

Market your company through Educator Learning Network! Logo featured prominently in course. Sponsorship opportunities are available at \$5,000 per course.

Interested in creating your own course?

Contact Chris Beaman at chris@kdp.org or by calling 800-284-3167 for information on hosting your content on the Educator Learning Network.



CONVOCAATION 2019



At this international conference on October 24–26, 2019, more than 800 educators will come together at the Norfolk Waterside Marriott, providing the perfect occasion for you to network directly with potential customers and clients. For real-time event updates, visit www.kdp.org/convo2019.

Craft your company's perfect package of exposure and interaction with our à la carte menu of opportunities. Nonexclusive opportunities are noted with *.

Exhibit Booth* – \$1,000

Get face-to-face with more than 800 educators at our annual conference! Included is a 6' draped table in a high-traffic area, 2 complimentary full-conference registrations, free Wi-Fi, listing in printed program, logo on event website, and custom company profile in mobile app with linkable content capability. Electricity is available for exhibit booths, but is at the expense of the partner and must be requested by October 10, 2019.

Lessons Learned Sponsor – \$1,500

Experienced educators share their years of wisdom and advice to younger professionals entering the teaching profession during this highly popular session. Your logo will be included on signage and handout.

Chapter Leader Sponsor – \$3,000

Looking to have your brand in front of the more than 500 chapter leaders in attendance at Convocation 2019? At six different facilitated sessions, ranging from the Chapter Makerspace to Celebrating our Chapter Counselors luncheon, chapter leaders will share successes, challenges, ideas, and more. Additionally, chapter leaders who went above and beyond during the 2018–2019 academic year will be recognized for their outstanding contributions.

Dance Sponsor – \$5,000

Our educators work hard but they play hard, too! Our dance is a highly attended and fun finale of Convo. Sponsor this event to leave attendees with a lasting impression.

Diversity Summit Sponsors* – \$5,000 each

Limited to three organizations, become a partner of diversity and inclusion through this sponsorship. To build a teacher workforce that reflects today's students, KDP is holding a 1-day pre-conference meeting on October 23 about recruiting, supporting, and retaining teachers of color in the classroom. This event, led by renowned scholars in multicultural education, will host deans and faculty to begin a dialogue to identify and advance best practices for diversity in teacher preparation programs.

General Session Sponsorships – \$10,000 each

Looking to be acknowledged in front of the conference's largest audiences? Sponsor a General Session! These entertaining and educative programs gather attendees of all ages to hear from industry-leading speakers.

General Session 1 – Featuring keynote speaker H. Richard Milner IV, urban education professor

General Session 2 – Featuring the KDP Laureate Panel, experts in the field of education. As a bonus, this sponsor also will be recognized at the popular Laureate Chats session!

General Session 3 – Featuring keynote speaker David C. Berliner, educational psychologist

General Session 4 – Featuring keynote speaker Jahana Hayes, 2016 National Teacher of the Year and member of the U.S. House of Representatives

President's Reception Sponsor – \$10,000

The President's Reception will be hosted by Dr. Victoria Tusken, 2018–2020 Society President, and is a chance for KDP leadership to recognize and honor our most important members, donors, volunteers, and partners. At this invitation-only, uplifting event, hors d'oeuvres and drinks will be served to approximately 75–100 guests.



The Teachers' Lounge Sponsor – \$10,000

New opportunity alert: Located in the high-energy and high-traffic space with the KDP Store and Fundraising Booth, this lounge will have intimate soft seating and charging ports, creating the ultimate hangout spot. You will want your company's logo in this space!

Closing Banquet Sponsor – \$15,000

Our elegant banquet is the perfect branding opportunity as we recognize outstanding achievement as well as inspire and excite attendees with featured speaker Joe "Mr. D" Dombrowski. Additional acknowledgment is included in the banquet's printed program.

ADDITIONAL OPPORTUNITIES

Program Advertising* – \$500

Run a quarter-page, full-color advertisement in the official Convocation 2019 printed program or a digital push notification or rotating banner in our mobile application. Space is limited, so contact KDP today to reserve your space! Print program advertisements must be received by August 30, 2019, to be included.

Promo Item for Attendees* – \$500

Get your company's brand in the hands of attendees by purchasing a promo item sponsorship. Items will be included in totes, if sponsored, or otherwise available for attendees to pick up. Items must be provided at the expense of the partner.

Lanyard Sponsor – \$1,500

All attendees receive an event badge to wear throughout the conference. What better way to advertise your organization than through this exclusive opportunity?

Wi-Fi Sponsor – \$1,500

Do you know anyone who attends conferences or stays at hotels and doesn't search for the free Wi-Fi? Promote your company by sponsoring the Wi-Fi at Convocation 2019! The Wi-Fi login will be set to your name or other mutually agreed-upon login, and all signage and materials will include your company logo with the language, "Wi-Fi powered by [insert company's name here]."

Logo in Promo Emails – \$5,000

One sponsor can have the unique opportunity to have their logo included in Convo emails. This maximum exposure of your brand goes to thousands of our members through special event communications.

Conference Tote Bag Sponsor – \$5,000

Want attendees to think about your brand long after the event ends? Promote your company through a co-branded bag for approximately 800 conference attendees.

Mobile App Sponsor – \$7,500

High-profile alert: One organization can market their company by sponsoring our official conference mobile application that boasts an 85% adoption rate. Your logo will be prominently displayed on the splash screen when attendees open the application.



NEW TEACHER ADVOCATE ADVERTISING



The *New Teacher Advocate* is a professional magazine with a mission to serve as a partner for success to teacher education students and new educators. Reviewed and vetted by an academic advisory panel, this publication aims to inform, support, and inspire new and soon-to-be teachers through relevant content and best-practice strategies that they read today and apply to their classroom instruction tomorrow.

The spring issues are special 32-page editions that all graduating senior members and first-year teachers receive in print, positioning it to be a highly attractive marketing opportunity for your brand.

Readership Profile: Undergraduate students in education preparation programs and new teachers in the classroom

Circulation: 50,000

Frequency: 4 times per year

ADVERTISING RATES AND DEADLINES

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
Fall 2019	6/1/2019	6/14/2019	Late August 2019
Winter 2019	9/1/2019	9/14/2019	Late November 2019
Spring 2020	11/1/2019	11/14/2019	Late February 2020
Summer 2020	2/1/2020	2/14/2020	Late April 2020
Fall 2020	6/1/2020	6/14/2020	Late August 2020
Winter 2020	9/1/2020	9/14/2020	Late November 2020
Spring 2021	11/1/2020	11/14/2020	Late February 2021
Summer 2021	2/1/2021	2/14/2021	Late April 2021
Fall 2021	6/1/2021	6/14/2021	Late August 2021

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 topics that cover evidence-based strategies, reviews of current policy initiatives, examples of applied theories, and reports of original research in language that is accessible and practical.

Readership Profile: National and international education professionals who work and teach at all levels and in a wide range of disciplines and settings

Circulation: 16,000

Frequency: 4 times per year

ADVERTISING RATES AND DEADLINES

Format	Size (inches)	1x	2x	3x	4x
Full page	7.25 x 9.25	\$1,790	\$3,510	\$5,210	\$6,730
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

Printing Specifications

Trim: 8.25 x 10.75

Bleeds: Not available

Binding: Saddle Stitch

Resolution: 300 dpi

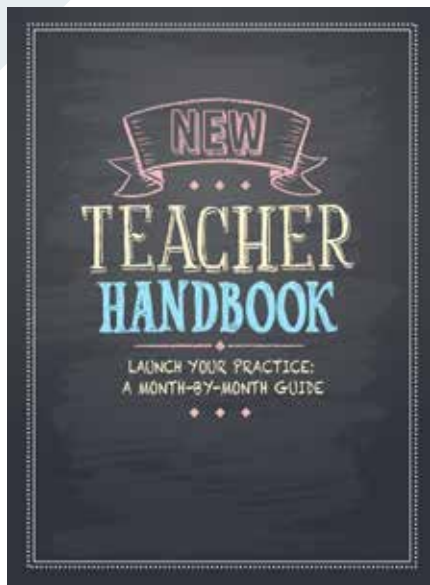
Submission

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
October 2019	7/1/2019	8/1/2019	Late October 2019
January 2020	10/1/2019	11/1/2019	Late January 2020
April 2020	1/2/2020	2/1/2020	Late April 2020
July 2020	4/1/2020	5/1/2020	Late July 2020
October 2020	7/1/2020	8/1/2020	Late October 2020
January 2021	10/1/2020	11/1/2020	Late January 2021
April 2021	1/2/2021	2/1/2021	Late April 2021

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NEW TEACHER HANDBOOK



Currently, a group of authors is working to develop the *New Teacher Handbook, Launch Your Practice: A Month-by-Month Guide for New Teachers*, to be ready by spring 2020 and projected to be on nearly 5,000 new teachers' desks during the 2020–2021 school year.

KDP routinely surveys members to stay informed of their professional needs and the organization's successes and opportunities in providing services to the membership.

During the fall 2018 semester, a survey revealed that various segments of KDP constituents (e.g., undergraduate students, practicing teachers and administrators, and

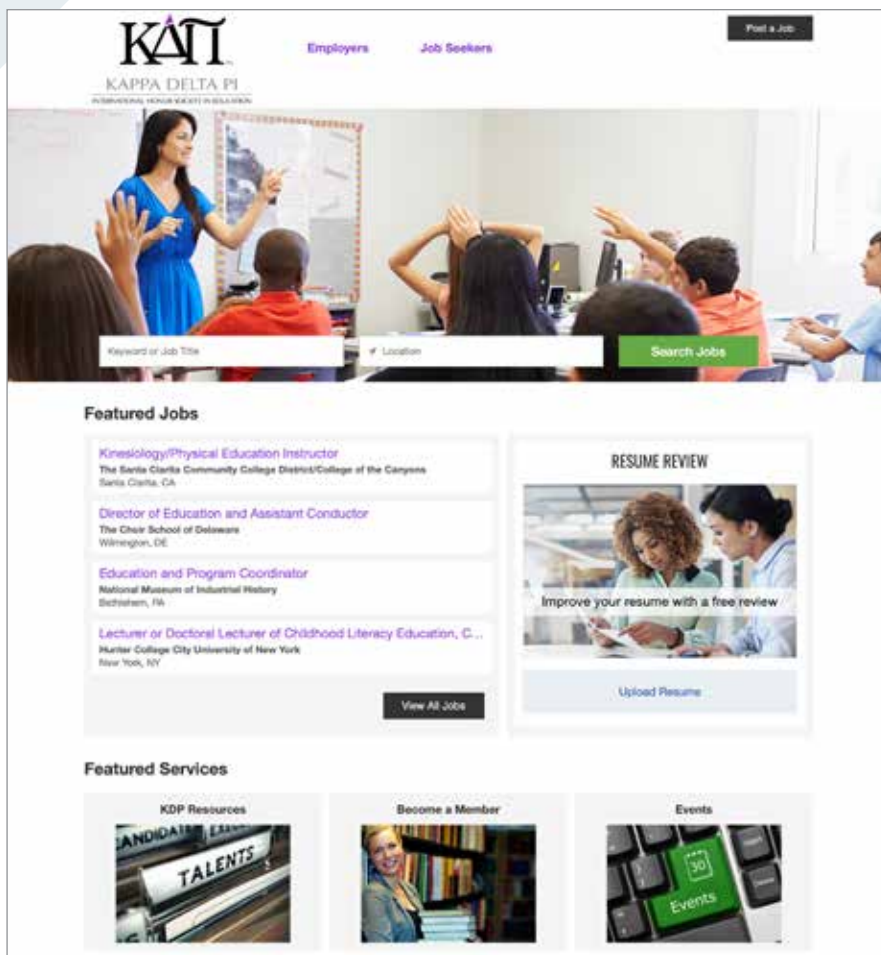
higher education faculty—receiving different, but aligned, surveys) believe strongly that offering a physical handbook to new graduates would promote KDP's goal of curbing teacher turnover, especially in high-poverty urban and rural schools.

Sponsorship Opportunities

Market your company or program via a full-color advertisement in this newest KDP publication, which will be distributed to nearly 5,000 new teachers prior to the start of the 2020–2021 school year.

Full Page	– \$2,500
1/2 Page	– \$1,500
1/3 Page	– \$1,250
1/4 Page	– \$1,000

CAREER CENTER



Kappa Delta Pi joined forces with YMCareers to launch a job board curated for our members. We are excited to partner with you for your recruitment needs and to help our members find their dream jobs. You can post open positions, source qualified candidates, and promote your organization as a great place to work through the Career Center. Advertise your employment opportunities to job seekers that you can't reach through other outlets.

Job postings are available starting at \$199. Visit <https://jobs.kdp.org> for more information.

Create your custom ad:

30 Days	for \$595
90 Days	for \$1,400
6 Months	for \$2,500

Sponsorship of the Career Center site:

1 year for \$3,000

CELEBRATION OF TEACHING



Celebration of Teaching is Kappa Delta Pi's newest signature service initiative. This new program, successfully piloted in the 2017–2018 academic year, is designed to support current teachers, inspire future teachers, and recognize the profound impact of education on our society.

Nearly every person can point to an exceptional teacher who played a critical role in his or her life. Sadly, many of these educators find themselves leaving the classroom long

before retirement. In fact, a staggering 41% of teachers will leave the profession within the first 5 years.

Kappa Delta Pi is committed to curbing this trend and supporting young professionals as they enter the classroom and beyond.

Chapter project ideas: adopting a classroom, encouraging high school students to volunteer at an elementary school in their district, compiling letters written by students honoring their teacher, funding a teachers' lounge renovation, developing a multicultural program that advocates for the importance of teachers of color in the classroom, inviting local middle and high school students to campus to participate in a "Teacher Career Day," collaborating with the local teachers' union to address specific needs within the community, and participating in local town halls and other civic engagements to advocate for the profession.

Sponsorship of the entire Celebration of Teaching program for one 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, and CEUs are sometimes offered—depending on states' requirements.

Average attendance is 75 for each webinar, providing an intimate opportunity to promote your brand.

Sponsorship of all webinars for one academic year (approximately 25 webinars): \$7,500

Propose your own topic or promote a preplanned webinar with additional sponsorship levels beginning 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 become 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, 50 grants of \$150 each are available to practicing Pre-K–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 established by you. Endowments start at \$25,000.

General Support

Interested in supporting KDP but not looking for advertising? We offer sponsorships at all levels. Contact us today!



ONLINE AGREEMENT FORM

Available at www.kdp.org/partners.php

YOUR CONTACTS

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