



**“Above All,  
Students  
First”**

## Texas Association of Secondary School Principals Corporate Partnership Program

The Texas Association of Secondary School Principals is an association formed by and for over 6,000 campus level administrators. Established in 1923, its purpose is to build an active network of educators that want to take responsibility for the quality of school leadership. TASSP focuses on the need for collaboration between all stakeholders in education while using as its foundation a very effective volunteer force that provides a statewide knowledge base and informed leadership.

Because TASSP members make the purchasing decisions for their middle level and high school campuses, and because our business partners supply the materials and services that benefit schools, we feel that TASSP is strategically organized to bring the two groups together.

Please take time to review this brochure. TASSP has combined into one annual prospectus, opportunities for businesses to select from a menu of exhibit shows, print advertising and sponsorships. An alliance between school leaders and business leaders offers a clear opportunity for mutual benefit.



# Corporate Partnership Levels

TASSP is honored to work in partnership with corporations who choose to support the mission and goals of providing quality professional development to secondary school leaders. The contributions received through this program go directly to securing well-known consultants, researchers, and experts on topics of interest to secondary school leaders. This program gives corporate partners expanded opportunities to meet face-to-face with TASSP members at workshops, seminars and conferences.

**Become a partner in Texas Secondary Education and select a plan that ensures you receive maximum exposure for your dollars.**

Contact Leticia Menchaca to discuss partnership options: 512-443-2100 x8506 or [leti@tassp.org](mailto:leti@tassp.org)

---

## Associate Level \$2,500

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Exhibit table at Assistant / Aspiring Principal Workshop **OR** Making Middle School Matter Symposium

## Bronze Level \$3,500

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Exhibit table at Assistant / Aspiring Principal Workshop **OR** Making Middle School Matter Symposium
- One premium inline booth at Summer Workshop
- One-third page ad: Texas Study Fall **OR** Spring Edition

## Silver Level \$5,000

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- One premium corner booth at Summer Workshop
- Passport Booth: one (1) day designation at Summer Workshop Day 1 **OR** Day 2
- One-half page ad: Texas Study Fall **OR** Spring Edition
- Partner-generated resource blast email sent by TASSP via email (for approval by TASSP), one (1) per year

## Gold Level \$7,500

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Exhibit table at Assistant / Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- One premium corner & inline booth at Summer Workshop
- Passport Booth: one (1) day designation at Summer Workshop Day 1 **OR** Day 2
- Sponsor: one (1) door prize (\$500) at Summer Workshop
- One (1) registration for Summer Workshop
- Full page ad: Texas Study Fall **OR** Spring Edition
- A dedicated partner-generated resource blast email sent by TASSP via email (for approval by TASSP), every quarter including a video link.
- Advertise in TASSP online News Highlights (1 per year)
- **Featured partner in News Highlights issue (at anniversary)**
- Facebook and Twitter mention postings one (1) (per year)
- 60 seconds video clip to show at the region meetings
- 5 minutes custom Video to send in region meeting invitations and in the thank you email sent after the region meeting
- A video link embedded on the TASSP corporate partnership page

## Platinum Level \$10,000

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- Exhibit table at the Assistant/Aspiring Principal Workshop
- Exhibit table at Making Middle School Matter Symposium
- Two premium corner booths at Summer Workshop
- Passport Booth: one (1) day designation at Summer Workshop Day 1 **OR** Day 2

*Continued...*

- Sponsor: one (1) door prize (\$500) at Summer Workshop
- One third-page ad on the Summer Workshop program
- One (1) registration for Summer Workshop
- Full page ad: Texas Study Fall **AND** Spring Edition
- A dedicated partner-generated resource blast email sent by TASSP via email (for approval by TASSP), every quarter including a video link
- Advertise in TASSP online News Highlights (1 per year)
- **Featured partner in News Highlights issue (at anniversary)**
- Facebook and Twitter mention postings Two (2) (per year)
- 60 seconds video clip to show at the region meetings
- 5 minutes custom Video to send in region meeting invitations and in the thank you email sent after the region meeting
- A video link embedded on the TASSP corporate partnership page

### **Diamond Level \$17,000**

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- One (1) exhibit table at the Assistant / Aspiring Principal Workshop
- One (1) exhibit table at Making Middle School Matter Symposium
- Two premium corner booths at Summer Workshop
- Passport Booth: two (2) days designation at Summer Workshop
- Sponsor: one (1) door prize (\$500 each) at Summer Workshop
- Two (2) registrations for Summer Workshop
- Introduction of Corporate Partners at TASSP Summer Workshop, designated General Session
- One half-page ad on the Summer Workshop program
- Full page ad: Texas Study Fall **AND** Spring Edition
- A dedicated partner-generated resource blast email sent by TASSP via email (for approval by TASSP), every quarter including a video link
- Advertise in TASSP online News Highlights (2 per year)
- **Featured partner in News Highlights issue (at anniversary)**
- Article in Texas Study of Secondary Education Journal (must be submitted for review)
- Facebook and Twitter mention postings Three (3) (per year)
- 60 seconds video clip to show at the region meetings

- 5 minutes custom Video to send in region meeting invitations and in the thank you email sent after the region meeting
- A video link embedded on the TASSP corporate partnership page
- Article in Texas Study of Secondary Education Journal (must be submitted for review)

### **Executive Level \$25,000**

- TASSP Associate Membership
- Logo and Weblink from [www.tassp.org](http://www.tassp.org)
- Online Recognition at TASSP - sponsored events: Summer Workshop, Making Middle School Matter Symposium, Assistant/Aspiring Principal Workshop, New Principal Academy, and Fundamental 5/Leadership Academy at the general session (Video presentation)
- Logo on Keynote slide and handouts at virtual and in-person Region meetings
- One (1) exhibit table at the Assistant / Aspiring Principal Workshop
- One (1) exhibit table at Making Middle School Matter Symposium
- One premium square (20' x 20') booth at Summer Workshop
- Passport Booth: two (2) days designation at Summer Workshop
- Sponsor: one (1) door prize (\$500 each) at Summer Workshop
- One-page ad on the Summer Workshop program
- Two (2) registrations for Summer Workshop
- Introduction of Corporate Partners at TASSP Summer Workshop, designated General Session
- Full page ad: Texas Study Fall AND Spring Edition, inside front or back cover
- A dedicated partner-generated resource blast email sent by TASSP via email (for approval by TASSP), every quarter including a video link
- Advertise in TASSP online News Highlights (3 per year)
- **Featured partner in News Highlights issue (at anniversary)**
- Article in Texas Study of Secondary Education Journal (must be submitted for review)
- Facebook and Twitter mention postings Three (3) (per year)
- 60 seconds video clip to show at the region meetings
- 5 minutes custom Video to send in region meeting invitations and in the thank you email sent after the region meeting
- A video link embedded on the TASSP corporate partnership page
- Article in Texas Study of Secondary Education Journal (must be submitted for review)
- Underwriter for TASSP-selected keynote speaker



---

## TASSP Workshop Exhibits:

The exhibit show at TASSP events provides a relaxed setting for the school buyer to consider and select products for their schools. See the Exhibit Contract for dates, pricing and booth information. Call Ofra Levinson [ofra@tassp.org](mailto:ofra@tassp.org) for more information: (512)443-2100 x8507.

### 2023 TASSP SUMMER WORKSHOP

- More than 2,700 secondary school administrators are expected to attend the event.
- To increase traffic in the Summer Workshop Exhibits, some booths can be designated as TASSP Passport Booths. Attendees who visit these passport booths are eligible to win cash prizes.
- With more than 140 exhibitors representing a variety of school-related products, and demonstration sessions, it's the center of activities.

### ASSISTANT PRINCIPAL WORKSHOP

- Average registered attendance: 300
- This workshop gives the business partner an opportunity to build customer loyalty with the Assistant Principals (and many future Principals) of Texas. There is also a strand for students enrolled in the university principal certification programs.

### MAKING MIDDLE SCHOOL MATTER SYMPOSIUM

- Average registered attendance: 300
- This workshop gives the business partner an opportunity to build customer loyalty with middle level administrators and teachers.

---

## TASSP Publications and Print Advertising:

Advertising with TASSP builds and reinforces your relationship with Texas secondary school leaders. Call Ofra Levinson [ofra@tassp.org](mailto:ofra@tassp.org) for more information: (512)443-2100 x8507.

### TEXAS STUDY OF SECONDARY EDUCATION

*Magazine Published Fall/Winter and Spring/Summer*

The Association's professional journal, the Texas Study of Secondary Education, is published in the fall and in the spring and mailed to all members. Each issue focuses on topics of interest to secondary school administrators with authors ranging from experienced members to nationally recognized experts in education. Exhibitors can use the Texas Study to encourage traffic and promote interest in their booth at the subsequent TASSP Exhibit Shows. For those companies who don't exhibit at workshops, an ad provides a way to reach all TASSP members.

**Full Color: Full Page Ad: \$800 | Half Page Ad: \$600 | Third Page Ad: \$500 | Small Ad: \$300**

### TASSP SUMMER WORKSHOP PROGRAM

*TASSP Annual Conference in June*

Advertising in the TASSP Summer Workshop program provides the opportunity for exhibitors to place contact information, coupons and other timely announcements to conference participants. It also allows exhibitors to build good customer recognition and to increase attendance in the TASSP Exhibit Shows.

**Full Color: Full Page Ad: \$700 | Half Page Ad: \$500 | Third Page Ad: \$350 | Small Ad: \$200**



## TASSP Vision:

To offer Texas principals and assistant principals a forum to explore the best practices in school administration with the ultimate goal of helping facilitate student learning. It is the intent of the organization that we honor our motto, "Above All, Students First," in all that we do.

**Texas Association of Secondary School Principals | 512-443-2100**

[www.tassp.org](http://www.tassp.org)

<b>TASSP Sponsorship Levels</b>	<b>Associate \$2,500</b>	<b>Bronze \$3,500</b>	<b>Silver \$5,000</b>	<b>Gold \$7,500</b>	<b>Platinum \$10,000</b>	<b>Diamond \$17,000</b>	<b>Executive \$25,000</b>
<b>Membership</b>							
TASSP Associate Membership	Included	Included	Included	Included	Included	Included	Included
<b>General Marketing</b>							
Logo and weblink from www.tassp.org website	Included	Included	Included	Included	Included	Included	Included
Online recognition at TASSP Events	Included	Included	Included	Included	Included	Included	Included
Logo on Keynote slide and handouts at Virtual or In-Person Region Meetings	Included	Included	Included	Included	Included	Included	Included
<b>Exhibits</b>							
Exhibit Table at Assistant / Aspiring Principal Workshop	1 Table at either event	1 Table at either event	1 Table	1 Table	1 Table	1 Table	1 Table
Exhibit Table at Making Middle School Matter Symposium			1 Table	1 Table	1 Table	1 Table	1 Table
Exhibit Booth at Summer Workshop		1 Inline	1 Corner	1 Corner & 1 Inline	2 Corners	2 Corners	1 Square (20'x20' corner)
Passport Booth two-day designations at Summer Workshop: day 1 and/or day 2			One day	One day	One day	Two days	Two days
Sponsor: Door Prize/s (\$500 each) at Summer Workshop				One door prize	One door prize	One door prize	One door prize
Registrations for Summer Workshop				1 registration	1 registration	2 registrations	2 registrations
Introduction of Corporate Partners at TASSP Summer Workshop, designated General Session						Included	Included
Underwriter for TASSP-selected keynote speaker							Included
<b>Advertising</b>							
Texas Study of Secondary Education Professional Journal Ad		1/3 page Ad Fall <b>OR</b> Spring	1/2 page Ad Fall <b>OR</b> Spring edition	Full page Ad Fall <b>OR</b> Spring edition	Full page Ad Fall <b>AND</b> Spring edition	Full page Ad Fall <b>AND</b> Spring edition	Full page Ad Fall <b>AND</b> Spring edition: Inside cover
Partner generated resource sent by TASSP via email (for approval by TASSP)			1 / year	1 / Quarter (with a video link)	1 / Quarter (with a video link)	1 / Quarter (with a video link)	1 / Quarter (with a video link)
Advertise in TASSP online News Highlights				1 / Year	1 / Year	2 / Year	3 / Year
Featured partner in News Highlights issue (at anniversary)				Included	Included	Included	Included
Article in Texas Study of Secondary Education Journal (must be submitted for review)						Included	Included
Summer Workshop ad on PDF Program					1/3 page	1/2 page	Full page
<b>Other</b>							
Article in Texas Study of Secondary Education Journal (must be submitted for review)						Included	Included
<b>Social Media</b>							
Facebook and Twitter Mentioning				1 post/year	2 posts/year	3 posts/year	3 posts/year
60 seconds custom Video to show at region meetings				Included	Included	Included	Included
5 minutes custom Video to send in region meeting invitations and thank you email				Included	Included	Included	Included
A video link embedded on the TASSP corporate partnership page				Included	Included	Included	Included