



### Sponsorship Benefits

- Online recognition in October as part of the call for nominations via the **eSchool News Network**.
- Two Full Tabloid Page 4-Color Ads in our national newspaper (one in the February issue where we'll announce the 2009 winners and one in April when we cover the Awards Ceremony).
- Online recognition when articles are posted on our website in February and April.
- Recognition as sponsor in **eSN** news releases to winning superintendents' local news media.

continued >>

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## Leadership Support Is Essential to Your K-12 Sales

*Be an integral part of the most venerable gathering of superintendents in North America.*

Top educators believe in supporting those who support them. The **Ninth Annual Tech-Savvy Superintendent Awards (TSSA)**, produced by the **eSchool News Network**, is the ultimate sign of support not only for the year's 10 winning superintendents, but for chief school executives from coast to coast who are fighting to ensure the effective use of technology in our schools.

Sponsor **eSN's 2009 Tech-Savvy Superintendent Awards**. Establish an up-close-and-personal encounter with well over 100 key superintendents.

If you've ever tried to set up a meeting with the Chief Executive Officer of a public school system, you know it can be devilishly difficult. But as one of just three sponsors of the **eSchool News Tech-Savvy Superintendent Awards** program, you'll get the undivided attention of more than 100 superintendents at the high-prestige event of the year!

In addition—through the print, online, eMail, and video channels of the **eSchool News Network**—you'll get electronic marketing opportunities via **eSchool News Online**, video exposure via **eSchoolNews.TV**, and display advertising in the national print newspaper **eSchool News**. Altogether, you'll get an effective, sustained marketing reach to nearly one million executive educators. And your marketing exposure hits in multiple media formats from October 2008 through April 2009.

In February, the **eSchool News Network** and the **Century Club 100\*** are teaming up while the American Association of School Administrators (AASA) conference is under way. continued >>

#### \* About Century Club 100

Founded in 1925, **The Century Club** (<http://www.centuryclub100.org/>) serves as an honorary organization that facilitates a cross-country exchange of ideas and fosters educational leadership. It consists of two active superintendents from each state. Each retiring active member nominates his or her replacement. The current membership includes 100 active members and over 90 associate members.

## Sponsorship Benefits con't...

- Thanks and recognition as sponsor at the 2009 Awards Ceremony in San Francisco as well as an opportunity to bring greetings and present plaques along with an eSN editor to the winning superintendents.
- Invitation for up to three of your company representatives to attend the luncheon and mingle with the winners— and attending superintendents.
- One Full Page Ad in the commemorative Awards Ceremony booklet/**Century Club 100** Annual Report.
- Interview with corporate representative as part of TSSA video coverage for eSchool News.TV.

**Only two slots are left.**  
Please speak with your account executive today to learn more about this multi-month, multimedia marketing program.

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The **Ninth Annual Tech-Savvy Superintendent Awards** ceremony itself is scheduled for from 10 a.m. until 2 p.m. at an AASA headquarters hotel in San Francisco on Friday, Feb. 20, 2009.

But the benefits of sponsoring the 2009 TSSA program begin months earlier, in October, with a call for nominations issued throughout the **eSchool News Network**. Hundreds of superintendents are nominated by their colleagues and peers. Then, past years' TSSA laureates join with the editors of **eSchool News** to select the 2009 winners. Each of those 10 winners are profiled in the print newspaper, the February "AASA Show" issue of **eSchool News**. The 2009 winners, along with past years' laureates, program sponsors, eSN editors, and the full membership of the **Century Club 100** are invited to the luncheon ceremony at one of San Francisco's finest hotels.

As part of the **Century Club 100** annual meeting—a by-invitation-only affair customarily attended by well over 100 superintendents—the **eSN Awards** ceremony brings together the 10 new superintendent winners and the sponsors' chief representatives. Each sits for an on-camera interview with **eSN.TV**. At the start of the awards ceremony, each sponsor's chief representative brings greetings to the gathering. Several members of the sponsors' sales teams are also invited to the luncheon to solidify relations with the full assembly of superintendents. **eSchool News** records the event as a video feature, issues press releases to all local news media of the winning superintendents, and covers the proceedings for publication in the April issue of the print **eSchool News** newspaper.

Only three companies can be sponsors of this high-profile, high-prestige program. Please speak with your account executive today to learn more about this multi-month, multimedia marketing program.

**Sponsor Contribution: \$29,000 net**