WHO IS NSPRA?

NSPRA is the leader in developing professionals to communicate strategically, build trust and foster positive relationships in support of their communities. NSPRA has 33 chapters across the country that provide local networking opportunities for members.
NSPRA offers a unique opportunity to connect with school leaders quickly and effectively. From e-newsletters to informative webinars to a national seminar with more than 1,000 attendees, NSPRA members rely on a wide variety of member benefits to elevate their career.

When you connect with school communication professionals through NSPRA’s sponsorship program, you enhance the awareness and value of your brand.
our audience

Decision Makers

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

34% leadership
- Superintendent
- Assistant Superintendent
- CEO/President
- CCO
- CIO
- Chief of Staff

15% management
- Communications Manager
- Communications Officer
- Communications Specialist

Geographical Breakdown

south 36%
midwest 30%
west 21%
northeast 12%

Canada 1%

our audience

west 21%
midwest 30%
south 36%
northeast 12%

Canada 1%
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.

*e-newsletters

As we head into a new school year, there are also some changes ahead for NSPRA members. As part of our strategic planning process earlier this year, we listened to our members about what they wanted from NSPRA. We heard you loud and clear: fewer emails, more compelling content and free PR Power Hours for members. Learn more about the positive changes coming for association members in the first NSPRA executive director memo.

**Member Memo**
- **Audience:** NSPRA Members, total distribution 2,100+
- **Focus:** Helping NSPRA members get the most from their membership
- **Open Rate:** 47.5% average
- **Click Through Rate:** 16.7% 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%.

**Elevation**
- **Audience:** NSPRA Members, total distribution 2,100+
- **Focus:** News and insights to inspire ingenuity and excellence in school communications
- **Open Rate:** 49.4% average
- **Click Through Rate:** 25.2% average

**Sponsorship Deliverables**
- 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)
webinars

**POWER HOUR**

Communication tactics and best practices

Fast, focused and on Friday, 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**

NSPRA members and prospects, 110k+

**Dates**

- Oct. 8
- Dec. 3
- Feb. 4
- April 8
- June 3

**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**

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**

NSPRA members and prospects, 110k+

**Dates**

- Nov. 5
- Jan. 7
- March 11
- May 6

**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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**Sponsorship Deliverables**

- **Sponsor ad** included in each marketing email (up to 3 promotions per webinar sent to distribution list of 110k+)
- **Thank you slide** and 30 second video played during intro presentation before webinar
- **Listing on NSPRA webinar page** (PR Power Hour and/or Leaders Learn) as the sponsor
- **$3,000/webinar** (10 total, 5 PR Power Hours and 5 Leaders Learn)
virtual corporate showcase

Monthly 30-minute webinars presented by industry leading product and service suppliers, who will share their expertise, best practices and data insights as they relate to the work of school communicators. Participants will 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.

Sponsorship Deliverables

- **Sponsor ad** included in each marketing email, sent to over 10,000 people on distribution list
- **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)

$2500/webinar (September - June)

award program

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.

**Audience:** NSPRA seminar attendees (members and non-members), 1,000+ attendees

*The NSPRA 2022 National Seminar is to be held July 17 – 20 in Chicago.*

Sponsorship Deliverables

- Opportunity to co-present the award at the Seminar
- 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, and the recipient receives a registration to the Seminar and two nights lodging.

**Sponsorship Deliverables**
- One complimentary Seminar registration for the 2022 NSPRA Seminar
- Opportunity to co-present the award at the Seminar
- (1) table in the Seminar Marketplace
- One piece of marketing material to be included in the Seminar registration package
- One full page B&W advertisement in the Seminar program book
- One time use of the pre and post seminar attendee list
- Sponsor logo will be included on signage and promotional materials, and acknowledgement on all award materials
- $12,000

Communication Technology Award
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.

**Sponsorship Deliverables**
- Opportunity to co-present the award at the Seminar
- One piece of marketing material to be included in the Seminar registration package
- (2) complimentary Seminar registrations and (2) complimentary nights lodging for (2) representatives - the superintendent and (preferably) a communications director at the Seminar
- Sponsor acknowledgement on award announcement, winner’s session at the Seminar, program and marketing materials
- $12,000