



2024-25 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 three years, our membership has grown by more than 70%, with a membership total nearing 850. 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

- ✓ **Monthly Webinars**
(60- to 90-minutes each)
\$1,000 per webinar
- ✓ **Certificate Courses**
\$2,000 per webinar series
- ✓ **Member Orientation**
(60-minute sessions)
\$1,000 per session

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. Top Conference sponsors receive a complimentary regional event or webinar sponsorship and can purchase additional opportunities.

\$1,000 per event - Conference Sponsors
\$2,000 per event - Non-Conference Sponsors

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 Quarterly 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
\$1,000 per issue

