

the leader in school communication

nspra

National School Public Relations Association

- Create New Connections
- Showcase Your Products and Services
- Enhance Brand Awareness

**Partner
with
NSPRA
today!**



**visibility &
sponsorship
opportunities**
2023-24

As the leader in school communication, the National School Public Relations Association (NSPRA) serves more than 2,800 members who work primarily as communication directors in public school districts and education organizations throughout the United States and Canada.

expand

Companies, vendors and consultants throughout the country partner with NSPRA to build awareness of the products, services and opportunities available to school communication professionals. Here are five ways to place your company front and center:

grow

1. Exhibit at or sponsor the NSPRA 2024 Seminar (July 14-17, in Seattle-Bellevue, Wash.) Contact clewallen@nspra.org for specific opportunities available.
2. Advertise in our monthly e-newsletters, *Elevation* and *Member Memo*.
3. Advertise during PR Power Hour, Leaders Learn and Mini Labs webinars.
4. Sponsor and present a Virtual Corporate Showcase.

reach



our audience

Decision Makers

**30%
leadership**

Superintendent
Assistant Superintendent
Chief Executive Officer/President
Chief Communication Officer
Chief Information Officer
Chief of Staff

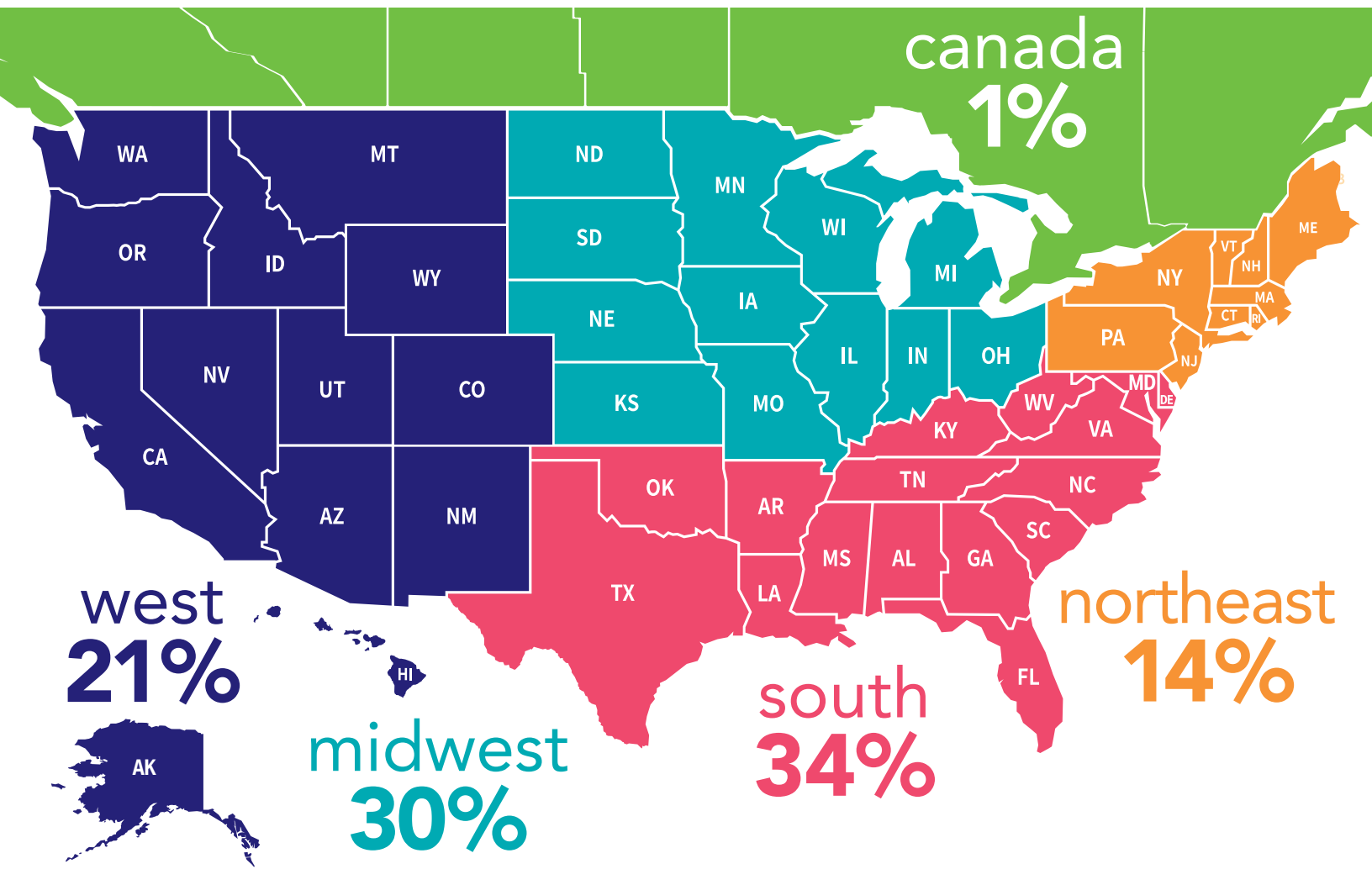
**51%
senior
management**

Director of Communications
Community Relations Director
Communications Officer

**18%
management**


Communications Manager
Communications Specialist

Geographical Breakdown



e-newsletter advertorial

Members rely on NSPRA's monthly digital e-newsletters to stay updated on the latest news and professional trends. Each issue has higher than average open and click through rates*, allowing you the opportunity to expand your reach and elevate your brand awareness.




elevation | news and insight
to inspire
ingenuity
and excellence
in school communications

National School Public Relations Association | September 2022

On the Frontlines
Optimizing Online Strategies to Energize Public Engagement

By: Dulce Carrillo, supervisor of public engagement, and Andrew Robinson, communications coordinator for media relations and online strategies, Arlington (Va.) Public Schools



Engaging with your school's communities may be challenging in the ever-changing public school landscape. At Arlington Public Schools in Virginia, we use traditional and unique online strategies to engage with our highly diverse school community. By using innovative communications strategies, we not only create meaningful and lasting connections, we also foster the academic success of our students.

[Read the Full Article](#)

Elevation

- **Audience:** NSPRA members, total distribution 2,800+ (September–June)
- **Focus:** News and insights to inspire ingenuity and excellence in school communications
- **Open Rate:** 43.5% average
- **Click Through Rate:** 14.3% average

* A July 2022 report by Higher Logic found the association industry email open rate average is 34.6% and the click through rate average is 2.32%

Your Sponsorship Package Includes

- 500-650 word advertorial article highlighting your product or service featured in one e-newsletter issue and on the NSPRA website. (Advertorial authored by sponsor and subject to NSPRA approval.)
- **\$1,500/article**

webinars



communication tactics and best practices

POWER HOUR

Fast and focused, NSPRA's PR Power Hour professional development series provides insights and best practices from experts in school communications. NSPRA builds its lineup of live, virtual programming after scanning the education landscape for big challenges, innovative ideas, hot trends and new tools affecting the work of school communicators.



audience

2,800+ NSPRA members
and 7,500 prospects



dates

Oct. 13
Dec. 8
Feb. 23
April 19
June 14



cost for participants

Free for all NSPRA Members.
Non-members can purchase registration.
The webinars can accommodate up to
1,000 participants in each Zoom session.

SOLD FOR 2023-2024

**leaders
learn**

communication issues and strategies

Leaders Learn webinars are virtual panel discussions that focus on strategic communication best practices. They feature leading communication professionals and/or outside industry experts. Discussions are moderated by NSPRA Executive Director Barbara M. Hunter, APR.



audience

2,800+ NSPRA members
and 7,500 prospects



dates

Sep. 29
Nov. 17
Jan. 19
March 15
May 17



cost for
participants

**Free for all NSPRA
Members.**

Non-members can purchase registration. The webinars can accommodate up to 1,000 participants in each Zoom session.

Your Sponsorship Package Includes

- **Sponsor ad** included in each marketing email (up to three promotions per webinar sent to distribution list of 10k+)
- **Thank you slide** and 30 second video played during intro presentation before webinar
- **Listing on NSPRA webinar page** as the sponsor
- **Three sentence sponsor message** included in follow-up message to registrants after the webinar with link to replay

webinars



These 60 minute, member-exclusive webinars focus on improving the skillset of school PR professionals through the use of technology, photography and video tools.



audience

NSPRA members
(2,800+)



dates

Sept. 13	Feb. 21
Oct. 11	Mar. 6
Oct. 18	Mar. 20
Nov. 18	April 3
Dec. 6	April 24
Dec. 13	May 8
Jan. 10	May 29
Jan. 24	June 12



cost for participants

Free for all NSPRA members.
The webinars can accommodate up to 1,000 participants in each Zoom session.

Your Sponsorship Package Includes

- **Sponsor ad** included in each marketing email (up to 3 promotions per webinar sent to distribution list of 2,800+)
- **Thank you slide** and 30 second video played during intro presentation before webinar
- **Listing on NSPRA webinar page** as the sponsor
- **\$1,500/webinar**

Monthly 60-minute webinars presented by industry leading product and service suppliers, who share their expertise, best practices and data insights as they relate to the work of school communicators. Participants stay informed about industry trends, products, technology and services during these informative webinars, and get answers to their questions about industry topics and the suppliers' products and services during live Q&A.

nspra corporate showcase

Your Sponsorship Package Includes

- **Sponsor ad** included in each marketing email, sent to over 10,000 people (2,800+ NSPRA members; 7,500 prospects) on our distribution list
- **Sponsor ad** on the NSPRA website homepage for one month
- **Listing on NSPRA website** as sponsor on webinar page
- **One thank you email** sent to all attendees on behalf of sponsor (content from sponsor, sent from NSPRA)
- **\$2,500/webinar** (September - June)

digital opportunities

#k12PRChat

Each month, NSPRA and #schoolPR colleagues come together on X (formerly known as Twitter) for a monthly chat to share best practices around various hot topics in school communications.

Your Sponsorship Package Includes

- **Listing on NSPRA website** as sponsor on events page
- **Listed as sponsor** in two NSPRA newsletter articles (distributed to 2,800+ NSPRA members)
- **Sponsor ad** on the NSPRA website homepage for one month
- **Tagged as the official sponsor** of the chat in no less than three NSPRA social media posts on X (9,200+ followers)
- **\$500/chat** (September - June)

NSPRA Website Ad

Position your brand front and center with school PR professionals on the NSPRA website (nspra.org), which garners 46,000+ views each month.

- **Ad specs:** 675 pixels wide by 85 pixels tall linked to your website
- **\$500/month** (September - June)

Advertisement



Looking for a custom sponsorship opportunity? Contact NSPRA Manager of Seminar and Partnerships Colleen Lewallen, CMP, at 301-519-1230 to discuss!

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National School Public Relations Association

15948 Derwood Rd., Rockville, MD 20855

301-519-0496 | nspra.org

