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.

1. Exhibit at or sponsor the NSPRA 2023 Seminar (July 16-19, in St. Louis, Mo.) 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 our new Mini Labs webinars.
4. Sponsor and present at a Virtual Corporate Showcase.
5. Sponsor one of three Awards Programs.

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:
Decision Makers

- 51% senior management
  - Director of Communications
  - Community Relations Director
  - Communications Officer

- 15% management
  - Communications Manager
  - Communications Specialist

- 34% leadership
  - Superintendent
  - Assistant Superintendent
  - Chief Executive Officer/President
  - Chief Communication Officer
  - Chief Information Officer
  - Chief of Staff

Geographical Breakdown

- 36% south
- 30% midwest
- 21% west
- 12% northeast
- 1% canada
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
- **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
- **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)
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)
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

**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.

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**leaders learn**

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.

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**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
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.

**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)

**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.