



## ***Fast Facts About CAST***

- **90,000** Mailing Address Database (Hard Copy Mail Out in May and August)
  - **8,000** Circulation E-mail Publication (the STATellite, 4 issues per year)
  - **8,000** Circulation E-mail Publication (the Texas Science Teacher, 2 issues per year)
  - Weekly E-mails to Database of **30,000**
  - **400** Exhibit Spaces Available in 2012
  - **6,000+** Attendees Expected at CAST (at least 4,000 in attendance at the keynote)
  - **97%** of our attendees rate their overall CAST experience and the quality of educational content as above average.
  - Our attendees are **84%** female, 16% male.
  - **95%** teach grades K-12.
  - **45%** have been teaching between **5 and 10 years**, and 55% have taught for 10 years or more.
  - **57%** of our teachers are between the ages of 25 and 44.
  - **46%** of CAST attendees downloaded the Mobile Phone App in its opening year.
  - **72%** attend every year or because of a friend's recommendation.
  - **76%** of CAST attendees purchased items from our exhibitors and sponsors, with 23% spending over \$100.
  - CAST is the **largest** state science education conference in the nation.
  - In 2008, 4,969 teachers attended our conference. In 2009, there were 5,944 attendees. By 2010, the number of attendees rose to 7,112, an **increase of 43%** in just two years.
  - In February 2011, CAST was named the **2<sup>nd</sup>-fastest-growing conference** in the nation in the area of attendance, and 11<sup>th</sup> in exhibit growth.
  - The STAT website averages over **100,000** page views per month between August & November. Each person visiting the site browses for an average of **6.5** minutes and clicks about 6 links per person, including sponsorship logos to external websites.
- Call **512-491-6685** to discuss tailored sponsorship packages.

Visit [www.statweb.org/cast/sponsorship](http://www.statweb.org/cast/sponsorship)  
to order online today!



# SPONSORSHIP PACKAGES

## **PRIME SPONSORSHIP**

### **Presenting Sponsor: \$45,000 Exclusive Sponsorship**

Gain the most exposure for your organization as the Presenting Sponsor! Your logo will be featured across the conference within the official CAST 2012 Logo. All conference materials will read "CAST, Presented by Your Company" including all press releases, our website, and announcements to our database of over 90,000 teachers. Onsite, your logo will be displayed with signage across the convention center and you will be given stage time during the CAST Keynote Speaker as well as the CAST Reception.

### **Presenting Sponsor Benefits:**

- Back page ad in our conference brochure hitting 90,000 teachers and administrators in August (printing and postage for this brochure is over \$25,000, paid by STAT)
- Full page color ad in the CAST Printed Program
- Invitation for five to the CAST VIP Reception Friday evening
- Speaking time on stage prior to our keynote
- Formal recognition of your company and stage time during the CAST Reception
- ALL conference marketing material will feature CAST "Presented by Your Company," including the banner on our website which receives over 100,000 pageviews and with visitors spending an average of 6.5 minutes each
- A full page ad in every publication of *the STATellite*, for the next year
- Signage at the conference will feature your logo as presenting sponsor
- A pre or post CAST registration list for a one time e-mail or mailing to our attendees
- Two comp hotel rooms over the conference dates
- Two Exhibit Booths
- Sponsor ribbons and swag bags

## **PRIME SPONSORSHIP**

### **CAST Reception: \$33,000 Exclusive Sponsorship**

We're planning on going BIG with our CAST 2012 Opening Reception! The planning committee is hard at work coming up with entertainment and food for this Thursday evening function. The reception is our major social event at CAST and the time is blocked for attendees to network, meet and greet with our VIPs and have a blast! Your logo will be displayed on our website and you will also receive signage and stage time to address the crowd at the event.

### **Benefits of the Reception Sponsor:**

- Half Page color ad in our conference brochure hitting 90,000 teachers and administrators in August (printing and postage for this brochure is over \$25,000, paid by STAT. Only prime sponsors will receive ads)
- Full page ad in the CAST Printed Program
- Invitation for five to the CAST VIP Reception Friday evening
- Formal Recognition of your company and stage time at the CAST reception. Will also have the opportunity to address the crowd and introduce our entertainment.
- Logo on conference marketing material, including every marketing piece highlighting the reception both on our website and in printed publications,
- Logo on our website which receives over 100,000 pageviews and with visitors spending an average of 6.5 minutes each
- A full page ad in every publication of *The STATellite*, for the next year
- Signage onsite at the conference and at the reception
- A pre or post CAST registration list for a one time e-mail or mailing to attendees
- Two comp hotel rooms over the conference dates
- Two Exhibit Booths
- Sponsor ribbons and swag bags

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### CAST Phone App: ~~\$15,000~~ Exclusive Sponsorship

- One Exhibit Booth
- Full page black and white ad in the CAST Printed Program
- Logo on our website which receives over 100,000 pageviews and with visitors spending an average of 6.5 minutes each
- A full page ad in every publication *the STATellite*, for the next year
- A pre or post CAST registration list for a one time e-mail or mailing to attendees
- Logo appears every time someone opens the CAST App through December 2012

### Platinum Sponsorship Level: \$9,200 (Year Round Benefits)

- Year-Round Website Ad
- Sponsor logo on CAST tote bags
- Full Page Color ad in each *STATellite* (4 issues)
- Full Page Black and White Ad in the CAST Program
- Tickets to the STAT VIP Reception for two
- One Exhibit Booth
- A pre or post CAST registration list for a one time e-mail or mailing to attendees
- Sponsor ribbons and swag bags

Choose One of the Following Items as Your EXCLUSIVE Sponsorship:

- \_ Exclusive Hotel Keys
- \_ ~~Exclusive Name Badge Holders~~
- \_ Column Wrapping on Entrance to Exhibit Hall
- \_ Exclusive Transportation Shuttles (Logo on Buses)
- \_ Social Event Sponsor (2 available)
- \_ First Timers Breakfast
- \_ Tote Bag Sponsor (one side only)
- \_ ~~Attendee Notebooks~~

### STATFlash Sponsor: \$8,400 for six months

Reach over 8,000 science teachers on a weekly basis! Industry marketing executives now say it takes “ten touches” for your company to be remembered. Why not go above and beyond ten touches and sponsor every single STATflash e-mail we send out? We send out legislative alerts, membership news, and CAST information at least once every two weeks.

- Full page black and white ad in the CAST Printed Program
- Logo on website through December 2012

### Gold Sponsorship Level: \$7,500

- Website Ad during CAST Marketing (from time of purchase through December)
- Sponsor logo on CAST tote bags
- Half Page Color ad in each *STATellite* (4 issues)
- Half Page Black and White Ad in the CAST Program
- Tickets to the STAT VIP Reception for two
- One Exhibit Booth
- Sponsor ribbons and swag bags

Choose One of the Following Items as Your EXCLUSIVE Sponsorship:

- \_ STAT Teacher of the Year Awards Sponsor
- \_ ~~Volunteer T-Shirts~~
- \_ Exhibit Hall Aisle Signs
- \_ VIP Reception

### Silver Sponsorship Level: \$5,000 (Promotional Sponsor of CAST)

- Website Ad during CAST Marketing (from time of purchase through December)
- Half Page Color ad in each *STATellite* (4 issues)
- Half Page Black and White Ad in the CAST Program
- Tickets to the STAT VIP Reception for two
- Logo on totebags
- A pre or post CAST registration list for a one time e-mail or mailing to attendees
- Sponsor ribbons and swag bags

### Bronze Sponsorship Level: \$3,500

- Website Ad during CAST Marketing (from time of purchase through December)
- Half Page Color ad in August Pre-CAST *STATellite*
- Half Page Black and White Ad in the CAST Program
- Tickets to the STAT VIP Reception for two
- Sponsor ribbons and swag bags



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# ORDER FORM

**Prime Sponsorships**  
Presenting Sponsor: \$45,000

**CAST Reception: \$33,000**

~~CAST Phone App: \$15,000 Exclusive Sponsorship~~

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(Year Round Benefits)  
Choose One of the Following Items as Your EXCLUSIVE Sponsorship:

- Exclusive Hotel Keys
- ~~Exclusive Name Badge Holders~~
- Column Wrapping on Entrance to Exhibit Hall
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- Social Event Sponsor (2 available)
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- Tote Bag Sponsor (one side only)
- ~~Attendee Notebooks~~

**STATFlash Sponsor: \$8,400 for six months**  
(January-June)

**Gold Sponsorship Level: \$7,500**  
Choose One of the Following Items as Your EXCLUSIVE Sponsorship:

- STAT Teacher of the Year Awards Sponsor
- ~~Volunteer T-Shirts~~
- Exhibit Hall Aisle Signs
- VIP Reception

**Silver Sponsorship Level: \$5,000**  
(Promotional Sponsor of CAST)

**Bronze Sponsorship Level: \$3,500**

## Required Information

Sponsor Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Office Phone: (\_\_\_\_) \_\_\_\_\_  
Office Fax: (\_\_\_\_) \_\_\_\_\_  
Email: \_\_\_\_\_

## Payment Options

Total to be Billed: \$ \_\_\_\_\_

Method of Payment:  
 Check (made out to STAT)  
 Purchase Online at  
[www.statweb.org/cast/sponsorship](http://www.statweb.org/cast/sponsorship)

Mail form to:  
5750 Balcones Drive, Suite 201  
Austin, TX 78731

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