

TENNESSEE SCHOOL COUNSELOR
AND ADMINISTRATOR LEADERSHIP INSTITUTE

SPARKING CHANGE IGNITING PASSION



SEPTEMBER 21-23, 2025

EMBASSY SUITES HOTEL & CONVENTION CENTER • MURFREESBORO, TN

co-hosted by



SPONSORSHIP PACKAGE

SPARKING CHANGE IGNITING PASSION



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ASSOCIATION



NATIONAL CENTER for
YOUTH ISSUES



Benefits Received By All Sponsors

All major sponsors that provide at least \$2,750 in cash and/or in like-kind products and services will receive the following benefits:

- Logo recognition on promotional materials
- E-blast features your organization
- Logo recognition on the Institute App
- Name recognition and logo placed on general sponsor recognition signage at the event
- VIP seating at the Institute Keynote Event
- Name recognition and/or logo on Institute website
- Booth in Institute Exhibit Hall (Valued at \$550)
- Contact list of all attendees provided at the conclusion of the Institute

The following pages indicate additional benefits available for designated sponsorship levels.



BENEFITS RECEIVED BY ALL SPONSORS



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Major Sponsor Levels



GOLD LEVEL

\$7,500

Primary/lead emphasis on promotion and print materials, including the Institute App and Institute signage.

One table at the Keynote Luncheon. Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$200).

The CEO, or his/her designee, of the organization will be seated at the speaker's table at the Keynote Luncheon.

The CEO, or his/her designee, will be introduced at the Keynote Luncheon and **given three to five minutes to speak to the participants.**

3 Push Notifications from the App featuring only the Gold Level Sponsor.

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

Opportunity to insert materials into Participant's Tote Bags

SILVER LEVEL

\$5,000

Major emphasis on promotion and print materials, including the Institute App and Institute signage.

Four reservations at the Keynote Luncheon. Seats will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$100).

The CEO, or his/her designee, of the organization will be seated at the speaker's table at the Keynote Luncheon.

The CEO, or his/her designee, will be introduced at the Keynote Luncheon.

3 Push Notifications from the App featuring only the Silver Level Sponsor.

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

Opportunity to insert materials into Participant's Tote Bags

MAJOR SPONSOR LEVELS

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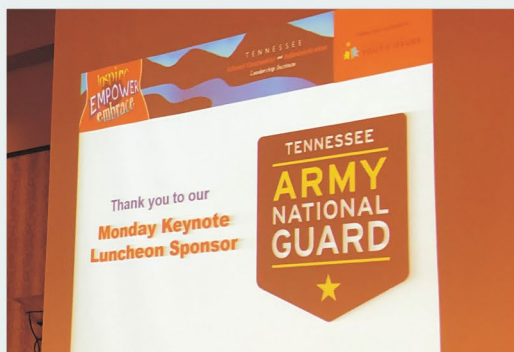
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Monday Networking Luncheon Exclusive Sponsor

\$5,500

Dedicated PowerPoint Slide will be displayed throughout the Networking Luncheon indicating your organization as the sponsor and noted as such in the Institute App.

Prominent logo recognition on the main sponsor banner, displayed throughout the Institute.

Logo recognition on signage at the entrance to the Luncheon.

The CEO, or his/her designee will be introduced at the Luncheon and given 5 minutes to greet guests. The CEO, or his/her designee, will be seated at the speaker's table.

One table at the Luncheon. Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$200).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

3 Push Notifications from the App featuring only the Monday Networking Luncheon Sponsor.

Opportunity to insert materials into Participant's Tote Bags

MONDAY NETWORKING LUNCHEON EXCLUSIVE SPONSOR

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Tuesday Keynote Luncheon Exclusive Sponsor

\$5,500

Dedicated PowerPoint Slide will be displayed throughout the Keynote Luncheon indicating your organization as the sponsor and noted as such in the Institute App.

Prominent logo recognition on the main sponsor banner, displayed throughout the Institute.

Logo recognition on signage at the entrance to the Luncheon.

The CEO, or his/her designee will be introduced at the Luncheon and given **5 minutes to greet guests**. The CEO, or his/her designee, will be seated at the speaker's table.

One table at the Keynote Luncheon. Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$200).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

3 Push Notifications from the App featuring only the Tuesday Keynote Luncheon Sponsor.

Opportunity to insert materials into Participant's Tote Bags



TUESDAY KEYNOTE LUNCHEON EXCLUSIVE SPONSOR

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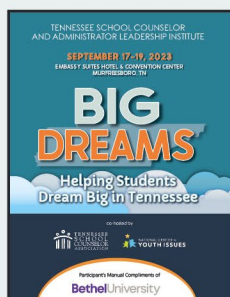
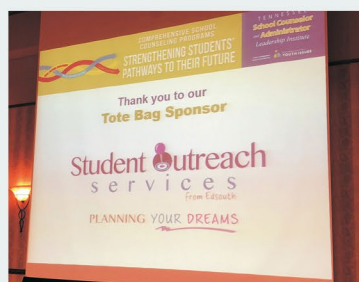
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Promotional Items Sponsorship

PARTICIPANT'S TOTE BAG

\$4,250

The organization's name and logo will be the **only sponsor** featured on the Participants Tote Bag.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Institute App.

Three employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

3 Push Notifications from the App featuring only the Participant's Bag Sponsor.

Opportunity to insert materials into Participant's Tote Bags

PARTICIPANT'S INSTITUTE APP

\$3,750

The organization's name and logo will be the **only sponsor** indicated on the front page of the Institute App.

Inclusion of the organization's name and logo on major sponsor recognition signage.

Three employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

3 Push Notifications from the App featuring only the Participant's App Sponsor.

Opportunity to insert materials into Participant's Tote Bags

PROMOTIONAL ITEMS SPONSORSHIP

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Refreshment Breaks Sponsorship

\$3,250

Specific **major signage** will be displayed at this event indicating your organization as the sole sponsor.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Institute App.

Three employees or guests of your organization will be invited to the Keynote Luncheon. Seats will be reserved near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

2 Push Notifications from the App featuring only the Refreshment Breaks Sponsor.

Opportunity to insert materials into Participant's Tote Bags



REFRESHMENT BREAKS SPONSORSHIP

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Registration & Information Center Sponsorship

\$3,250

Large wayfinders will be strategically placed in the Registration & Information Area indicating your organization as the sole sponsor and also noted as such in the Institute App.

Major recognition on general signage.

The CEO, or his/her designee, will be recognized at the Keynote Luncheon.

Three reservations at the Keynote Luncheon. Seats will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

2 Push Notifications from the App featuring only the Registration & Information Center Sponsor.

Opportunity to insert materials into Participant's Tote Bags



REGISTRATION & INFORMATION CENTER SPONSORSHIP

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Opening General Session Sponsorship

\$4,500

Dedicated PowerPoint Slide will be displayed throughout the Opening General Session indicating your organization as the sponsor and noted as such in the Institute App.

Wayfinders will be strategically placed right outside the doors to the Opening General Session indicating your organization as the sole sponsor and also noted as such in the Institute App.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Institute App.

The CEO, or his/her designee, will be introduced at the Opening Session and given **5 minutes to greet guests**. The CEO, or his/her designee, will be seated at the speaker's table

Three reservations at the Keynote Luncheon. Seats will be located near the speaker's platform, and may be used for organization employees or other special guests (Valued at \$80).

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

3 Push Notifications from the App featuring only the Opening General Session Sponsor.

Opportunity to insert materials into Participant's Tote Bags



OPENING GENERAL SESSION SPONSORSHIP

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Sunday Afternoon Pre-Institute Learning Institute Exclusive Sponsorship

\$3,250

Exclusive logo recognition on dedicated PowerPoint slides at the Pre-Institute Learning Institute.

Exclusive logo recognition on signage placed outside the entrance to each Pre-Institute session.

Major Logo Recognition on all Institute promotional materials, including the Institute website.

Introduction of a sponsor representative at each Pre-Institute session and the opportunity to bring remarks to attendees (3-5 minutes).

2 Push Notifications from the App featuring only the Sunday Afternoon Pre-Institute Learning Institute Sponsor.

Booth space will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$550).

Opportunity to insert materials into Participants' Tote Bags.

SUNDAY AFTERNOON PRE-INSTITUTE LEARNING INSTITUTE EXCLUSIVE SPONSORSHIP