

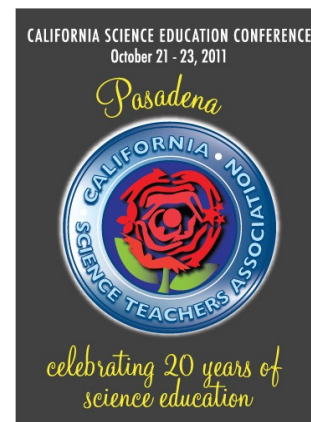
2011 CALIFORNIA SCIENCE EDUCATION CONFERENCE SPONSORSHIP OPPORTUNITIES

ABOUT CSTA AND THE CONFERENCE

The California Science Education Conference offers several opportunities for sponsors to demonstrate their support of science education by providing financial contributions to facilitate the presentation of professional development programming as well as other conference functions.

The 2011 California Science Education Conference will be held October 21-23, 2011 at the Pasadena Convention Center. The conference is expected to draw approximately 1,500 science educators from across the state for three days of professional development and networking.

The California Science Teachers Association is a non-profit 501(c)(3) organization. CSTA represents science educators statewide—in every science discipline at every grade level, Kindergarten through University. CSTA has over 2,300 members.



2011 California Science Education Conference

Special points of interest:

- Conference sponsors enjoy enhanced exposure prior to, during, and after the conference.
- Sponsor opportunities are limited in availability.

SPONSORSHIP LEVELS SPONSOR A TEACHER

CSTA offers 5 levels of sponsorship to meet every budget. The minimum donation is \$500 and donations in any amount above \$500 are accepted. For details about the benefits of sponsorship see page 4.

- Platinum Sponsor (\$15,000 +)
- Gold Sponsor (\$7,500—\$14,999)
- Silver Sponsor (\$3,000—\$7,400)
- Bronze Sponsor (\$1,000—2,999)
- Supporting Sponsor (\$500—\$999)

Sponsor a teacher to attend the conference! CSTA will work with you to customize your teacher scholarship criteria. A variety of scholarship levels are available.

- Registration Only: \$2,000 (covers 20 teachers)
- Registration and membership: \$162/teacher
- Registration, membership, and three nights of hotel: \$775/teacher

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2011 SPONSORSHIP OPPORTUNITIES

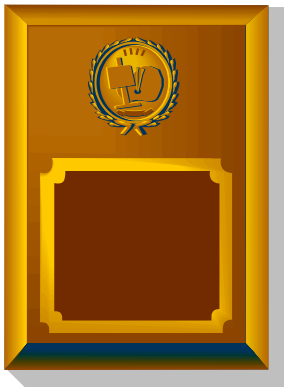
FOCUS SPEAKER LECTURE SERIES

The Focus Speaker Lecture Series features one-hour presentations by science experts on subjects of interest to science educators in California. In total there will be seven Focus Speaker presentations. The sponsor will have their logo prominently featured in full color on the focus speaker event signs (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011) and will be verbally recognized for their contribution at the opening and closing of each focus speaker session. A complete list of Focus Speakers is available at http://www.cascience.org/csta/conf_focus.asp.



Cost of Sponsorship: \$1,000/Speaker
 Sponsorship Level: Bronze
 Estimated Attendance: 75—100 per session

OPENING SESSION AND KEYNOTE ADDRESS



The Opening Session will take place on Friday, October 21, 2011. The keynote presenter, Jim Brazell, will lead the audience through an interactive experience to help answer the question “What’s Next for Science Education in America?” The sponsor will have their logo prominently featured in full color on the general session event signs (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011) and will be recognized for their contribution at the opening and closing of the program. Information regarding the speaker and the program can be found at http://www.cascience.org/csta/conf_keynote.asp.

Cost of Sponsorship: \$6,000 • Sponsorship Level: Silver • Estimated Attendance: 700

FRIDAY EVENING EVENT

In 2011, the Friday evening event, *The Measure and Mis-Measure of Mars: How Science & Sci-Fi Have Influenced Our View of the Red Planet*; featuring “*The Angry Red Planet*”, will feature a lecture and a screening of the film. Tickets to the event are included with registration. As a sponsor of the event a representative of the sponsoring company will be allowed to deliver welcoming remarks (not to exceed 2 minutes) to the audience. In addition the sponsor’s logo will be displayed on the movie screen prior to the start of the film. The sponsor will have their logo prominently featured in full color on the Friday Evening event signs (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011) and will be recognized for their contribution at the opening and closing of the program. Details are available at: http://www.cascience.org/csta/conf_eveningevent.asp.

Cost of Sponsorship: \$5,000
 Sponsorship Level: Silver
 Estimated Attendance: 300

2011 SPONSORSHIP OPPORTUNITIES (CONTINUED)

SATURDAY EVENING EVENT

The 2011 Saturday Evening event will feature a joint presentation by famed artist Wyland and a panel of science education experts. At the conclusion of the presentation a limited-edition print of an original Wyland artwork will be auctioned. Proceeds from the auction will be shared between CSTA and the Wyland Foundation. Sponsorship funds will be used to support the meeting room rental and audio-visual equipment. Admittance to the program is free for conference attendees. The public may purchase tickets for \$25 to attend the event. Sponsors will be recognized at the beginning and conclusion of the program as well as on the event signage with a full color logo (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011). Details will be available at: http://www.cascience.org/csta/conf_eveningevent.asp

Cost of Sponsorship: \$5,000 • Sponsorship Level: Silver • Estimated Attendance: 400
Sponsorship at the \$12,500 level will provide to light food during the event.

COFFEE BREAKS

If sponsored on a daily basis this is a bronze level sponsorship. If two days are sponsored this is a silver level sponsorship. If sponsored by a single company all three days, this is a Gold level sponsorship. In addition to the benefits included with the corresponding sponsor level, the sponsoring company will receive the benefits outlined below. Coffee breaks will consist of coffee and tea options along with breakfast pastries. Service for up to 500 people will be provided. The sponsor will have their logo prominently featured in full color on the coffee break event signs (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011). A sponsor representative is welcome to be at the coffee breaks to greet attendees. If all three coffee breaks are sponsored by a single company the coffee break listing in the program book will be a ½ page ad that includes the sponsor's logo in grayscale.



Cost of Sponsorship: \$3,000—\$10,000
Sponsorship Level: Bronze—Gold
Estimated Attendance: 500/day

HOTEL AND FIELD COURSE SHUTTLES

CSTA provides shuttle service to and from the convention center and hotels located more than 0.5 miles walking distance from the convention center. In addition, shuttles are provided to transport field course participants to and from the field course sites. The sponsor of the transportation will be recognized on the buses with their company logo in full color (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011). In addition, the sponsor will be recognized in the conference program book with a ½ page ad that includes the sponsor's logo in grayscale.

Cost of Sponsorship: \$8,000
Sponsorship Level: Gold
Estimated Attendance: 100+ daily.

LAPTOP LAB

Description

Sponsors will be recognized at the beginning and conclusion of each program as well as on the event signage with a full color logo (a high-resolution .eps or .ai file of logo must be provided to CSTA by September 23, 2011). This is a co-sponsorship with Instructional Technology from LACOE. They are providing all of the equipment and staff support. The sponsorship funds would be use to cover the costs of internet access and electricity.

Cost of Sponsorship: \$2,500
Sponsorship Level: Silver
Estimated Attendance: 200 total/24 per course

BENEFITS OF SPONSORSHIP

Being a conference sponsor has many benefits. The following outlines the benefits at the various levels of sponsorship:

Supporting Sponsors (\$500 - \$999)

- Company name on conference web site
- Company name on conference signage (for sponsorships confirmed by September 23, 2011)
- Company name on event or service signage
- Company name recognition during general session
- Company name recognition during sponsored event
- Company name in conference program (for sponsorships confirmed by September 23, 2011)
- Recognition of your company in CSTA's on-line newspaper, *California Classroom Science*, which is sent to \$7,000+ science educators at public and private schools throughout the state

Bronze Sponsors (\$1,000 - \$2,999)

All of the above plus:

- If participating as an exhibitor: enhanced exhibitor program book listing and highlighted space on exhibit hall floor plan (for sponsorships confirmed by September 23, 2011)
- The option to have your company logo published in place of your company name on the conference website, registration brochure, program book, signage, etc.

Silver Sponsors (\$3,000 - \$7,499)

All of the above plus:

- Option to participate in priority booth selection for next year conference

Gold Sponsors (\$7,500 - \$14,999)

All of the above plus:

- One 10' X 10' aisle/in-line booth in the exhibit hall (space only)

Platinum Sponsors(\$15,000 +)

All of the above plus:

- Hyperlinked company name/logo on conference home page
- One 10' X 10' corner booth in the exhibit hall (space only, en lieu of the aisle/in-line booth)

All conference sponsors are given the first option to renew their previous year sponsorship.

HOW TO CONFIRM YOUR SPONSORSHIP

To confirm your sponsorship complete the Sponsorship Confirmation form below and fax it to Jessica Sawko at 916-979-7023. Sponsorships are secured on a first-come, first-served basis after all previous year sponsors have been given the opportunity to renew their sponsorship.

To check the availability of a sponsorship opportunity you may contact Jessica Sawko at 916-979-7004 or jessica@cascience.org. You may also view the status on-line at http://www.cascience.org/csta/conf_sponsoropp.asp.

2011 CALIFORNIA SCIENCE EDUCATION CONFERENCE SPONSORSHIP CONFIRMATION

Company Name: _____

(Please list your company name as you would like it to appear in the program.)

Contact Person: _____

Title: _____

Phone: _____

E-mail: _____

Billing Address: _____

Sponsorship Amount: \$ _____

Sponsorship Event or Item Description: _____

Notes, Comments, or Special Instructions: _____

"I hereby confirm that I am a representative of the company listed above and that I am authorized to commit to this sponsorship of the California Science Education Conference."

Signed : _____

Date: _____

We thank you for your support! Sponsorship confirmations will be accepted and finalized in the order they are received. You will be contacted to confirm the details of your sponsorship.

Visit us on the web at
www.cascience.org