

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
2022-23

As the leader in school communication, the National School Public Relations Association (NSPRA) serves more than 2,500 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 2023 Seminar (July 16-19, in St. Louis, Mo.) Contact cwallen@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 our new Mini Labs webinars.
4. Sponsor and present at a Virtual Corporate Showcase.
5. Sponsor one of three Awards Programs.

reach



our audience

Decision Makers

34%
leadership

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

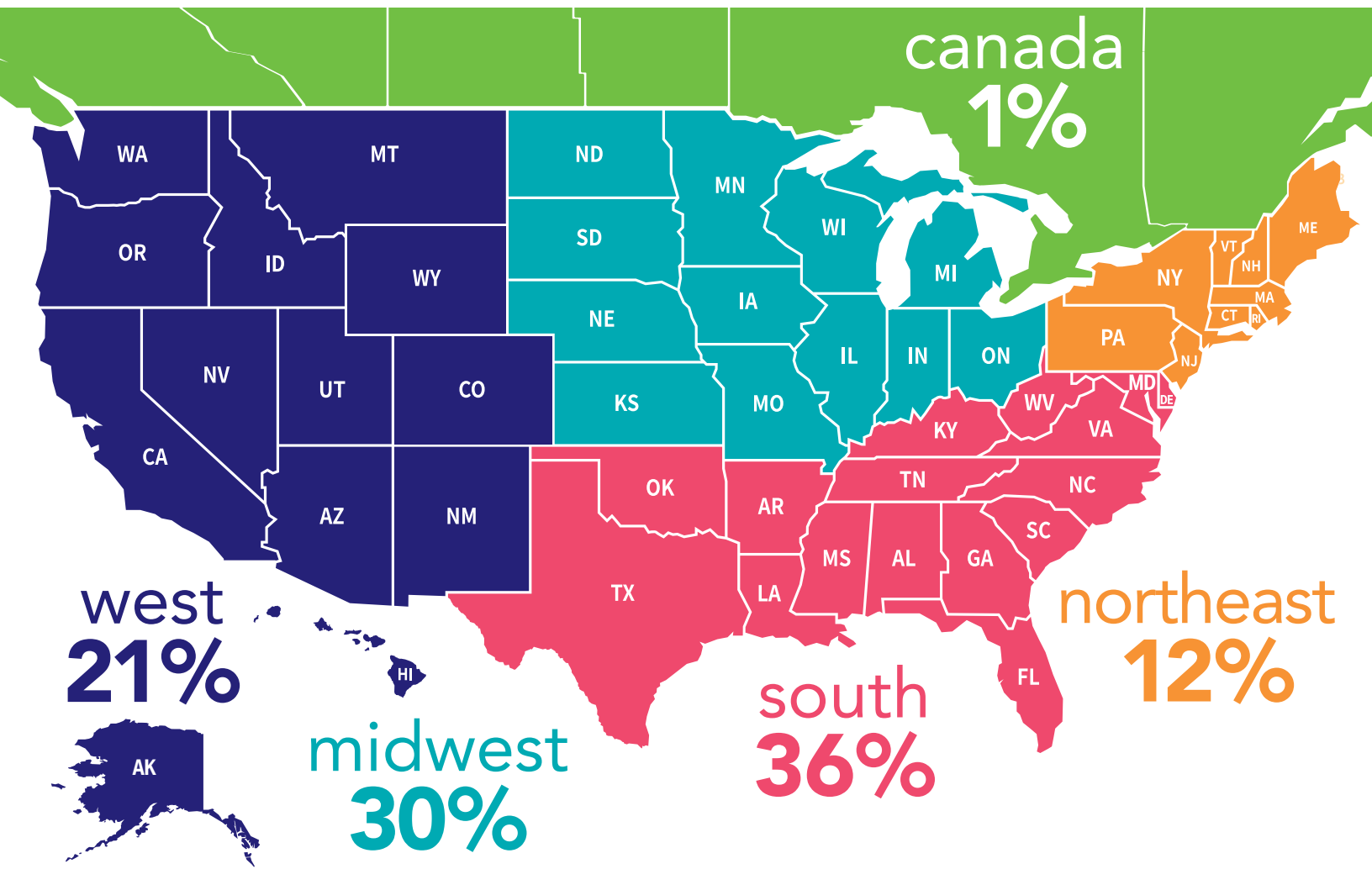
51%
**senior
management**

Director of Communications
Community Relations Director
Communications Officer

15%
management

Communications Manager
Communications Specialist

Geographical Breakdown



e-newsletters

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.



member memo
Helping you to get the most from your NSPRA membership

National School Public Relations Association | September 2022

Enroll Now: Take School PR Strategic Planning to New Heights With NSPRA Academy



If you're a mid-career school public relations practitioner looking to gain additional training and knowledge in strategic planning, the new **NSPRA Academy** is for you! Over the course of eight months, up to 40 participants will learn about seven areas of strategic communication importance including research, benchmarks, channels and evaluation.

Program enrollees will also develop budgets and timetables for strategic communication plans that will help better communicate the need for and importance of programs to decision-makers and much, much more. **Register soon - there's just 10 spots left and the first module begins in September. Check out this video from NSPRA Academy Instructor Kenon Brown, Ph.D., on the top four reasons to enroll in NSPRA Academy!**



[Learn More and Register for NSPRA Academy](#)

Member Memo

- **Audience:** NSPRA members, total distribution 2,500+
- **Focus:** Helping NSPRA members get the most from their membership
- **Open Rate:** 41.6% average
- **Click Through Rate:** 17.2% average



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 2,500+
- **Focus:** News and insights to inspire ingenuity and excellence in school communications
- **Open Rate:** 43.7% average
- **Click Through Rate:** 21.8% average

* An August 2021 report by Constant Contact found the education industry email open rate average is 22.94% and the click through rate average is 9.33%

Your Sponsorship Package Includes

- One graphic ad in each newsletter linking to sponsor site/link of choice
- Ad included in web version of newsletter (*ad specs: 650 pixels wide x 125 pixels tall*)
- **\$1,500/month for both (September – June)**

digital opportunities

Virtual Corporate Showcase

Monthly 30-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.

Your Sponsorship Package Includes

- **Sponsor ad** included in each marketing email, sent to over 10,000 people (2,500 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)

#k12PRChat

Each month, NSPRA and #schoolPR colleagues come together on 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 2,500+ 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 Twitter (8,800+ followers)
- **\$500/chat** (September - June)

NSPRA Website Ad

Position your brand front and center with school PR professionals to the more than 10k+ users who visit the new NSPRA website (nspra.org) each month.

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

Advertisement



award programs

Barry Gaskins Mentor Legacy Award

The Barry Gaskins Mentor Legacy Award recognizes a practicing school public relations professional for outstanding efforts in mentoring colleagues new to school public relations, for providing counsel and advice on job success, and for assisting colleagues in their professional development by creating or offering programs and activities designed to improve PR skills and knowledge. This award is given in memory of Barry Gaskins, APR, an NSPRA past president who was known for his deep commitment to supporting and mentoring colleagues as well as for his passion for public education. The award is presented during a General Session of the NSPRA National Seminar.

Your Sponsorship Package Includes

- Opportunity to co-present the award at the NSPRA 2023 Seminar (1,000+ attendees)
- Sponsor acknowledgement on award announcement, program and marketing materials
- **\$5,000**

Bob Grossman Leadership in School Communications Award

The Bob Grossman Leadership in School Communications Award is given annually to a practicing superintendent or CEO of a school district, education agency or service center in recognition of outstanding leadership in school public relations and communications. This award is given in memory of Robert L. Grossman, ASPR, an NSPRA past president who believed that the support and commitment of our top education leaders is vital to successful school communication. The award is presented during a General Session of the NSPRA National Seminar.

Your Sponsorship Package Includes

- One complimentary NSPRA 2023 Seminar registration
- Opportunity to co-present the award at the Seminar (1,000+ attendees)
- One table in the Seminar Marketplace
- One piece of marketing material to be included in the Seminar registration package
- One full page black and white advertisement in the Seminar program book
- One time use of the pre and post seminar attendee list
- Sponsor logo included on signage and promotional materials, and acknowledgement on all award materials
- **\$12,000**

Communication Technology Award for Superintendents

The Communication Technology Award for Superintendents recognizes a superintendent of a K-12 school system, intermediate unit, BOCES or county education office for leadership in redefining, upgrading and integrating cutting-edge communication technology to improve and expand outreach and engagement with education stakeholders — both internal and external.

Your Sponsorship Package Includes

- One complimentary NSPRA 2023 Seminar registration
- Opportunity to co-present the award at the Seminar (1,000+ attendees)
- One table in the Seminar Marketplace
- One piece of marketing material to be included in the Seminar registration package
- One full page black and white advertisement in the Seminar program book
- One time use of the pre and post seminar attendee list
- Sponsor logo included on signage and promotional materials, and acknowledgement on all award materials
- **\$12,000**

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

2,500 NSPRA members
and 7,500 prospects



dates

Oct. 14
Dec. 13
Feb. 10
April 21
June 9



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.



communication issues and strategies

powered by  ThoughtExchange

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

2,500 NSPRA members
and 7,500 prospects



dates

Sep. 23
Nov. 9
Jan. 20
March 10
May 19



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
- **\$3,000/webinar** (10 total, 5 PR Power Hours and 5 Leaders Learn)
- **Three sentence sponsor message** included in follow-up message to registrants after the webinar with link to replay

webinars

NEW



These new 30 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
(2,500+)



dates
Monthly
beginning
January 25,
2023



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 2,500+)
- **Thank you slide** and 30 second video played during intro presentation before webinar
- **Listing on NSPRA webinar page** as the sponsor
- **\$1,000/webinar** (six total)

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