



2009-2010 Corporate Partnership Program



It's New! Here is your invitation to join as a Charter Member in a Partnership Program with the gifted & talented community of Texas

Susan Tonetti
K12 Inc.
2300 Corporate Park Dr., Suite 200
Herndon, VA 20171

Dear Susan,

As a friend and frequent supporter of the Texas Association for Gifted and Talented we want to tell you about a new partnership program we are offering to those who have been so generous to us in the past. In the tough economy we face, we have an opportunity that will not only stretch your marketing and advertising dollar with our members, but will provide continuing participation and support for our work and service to the gifted community.

According to our records, in the past year K-12 Inc. spent \$1550 dollars with TAGT as an exhibitor, sponsor, and/or advertiser in our publications. With the continuation of those efforts of support, you would be well into a minimum level of commitment needed for the *Partnership* we propose. The following pages provide an outline of this new partnership and we encourage you to review it. In the coming days we will contact you, but in the meantime please call us with questions that you may have.

Who is TAGT?

You probably know TAGT at least as well as we know you! Still, here are some facts worth sharing...

- ★ TAGT membership includes over 2,800 teachers, coordinators, specialists, administrators and parents of gifted and talented (G/T) students K-12 in Texas.
- ★ TAGT sponsors the nation's largest educational conference for the G/T community, TAGT's Annual Professional Development Conference & Exhibition. Additional conferences include the Annual Leadership Conference and an Annual Parent Conference. Attendance ranges from 200 to more than 2,800 at these member-valued events.
- ★ TAGT's quarterly professional journal *Tempo* includes reports of gifted research and trends to readership across Texas and beyond.
- ★ TAGT's Annual Scholarship Program has awarded almost \$900,000 to over 2,900 recipients since 1987.
- ★ TAGT has been the leader in the field of gifted education of Texas' youth over the past 30 years.

What common purpose do you have with TAGT?

As a *Corporate Partner* you would be joining a professional organization with objectives similar to your own. We want to help you achieve your objectives by providing increased visibility and business opportunity with our members. In turn, you can help to raise awareness and strengthen our membership in TAGT by guiding your clients who support gifted and talented education to participate in our organization. Additionally, you can enhance the quality of *our* educational programs by exhibiting, advertising and presenting as well as through your financial support as a *Corporate Partner*.

How can TAGT's Corporate Partnership help you?

TAGT can provide your company year-round exposure and increased access to a valued market, the gifted community in Texas. Our colorful and exciting conferences, publications, communications and website offer quality opportunities to enhance your business and marketing efforts.

Specifically, as a TAGT *Corporate Partner*, you will receive the following significant marketing opportunities and benefits valued at \$5250 for a basic price of \$4000:

- ★ TAGT Business Membership for 1 year with the option to renew annually.
- ★ 10 ft. x 10 ft. standard booth at TAGT's 2009 Annual Conference & Exhibition that includes 1 standard booth package (carpet, chair and 1 8 ft. draped table).
- ★ Full page color ad in each quarterly issue of *Tempo* and a full page black and white ad in the programs of our Annual Conference and our Leadership and Parent Conferences.
- ★ Two (2) two-day complimentary registrations to the 2009 Annual Conference when exhibiting.
- ★ Signage at all conferences including an 8' paper banner in the exhibit hall of the Annual Convention.
- ★ Recognition in *Tempo* and other TAGT publications about your partnership agreement with TAGT.
- ★ Rent free use of our conference attendee mailing list after all conferences.
- ★ Your Corporate Logo with web link featured on TAGT's website. Partners will also be able to use a unique logo on your ads in our materials that identify you as a Charter Partner.

For each new partner, we will create a custom partnership package. You may choose a portion of your partnership fees to go to support specific events or individual activities which *you* select and for which *you* will receive additional recognition as a partner.

Below is a list of some of the events/activities offered in the past:

- ★ Additional partnership choices might include the following. Choice of these additions may increase the partnership fee:
 - Teacher of the Year or Parent of the Year Awards.
 - Keynote speakers for the Annual Conference.
 - Computer equipment for Annual Conference Registration Area.
 - Cyber Café for Annual Conference.
 - Logo on content page for CD, USB Key with Annual Conference materials and presenter handouts.
 - Name imprint on 2,800 Annual Conference attendee totes.
 - Financial support for TAGT's Leadership and Parent Conferences.

Additionally, you may choose to enhance any of the benefits cited above such as expanded booth space at the Annual Conference & Exhibition. Final price consideration will be based on choices you make and will begin at \$4000 and range upward.

What does TAGT need from you?


Support from the corporate community is essential for TAGT to provide quality educational programs and services to our membership. Your company may already be making significant contributions with time, service and financial support of TAGT. A *Corporate Partnership* will provide your company maximum impact with our membership while consolidating our frequent requests for financial contributions and support. The annual *Corporate Partnership* fee starts at **\$4,000** and increases depending upon the services and opportunities that you need from us and that we may need from you. Your detailed partnership proposal will outline how your contribution will benefit both TAGT and your company.

How to join this unique Partnership Program

Your new partnership with TAGT will be good for us. It will produce added support for TAGT programs and services that are a life source for the organization and vital to our future. And we have designed the new program to include meaningful benefits with the most value for you and your company... and we are prepared to offer significant discounts off of our established prices.

Please contact us to discuss specific opportunities for **K-12 Inc.** We will develop a proposal based on our conversation with the details specific to your company. You will review the proposal, adding and deleting items to fit your specific needs. A final draft of the proposal will be sent for your acceptance. The agreed upon partnership fee may be paid in **two (2)** installments. Fifty percent deposit will be due when your application is accepted. Any remaining balance will be due by November 1, 2009. Full payment is due with partnerships applications after November 1, 2009 if you want conference exposure for our December 2009 Convention. To be recognized as a **2009-10 Charter Member** of this new Partnership Program, we hope to receive your commitment by August 15th.

We hope this new plan will be of interest to you as we work together to strengthen the educational programs and services for our membership, the gifted community in Texas. Thank you for your review of this proposal and your thoughtful consideration of becoming a TAGT *Corporate Partner*.



Quentin A. Christian, Ph.D., Executive Director



Connie Haymes, Corporate Partnership Team

Texas Association for the Gifted and Talented
1524 S. IH35, Suite 205, Austin TX 78704 Phone 512-499-8248 Fax 512-499-8264

www.txgifted.org