Virtual Sponsorship & Advertising Prospectus

2021 Leadership & Advocacy Conference
LIVE!

March 22-24, 2021
#LACLIVE!21
ABOUT NAGC

The National Association for Gifted Children (NAGC) is a global network reaching over 41,000+ educators, researchers, advocates, parents, and policymakers who believe giftedness and high potential must be fully recognized, universally valued, and actively nurtured to support children from all backgrounds in reaching for their personal best and contributing to their communities.

NAGC's 2021 Leadership & Advocacy Conference LIVE! is the first national, virtual event focused exclusively on public policy, legislation, and advocacy to support gifted and talented children.

WHY SPONSOR?

Support gifted education leadership training and help advocates promote the movement to SEE, TEACH, UNDERSTAND, and CHALLENGE gifted and talented children from all backgrounds.

EXPOSURE

Raise brand exposure and position your organization as a leader and influencer in the gifted education community.

NETWORKING

Connect with advocates from across the nation, and enhance relationships with school administrators, researchers, and teachers, as well as parents of gifted and talented children.

EDUCATION

Receive complimentary registrations to the conference and learn about the key issues facing gifted education and advocacy efforts.
With the health and safety of NAGC members top of mind, the 2021 NAGC Leadership & Advocacy LIVE! will gather the nation’s top minds to deliver a content-rich, three-day program that focuses exclusively on legislation, research, and grassroots advocacy for gifted children.

This virtual event offers more than 15 hours of educational, networking sessions, strategically building your knowledge and skills day-by-day:

Join fellow gifted advocates to:
- Be part of a national grassroots movement to support ALL gifted children
- Sharpen your advocacy skills on behalf of gifted children
- Visit virtually with your state's Congressional Representatives and Senators
- Learn how federal policies are impacting gifted education
- Fight to protect the Javits gifted education program
- Learn more about our movement’s federal, state, and local policy and advocacy work

Sample Sessions
- **2018-19 State of the States Report** – Implications for Policy & Advocacy
- **Overview of Federal Grassroots Advocacy Strategy and the New Administration**
- **Federal Investment in Gifted Works and Must Be Strengthened – Case Studies of the Success of the Javits Program**
- **Equity & Building Programming in Every Community – Policy & Legal Lessons Learned from Illinois School District U-46**
- **Value of Coalition Building - Parents and Teachers Partnering for Successful Advocacy & Policy Outcomes**
- **The State or federal Budget – It is okay to ask for $32 or even $100 Million**

Sample Participating Organizations
- Arizona Public Schools
- Arlington Public Schools
- Baltimore County Public Schools
- Broward County Public Schools
- Clinton Public Schools Dickinson-Wright
- Hall County Schools
- Huntsville School District
- Institute for Educational Advancement
- Johns Hopkins University
- NW Arkansas Education Service
- Cooperative Sacramento City USD
- Tennessee Association for the Gifted
- TX Association for the Gifted & Talented
- The Grayson School
- University of Connecticut

Demographics
- **Gifted Coordinators & Administrators** 43%
- **K-12** 18%
- **University Faculty & Student Consultants** 17%
- **Parents** 8%
**MONDAY, March 22**

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
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<tbody>
<tr>
<td>10:00–10:10 am</td>
<td>Welcome</td>
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<tr>
<td>10:10–10:55 am</td>
<td>State of the States Report - Implications for Policy &amp; Advocacy</td>
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<tr>
<td>11:00–11:45 am</td>
<td>Overview of Federal Grassroots Advocacy Strategy and the New Administration</td>
</tr>
<tr>
<td>12:00–1:00 pm</td>
<td>Virtual Bring Your Own Lunch</td>
</tr>
<tr>
<td>1:00–1:45 pm</td>
<td>Report from the National Center for Research on Gifted Education</td>
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<tr>
<td>2:00–2:45 pm</td>
<td>Research, Talking Points and Best Practice, Necessary But Not Sufficient – The Imperative of Building Relationships to Drive Change</td>
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<tr>
<td>3:00–3:45 pm</td>
<td>Practical Steps to Identify, Recruit, Cultivate, and Sustain Gifted Education Movements</td>
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<tr>
<td>3:55–4:00 pm</td>
<td>Closing</td>
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**TUESDAY, March 23**

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<tr>
<th>TIME</th>
<th>EVENT NAME</th>
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<tbody>
<tr>
<td>10:00–10:45 am</td>
<td>View from Capitol Hill and the Administration</td>
</tr>
<tr>
<td>11:00–11:45 am</td>
<td>Federal Investment in Gifted Works and Must Be Strengthened – Case Studies of the Success of the Javits Program</td>
</tr>
<tr>
<td>12:00–1:00 pm</td>
<td>Virtual Bring Your Own Lunch</td>
</tr>
<tr>
<td>1:00–1:45 pm</td>
<td>Equity &amp; Building Programming in Every Community – Policy &amp; Legal Lessons Learned from Illinois School District U-46</td>
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<tr>
<td>2:00–2:45 pm</td>
<td>Federal Higher Education Act and the Importance of Professional Development</td>
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<tr>
<td>3:00–3:45 pm</td>
<td>Equity and Excellence – Implications for the Use and Advocacy of Local Norms</td>
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<tr>
<td>3:55–4:00 pm</td>
<td>Closing</td>
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<tr>
<td>7:00–8:00 pm</td>
<td>Live “Happy Hour” – An Informal Opportunity to Connect &amp; Share</td>
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**WEDNESDAY, March 24**

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<tr>
<th>TIME</th>
<th>EVENT NAME</th>
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<tbody>
<tr>
<td>10:00–10:45 am</td>
<td>Value of Coalition Building - Parents and Teachers Partnering for Successful Advocacy &amp; Policy Outcomes</td>
</tr>
<tr>
<td>11:00–11:45 am</td>
<td>A Lesson from History – Importance of a Big Tent - Philosophical Diversity Toward a Shared Goal</td>
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<tr>
<td>12:00–1:00 pm</td>
<td>Virtual Bring Your Own Lunch</td>
</tr>
<tr>
<td>1:00–1:45 pm</td>
<td>Relationship Building – California and Lessons Learned from the Past and Present</td>
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<tr>
<td>2:00–2:45 pm</td>
<td>The State or Federal Budget – It is Okay to Ask for $32 or Even $100 Million</td>
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<tr>
<td>3:00–3:45 pm</td>
<td>Preparing for Virtual Capitol Hill Visits</td>
</tr>
<tr>
<td>3:55–4:00 pm</td>
<td>Final Closing &amp; Wrap Up</td>
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</tbody>
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For more information, please contact William Knudsen, Director of Government and Affiliate Relations, at wknudsen@nagc.org.

*Schedule subject to change – Last updated January 24, 2021*
Virtual Sponsorship Levels and Registration Benefits

#LACLIVE21! recognizes multiple distinctive levels of support; all virtual advertising and sponsorships are chosen individually, but may be combined to achieve the listed sponsor levels.

Sponsorship level Recognition and conference registrations are given based on the dollar amount paid in sponsorships.

All sponsors could receive the following benefits:

- **Complimentary Registrations:** One or more registrations for full access to the Leadership & Advocacy Conference LIVE!
- **Marketing Visibility:** Recognition on all Leadership & Advocacy Conference LIVE! marketing and communications.
- **Leadership & Advocacy Conference LIVE! site:** Recognition in NAGC Sponsors listing as well as a name mention.
- **Virtual Conference Promotions:** Recognition with hotlinks in email communication and on the Leadership & Advocacy Conference LIVE! site.

**Title - $ 6,500 – 1 Available**

- Logo on the main page Virtual Banner.
- Slide with Company Logo included in loop during breaks on all days of the Virtual Conference.
- Mention in the Welcome Remarks on 1st day.
- E-blast to 41,000+ announcing organization’s sponsorship
- E-blast to Leadership & Advocacy Conference attendees pre- and post-event
- 1 Full Page, 4-color advertisement—*Teaching for High Potential*
- 1-minute presentation in LIVE! “Happy Hour”
- (4) complimentary registrations to the Virtual Conference (Up to $1,245 total value).
- One ad listing on the Virtual Conference site: Choice of (Full Tall: 2400px X 800px or Full Wide:2400px X 400px)
- Ability to include fact sheet in Virtual Conference Resource Center.

**Signature - $ 4,000 – 3 Available**

- Logo on main page Virtual Banner.
- Slide with Company Logo included in loop during breaks on two days of the Virtual Conference.
- Mention in LIVE! “Happy Hour”
- Half-Page, 4-color advertisement—*Teaching for High Potential*
- (3) complimentary registrations to the Virtual Conference (Up to $996 total value).
- One ad listing on the Virtual Conference site: Choice of (*Half Tall: 1200px X 800px Half Wide: 1200px X 400px*)
  Ability to include fact sheet in Virtual Conference Resource Center.

QUESTIONS? Please contact Denise Weathers at dweathers@nagc.org
Leader - $3,000 - 3 Available
- Logo on main page Virtual Banner.
- Slide with Company Logo included in loop during breaks on one day of the Virtual Conference.
- Ability to include fact sheet in Virtual Conference Resource Center.
- (2) complimentary registrations to the Virtual Conference (Up to $747 total value).
- One ad listing on the Virtual Conference site: Choice of *(Tall: 800px X 800px Third Wide: 800px X 400 px)*

Partner - $2,000 – 6 Available
- Logo on side main page Virtual Banner.
- Ability to include fact sheet in Virtual Conference Resource Center.
- (1) complimentary registration to the Virtual Conference (Up to $498 total value).
- One ad listing on the Virtual Conference site: Choice of *(Tall: 600px X 600px Fourth Wide: 600px X 400px Sixth: 400px X 400px)*

Digital Advertising Opportunities:

LACLIVE! Daily Interactive Newsletter

*LACLIVE! Daily,* distributed every day of the conference *(3 days)* to attendees, lists educational programs, exhibitors, meetings, and events. Distribution reach via email, social media, conference and LACLIVE! site: 41,000+. *Exclusive sponsorship opportunities available.*

**Sample:**  *Daily Interactive Newsletter* *(includes pop-up video and ads)*

**Popup Ad:** Popup will display when the newsletter flipbook first loads. **Exclusive all three days:** $2,000 – 1 opportunity  **Daily opportunity:** $700 – 3 opportunities available. 500 x 350 pixels

<table>
<thead>
<tr>
<th>ADVERTISING RATES</th>
<th>AD SIZE &amp; TYPE</th>
<th>Full Page</th>
<th>Full Page w/video</th>
<th>1/2 Page</th>
<th>1/2 Page w/video</th>
<th>1/3 Page (vertical)</th>
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<tr>
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**ADVERTISING SIZES**

*Electronic Flipbook Newsletter*
*(Dimensions: width x height)*

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<td>2.5” x 9.5”</td>
<td>16:9 - 720p</td>
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*Note-when including video, please leave appropriate space for a video thumbnail. Calculate space needed using specs provided in dimensions above. Image files accepted in PNG, JPG or GIF formats only; must be in RGB; and must be no larger than 80k. When submitting files, include URL for ad link. Can include text, HTML, CSS, and JavaScript.*

Interested in ROI? After the virtual conference, NAGC will have access to data related to some of your sponsor benefits *(i.e. number of views and/or clicks on branded benefits).*
Rotating Banner Ad on the Session Media Player

$1,500 (5 available)
Display your company’s custom graphics on a rotating banner to be displayed on the session player during select sessions. Banners will rotate every 3-5 seconds
• Sponsor banner (text, graphic, and link) visible to participants of all sessions

Banner Ad on the “Getting Started” LACLIVE21 briefing communications

$1,000 (3 available)
Display your company’s custom graphics on a banner to be displayed in the email NAGC sends to all attendees about what to expect from the virtual convention.
• Sponsor banner (text, graphic,) visible to all attendees at the time of delivery.

Eblast $1,200 (5 available)
Companies can send customized eblasts to attendees.
All eblasts will have to be approved by your organization.

Benefits:
• sponsor provides custom marketing messages to attendees before or after the event.

Virtual Sponsor/Advertiser Terms and Conditions

Event Management
The virtual event is organized and managed by NAGC. Any matters not covered in these Rules and Regulations are subject to the interpretation of the NAGC Board of Directors and the NAGC Executive Director or his or her designee, and all sponsors must abide by their decisions. Sponsors must comply with the policies and procedures set forth by NAGC. NAGC shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each virtual sponsor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Payment Terms – Rates, Deposits and Refunds
No application will be processed without full payment in U.S. funds with your online application. Online payment by credit card results in immediate confirmation of purchase. You may also select the option to pay by wire transfer or check. Payment by wire transfer or check results in a temporary hold on selected sponsorship. Payments by wire transfer or check must be in USD and payable to the ASSOCIATION. All international bank fees are the responsibility of the sponsor.

All check payments must be received within one month of application. If the check is not received within this timeline, the opportunity may be reassigned at the discretion of NAGC. In the event of a default by the sponsor, as outlined in the previous sentence, the sponsor shall forfeit as liquidated damages, the amount set forth above.

Cancellation Policy
Any sponsor/advertiser who cancels any purchased sponsored or ad space will forfeit the total of the agreement. If the sponsor/advertiser has not yet been paid, the sponsor/advertiser must pay the NAGC money equal to 100% of the full price of said agreement.
**SPONSOR AND DIGITAL ADVERTISING OPPORTUNITIES**

**Contact:** Denise Weathers at dweathers@nagc.org

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<th>Company</th>
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**Sponsor Opportunities:**

- ☐ Title Sponsor - **$6,500** - 1 Available
- ☐ Signature Sponsor - **$4,000** - 3 Available
- ☐ Leader Sponsor - **$3,000** - 3 Available
- ☐ Partner Sponsor - **$2,000** - 6 Available

**Digital Advertising Opportunities:** *LACLIVE!21 Daily Interactive Newsletter*

- ☐ Popup Ad – Exclusive (1 available) $2,000
- ☐ Popup Ad – (3 available) $700
- ☐ Rotating Banner Ad on the Session Media Player $1,500 *(5 available)*
- ☐ Banner Ad on the “Getting Started” briefing communications (3 available) $1,000

**Eblast** *(5 available) $1,200*

- ☐ Full Page w/video $1,050
- ☐ Full Page $900
- ☐ ½ Page/video $850
- ☐ ½ Page $700

**Date ______________________________**

**Total____________________________**

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**Billing Address:**

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<th>Signature:</th>
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**Acceptable File Types**

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Thank you for supporting the NAGC!

We look forward to seeing you at the 68th Annual Convention November 12-17 in Denver, Colorado at the Gaylord Rockies Resort.

Registration opening soon!