

SPONSORSHIP OPPORTUNITIES

Represent your state, meet with your members of Congress and network with SHAPE America members in order to “speak out” in support of school health and physical education.

- Enhance your corporate image by supporting our members and mission
- Build brand loyalty by engaging your target audience with personal, face-to-face interactions
- Gain access to exclusive speaking opportunities

Review the following pages for available opportunities or contact Beth Bennett at **(703) 476-3468** or bbennett@shapeamerica.org to discuss your participation.

Reserve your spot by December 1, 2017.

Standard Recognition and Benefits

- Opportunity to provide a flyer for distribution to attendees
- Logo and hyperlink listed on the SPEAK Out! Day landing page of the SHAPE America website
- Sponsor profile included in the SPEAK Out! Day mobile app, including name, logo, address, phone, website/hyperlink, and brief description
- Shared recognition in a SPEAK Out! Day announcement in the winter 2018 issue of *Momentum*

Exclusive Sponsorship Opportunity

SPEAK Out! Day Exclusive Sponsor

\$36,000

Listed sponsorship fees include \$6,000 to be used towards attendee travel scholarships.

As the exclusive sponsor of SPEAK Out! Day, your company will be seen as a leader and partner in advocating for health and physical education.

- Verbal recognition during Prep Day activities
- Opportunity to deliver a brief (3- to 5-minutes) welcome at the beginning of Prep Day
- Logo recognition on signage posted in the hotel meeting areas for Prep Day, including the meeting room, physical activity breaks, and refreshment break
- Opportunity to lead all three (3) Prep Day Physical Activity Breaks
- Sponsor may provide branded cocktail napkins to be placed out during the refreshment break (napkins and production costs are at the sponsor's expense)
- Sponsor may provide a branded item or hand-held sign to be used by attendees in the SPEAK Out! Day photo booth on “Prep Day”
- Logo recognition on signage posted in the hotel lobby directing attendees to the shuttle buses
- On-bus signage features sponsor's logo
- Logo recognition on signage posted in the luncheon room
- Verbal recognition during the lunch
- Opportunity to deliver a brief (1- to 3-minutes) welcome during the lunch
- Opportunity to attend key Congressional meetings throughout Capitol Hill Day; SHAPE America will work with Sponsor to place individual representative(s) in meetings with education/appropriations leadership and/or key leaders within their home state or states of their choice
- Logo recognition during the SPEAK Out! Day slide presentation on Prep Day
- Text mention in at least two (2) promotional announcements promoting SPEAK Out! Day in *Et Cetera*
- Logo recognition, with hyperlink, in at least two (2) SHAPE America promotional e-blasts promoting SPEAK Out! Day
- Banner ad, with hyperlink, in one (1) post-SPEAK Out! Day e-blast recapping the event
- Opportunity for a SHAPE America representative to present a complimentary webinar on advocacy/ESSA for your customers
- Standard Recognition and Benefits (see above)



Co-Sponsorship Opportunities

SPEAK Out! Day Co-Sponsors

Listed sponsorship fees include \$3,000 to be used towards attendee travel scholarships.

Prep Session Sponsor—1 available

\$18,000

Capitol Hill Day Sponsor—1 available

\$18,000

Stand out as an advocate for health and physical education by sponsoring one of the two days of the SHAPE America SPEAK Out! Day event.

Prep Session Sponsor Recognition and Benefits

- Verbal recognition during Prep Session activities
- Opportunity to deliver a brief (1- to 3-minutes) welcome at the beginning of Prep Session
- Logo recognition on signage posted in the hotel meeting areas for Prep Session, including the meeting room, physical activity breaks, and refreshment break
- Opportunity to lead all three (3) Prep Session Physical Activity Breaks
- Sponsor may provide branded cocktail napkins to be placed out during the refreshment break (napkins and production costs are at the sponsor's expense)
- Sponsor may provide a branded item or hand-held sign to be used by attendees in the SPEAK Out! Day photo booth

Capitol Hill Day Sponsor Recognition and Benefits

- Logo recognition on signage posted in the hotel lobby directing attendees to the shuttle buses
- On-bus signage features sponsor's logo
- Logo recognition on signage posted in the luncheon room
- Verbal recognition during the lunch
- Opportunity to deliver a brief (1- to 3-minutes) welcome during the lunch
- Opportunity to attend key Congressional meetings throughout Capitol Hill Day; SHAPE America will work with Sponsor to place individual representative(s) in meetings with education/ appropriations leadership and/or key leaders within their home state or states of their choice

Both Sponsors Also Receive:

- Logo recognition during the SPEAK Out! Day slide presentation during the Prep Session
- Text mention in at least two (2) promotional announcements promoting SPEAK Out! Day in *Et Cetera*
- Logo recognition, with hyperlink, in at least two (2) SHAPE America promotional e-blasts promoting SPEAK Out! Day
- Opportunity for a SHAPE America representative to present a complimentary webinar on advocacy/ESSA for your customers
- Standard Recognition and Benefits (see page 1)

Preliminary Agenda

Tuesday, February 13th—Hotel TBD in VA

1:00 pm—5:30 pm: SPEAK Out! Day Prep Session

Wednesday, February 14th—Capitol Hill

7:30 am: Bus departs hotel for Capitol Hill

8:30 am—3:00 pm: Meetings on Capitol Hill

12:00 pm—1:00 pm: SPEAK Out! Day Award Luncheon

3:30 pm: Bus departs Capitol Hill for airports and hotel



A La Carte Sponsorship Opportunities

All sponsorships include Standard Recognition and Benefits (see page 1)

Physical Activity Breaks—3 available

\$750

Listed sponsorship fee includes \$250 to be used towards attendee travel scholarships.

Give attendees a mental and physical “reboot” by leading a 3- to 5-minute activity break from the stage during SPEAK Out! Day Prep Session. These brief refreshers present an exclusive and fun opportunity to highlight your organization’s curriculum and/or programs in front of a gathering of more than two hundred passionate health and physical educators. As the sponsor, you will provide the music and activity leader(s); to be approved by SHAPE America prior to SPEAK Out! Day. (SHAPE America will provide a sound system for music.)

- Signage posted in front of the meeting room featuring sponsor’s logo
- Logo on the session listing for the Physical Activity Break in the SPEAK Out! Day mobile app

Afternoon Refreshment Break—1 available

\$9,750

Listed sponsorship fee includes \$1,250 to be used towards attendee travel scholarships.

Treat SPEAK Out! Day attendees to this afternoon break featuring coffee, tea, water, and healthy and sweet snacks. During the break, attendees will also enjoy the SPEAK Out! Day photo booth area.

- Signage posted in the break area featuring sponsor’s logo
- Sponsor may provide branded cocktail napkins to be placed out during the refreshment break (napkins and production costs are at the sponsor’s expense)
- Sponsor may provide a branded item or hand-held sign to be used by attendees in the SPEAK Out! Day photo booth
- Logo on the session listing for the Afternoon Refreshment Break in the SPEAK Out! Day mobile app

SPEAK Out! Day Shuttle Buses

Single Shuttle Bus—up to 4 available

\$3,000

Listed sponsorship fee includes \$500 to be used towards attendee travel scholarships

Exclusive Shuttle Bus Package—1 available

\$12,000

Listed sponsorship fee includes \$2,000 to be used towards attendee travel scholarships

Sponsor one or more of shuttle buses that will take attendees to Capitol Hill to “speak out” for health and physical education.

- Recognition on signage posted in the hotel lobby directing attendees to the shuttle bus(es)
- On-bus signage features sponsor’s logo

Awards Lunch—1 available

\$12,000

Listed sponsorship fee includes \$2,000 to be used towards attendee travel scholarships.

Hosted annually in one of the Congressional buildings, this special lunch serves as the culmination of SPEAK Out! Day. During the lunch, SHAPE America will recognize an outstanding member of Congress with the SPEAK Out! Day Award.

- Recognition on signage posted in the luncheon room
- Verbal recognition during the luncheon
- Opportunity to deliver a brief 1- to 3-minute welcome during the luncheon
- Opportunity to attend key Congressional meetings throughout Capitol Hill Day; SHAPE America will work with Sponsor to place individual representative(s) in meetings with education/appropriations leadership and/or key leaders within their home state or states of their choice



SCHOLARSHIP OPPORTUNITIES

Attendee Travel Scholarships—multiple opportunities available

All travel scholarship funders will be acknowledged on a recognition flyer provided in the SPEAK Out! Day attendee packets.

Support one (1) individual	\$250
Support two (2) individuals	\$500
Support four (4) individuals	\$1,000
Support six (6) individuals	\$1,500
Support ten (10) individuals	\$2,500

ADVERTISING OPPORTUNITIES

To reserve the advertising opportunities listed below, please contact Heather Flynn at (703) 476-3457 or hflynn@shapeamerica.org.

Mobile and Website Advertising

Tout your message in this digital SPEAK Out! Day resources.

SPEAK Out! Day Mobile App Banner Ad | 5 available \$500

Banner ads feature your customized graphic and a hyperlink to your website.

Mobile app ads will be placed as received and post from December-February. Both sizes must be provided and will rotate in random order throughout the event app.

Smartphone: 480 W x 50 H | **Tablet:** 800 W x 66 H

SPEAK Out! Day Webpage Banner Ads | 9 placements available

Available for 2-month placements, your company will stand out as an advocate of health and physical education with your placement along the right side or bottom of the page.

Placement	# Available	Size	Oct/Nov	Dec/Jan	Feb/Mar
Right Side	2 per period	300 px x 250 px	\$1,000	\$1,200	\$1,000
Bottom	1 per period	1000 px x 300 px	\$750	\$900	\$750

