



2023-24 SPONSORSHIP OPPORTUNITIES

CalSPRA has expanded professional development and engagement opportunities for its members throughout the year, which allows for increased year-round sponsorships opportunities. Now is a great time to get involved with CalSPRA and connect with our members throughout the state.

In the past two years, our membership has grown by more than 40%, with a membership total nearing 700. Our members are leaders in their school districts, making decisions about products and programs related to communication, engagement, translation, safety and technology. They are also trusted advisors for their leadership teams on a wide variety of topics.

VIRTUAL PROGRAMMING OPPORTUNITIES

- ✓ **Academy Webinars**
(60- to 90-minutes each)
\$1000 per webinar
- ✓ **Certificate Courses**
(4, 90-minute webinars sessions)
\$2000 per webinar series
- ✓ **Member Orientation**
(60-minute sessions)
\$1000 per session
- ✓ **Virtual Regional Events**
(60-minute sessions)
\$1000 per event

Benefits

- Logo placement on program promotion (event page, newsletter, email, social)
- Speaking opportunity — opening and closing
- Inclusion of a sponsor message in follow-up email
- Logo placement on Zoom background of presenter(s)
- One spot to participate if there is interest

IN-PERSON REGIONAL EVENTS

CalSPRA's in-person regional events are generally half-day or full-day professional development and networking opportunities that are open to CalSPRA members and non-members alike. CalSPRA has seven regions spanning the state and there is generally at least one event per region throughout the year.

\$2000 per event

Benefits

- Logo placement on program promotion (event page, newsletter, email, social)
- Speaking opportunities during the event
- Logo placement at the event
- Inclusion of a sponsor message in follow-up email

ADVERTISING OPPORTUNITIES

✓ Digital Monthly CalSPRA Connect & Digital Annual report

QUARTER PAGE

2.75" wide x 4.25" tall
\$250 per issue

HALF PAGE

5.5" wide x 8.5" tall
\$500 per issue

FULL PAGE

8.5" wide x 11" tall
\$1000 per issue