



National Conference on Student Activities

December 1-3, 2017
Hotel RL - Spokane, WA



September 20, 2017

Dear potential sponsor:

The annual National Conference on Student Activities (NCSA) will be hosted by the Association of Washington Student Leaders (AWSL) in Spokane, Washington, December 1-3, 2017. Approximately 300 state leadership directors and leadership advisers from across the nation will gather for this event. These delegates are direct decision makers in their state leadership programs, helping foster partnerships and affiliations for schools across the country.

Exhibitors

The NCSA Conference features an Exhibitor Fair for businesses that have services and/or products for leadership programs and their advisers. The Exhibitor Fair takes place adjacent to conference registration on Friday, December 1 from 12:00 pm – 5:00 pm, prior to opening session. Exhibitors are invited to keep their booths open to meet with attendees Saturday during breakfast and morning sessions 7:30 am – 12:30 pm.

This conference is an opportunity for your organization to partner with and support student leadership programs, as well as receive positive exposure to the most active and influential student leadership advocates in the nation. Exhibitors will receive a complete list of registrants at check-in, and will be listed in the conference program.

Sponsors

If you are interested in making a monetary or in-kind donation, we have many sponsorship opportunities available. We will be happy to work with you to find a sponsorship package that best highlights your company's values and message. Your contribution to AWSL is tax deductible. Together, we will determine the best ways of recognizing your contribution.

Please contact the conference partner liaison Van Anderson at van@awsp.org or at 360-497-5323 if you have questions or wish to discuss potential ideas for support. We look forward to seeing you at the NCSA Conference, or having you as a sponsor.

Sincerely,

Van Anderson, NCSA Conference partner liaison
Association of Washington Student Leaders
2124 Cispus Road
Randle, Washington 98377
Phone: 360-497-5323 Fax: 360-497-5324



ASSOCIATION OF WASHINGTON STUDENT LEADERS

A division of the Association of Washington School Principals

What is the Leadership Revolution?

As the hosts of the 2017 National Conference on Student Activities, AWSL has chosen **Leadership Revolution** as the theme. At the core, all revolutions disrupt the current thinking to enable us to explore new possibilities. Student leadership is too often limited to thinking about events: proms, assemblies, skits and socials – the “what” of student leadership. The *Leadership Revolution* is learning to first think about the “why” so that our “what” can help build the kind of schools we want. Our philosophy phrase is “It’s not *what* you do, it’s *why* you do it.”

The Association of Washington Student Leaders (a division of the Association of Washington School Principals) has been providing leadership training in our state for over 60 years. Our understanding of how we can best train K-12 students to lead their schools and communities has grown over the years. The questions we have learned to ask schools in Washington are the same ones we will ask the rest of the country in December:

- **Equity:** How can student leaders help promote inclusiveness of diversity, close the gap and establish environments that are supportive of all students?
- **Disproportionality:** Do the student leaders in a school reflect the social and academic demographics of the students they represent?
- **Tradition:** How can traditional activities and leadership governance models be updated to meet the needs of all students?
- **Service:** How can students be motivated to lead with a servant’s heart?
- **Social-Emotional Needs:** What skills do student leaders need to be the first-responders for students with a history of adverse experiences?
- **Future Educators:** How can student leadership programs be a catalyst in creating the next generation of great classroom teachers and future principals?

For the past 60 years, Washington has been at the forefront of the Leadership Revolution. It started in 1956 when school principals decided it was important to train students to lead. As leaders, these students became partners with principals in creating successful schools. We have grown to directly serve over 13,000 students every year in programs that have evolved to meet the changing needs of schools. At the 2017 National Conference on Student Activities, we are excited to share our Leadership Revolution with peers across the nation.

Susan Fortin, Executive Director
Association of Washington Student Leaders

EXHIBITOR REGISTRATION

National Conference on Student Activities 2017

“Leadership Revolution”

Hotel RL

Spokane, Washington

Exhibitor Fair – Friday, December 1, 2017 | 12:00 – 5:00 pm

Additional exhibitor time – Saturday, December 2, 2017 | 7:30 am – 12:30 pm

Cost: \$225.00

Name of Company: _____

Brief description of product or service: _____

Contact Person: _____ Phone: _____

Email: _____ Website: _____

Please note any special needs such as electrical outlet, wall space, etc.

- Register by Wednesday, November 15, 2017 to guarantee recognition in the conference program.
- To register with a check, mail this form with payment to the AWSL Office.
Make check payable to “AWSL”.
AWSL
2142 Cispus Road
Randle, WA. 98377
- To register with a credit card, FAX this form to 360-497-5324, followed by a phone call to the AWSL office at 360-497-5323 with your credit card information.
- Questions regarding the conference? Contact NCSA Conference partner liaison, Van Anderson by e-mail at van@awsp.org, or phone at 360-497-5323.

EXHIBITOR PREPARATION

Contact partner liaison, Van Anderson if you have any questions.

Email: van@awsp.org

Phone: 360-497-5323

1. The Exhibitor Fair will take place on Friday, December 1, 2017 at Hotel RL from 12:00 – 5:00 pm. Exhibitors are invited to leave their displays and continue meeting with conference attendees during breakfast and between workshop sessions on Saturday morning.
2. Exhibit space will be a table (with skirt) approximately 6 feet long, in the lobby area directly adjacent to conference registration. Exhibitors will be distributed throughout the lobby area to provide space for interaction with conference attendees.
3. Exhibitors registered by November 15th will be included in the printed materials available to all conference attendees.
4. A table will be provided for each booth and chairs will be available. Exhibitors will be responsible for bringing their own extension cords.

2017 NCSA SPONSOR OPPORTUNITIES

To help us cover the expense of hosting this national event, we have established sponsorship opportunities that will allow businesses and organizations to get their names out to the advisors and state directors who will be attending. Goodie bags will be provided to the delegates, several raffles and giveaways will take place and other conference needs must be met. **All sponsors** will have their **name or logo** included in the conference program in addition to other recognition based on sponsorship level

Delegate Sponsorship - \$300 each (partial sponsorships allowed)

Each summer over 250 teachers, counselors and principals volunteer to serve on staff at one of our 16, AWSL/AWSP sponsored leadership camps. With a national conference in our backyard this seems like the perfect opportunity to pay them back! By sponsoring an attendee, you will provide a rich professional learning opportunity while also helping us bring national-level ideas and experiences back to Washington schools. At the \$500 level, you would also help cover their lodging expenses!

Keynote Sponsorship - \$2500 (3 available)

Sponsor one of our keynote speakers and get your logo/signage at entryways to the banquet room during your sponsored event, opportunity to speak before the program (1 minute), company flyer or brochure placed on every table & verbal recognition during sponsored event. The three keynotes will be:

- Stu Cabe – Stand Up!
- Will & Company – Faces of America
- AWSL – Washington Showcase

Meal Sponsors- \$2000+

The NCSA Conference will provide four banquet meals to attendees (dinner Friday, breakfast & lunch Saturday, breakfast Sunday). Partial sponsorship of one of our meals beginning at the \$2000 level will get your logo/signage at entryways to the banquet room and your company flyer or brochure placed on every table, with an announcement of your sponsorship during the meal.

Lanyard Sponsor - \$750 + supply lanyards

As the lanyard sponsor, you will get to share billing with the NCSA conference displayed on everyone's neck, holding their conference ID.

Hospitality Sponsor - \$500 (up to three available)

AWSL will be hosting a Hospitality and Networking event on Friday evening. Sponsors will have their logo at event entryways, with company flyers or brochures available at each hospitality counter.

Preconference Shuttle Sponsors - \$800 (Chewelah) & \$200 (Gonzaga)

The conference organizers will be offering two pre-conference programs on Friday that require travel to Chewelah Peak Learning Center and Gonzaga University. Shuttle sponsors will be recognized on the buses / vans, with company flyer or brochure provided to travelers on the Chewelah Peak trip.

Conference Sponsor - \$100+

Conference sponsorships can be obtained at any level. All conference sponsors at \$100 or greater will have their logo included in the conference program. In-kind donations and recognition for higher levels of sponsorship will be negotiated with AWSL and could include a logo on conference signage, flyer/brochure inclusion in registration packets, or even a short presentation to start a general session.

TAX DEDUCTIBLE DONATION FORM

Association of Washington Student Leaders | Association of Washington School Principals

The Association of Washington School Principals, through its foundation (Washington School Principals Education Foundation) is the proud sponsor of the Association of Washington Student Leaders (AWSL). AWSL provides high quality student leadership opportunities to students and schools in Washington, and is a national leader in leadership programs and curriculum.

Through a variety of training opportunities and programs we strive to improve schools by strengthening the base of student leadership. Our programs serve traditional elected leaders as well as emerging leaders representing the many diverse populations within a school.

The Washington School Principals Education Foundation is a 501 (C) (3) organization: Tax Identification number 91-1153112. All contributions will be acknowledged with a receipt. Contributions are tax deductible to the extent allowed by law.

Please make checks payable to the Washington School Principals Education Foundation (WSPEF).

For additional information visit www.awsleaders.org or contact:

Susan Fortin, Director
Association of Washington Student Leaders
360-497-5323
susanf@awsp.org

Sponsorship Type(s): _____

Donation Amount \$ _____

Contributing Organization/Individual:

Address: _____

City: _____ State: _____ Zip Code: _____

Primary Contact: _____

E-mail: _____ Phone: _____

Please note any specifications or restrictions concerning your donation:

Send contributions to:

AWSL
Attn: 2017 NCSA Conference
2142 Cispus Road
Randle, WA. 98377