



CAST 2012

SPONSORSHIP PROSPECTUS

Get Geek Your Geek On as we take CAST to the palm trees and laid-back lifestyle of Corpus Christi. Don your pocket protector, taped-together safety goggles, and über-geek charm to woo our attendees into your company's market niche.



The Science Teachers Association of Texas (STAT) hosts the annual Conference for the Advancement of Science Teaching (CAST), where more than **7,000** science teachers, specialists, curriculum coordinators and administrators convene to learn, network and **shop** for your products. It is the mission of CAST to provide continuing education to science teachers in Texas (and across the nation) in a way that reinvigorates their passion for science and increases their content knowledge. Our goal is for them to carry their enthusiasm and new-found teaching techniques straight back to future science leaders in their classrooms.

Become a sponsor of our nationally-known conference to enhance your company's image, increase your visibility and stand out from the crowd. We offer sponsorships to take your company's name, products, and positive PR to a higher level before, during, and after CAST. Our marketing database stands at **90,000**. We invite you to grab a piece of the "Pi" and join us as we prepare students of today with STEM education for tomorrow.



Stand out from the crowd. Draw more traffic to your booth or presentation. Relish in the positive PR for contributing to Texas' finest science teachers. Get Your Geek On **today** and celebrate the benefits for years to come.

CAST Fast Numbers

- 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
- 7,000 Attendees Expected at CAST (at least 4,000 in attendance at the keynote)



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
- Exhibit Booth
- Vendor Suite
- 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
- Vendor Suite
- Two Exhibit Booths
- Sponsor ribbons and swag bags

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)
- _ Friday Social Events
- _ First Timers Breakfast
- _ Tote Bag Sponsor (one side only)
- _ Attendee Notebooks

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

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 (July-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 Awards Sponsor
- _ Volunteer T-Shirts
- _ Administrators and Policymakers Institute
- _ Exhibit Hall Aisle Signs
- _ Celebration Dinner

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

- Website Ad during CAST Marketing (July-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 (July-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



See the back page for ordering information!

ORDER FORM

Prime Sponsorships

Presenting Sponsor: \$45,000

CAST Reception: \$33,000

CAST Phone App: \$15,000 Exclusive Sponsorship

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

Choose One of the Following Items as Your EXCLUSIVE Sponsorship:

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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)

Credit Card

(Visa, Mastercard, American Express)

Card Number: _____

Expiration Date: ____ / ____ CSV: _____

Mail form to:

5750 Balcones Drive, Suite 201

Austin, TX 78731

Call **512-491-6685** to discuss tailored sponsorship packages.

Visit www.statweb.org/cast/sponsorship

to order online today!

