



The National Tutoring Association (NTA) presents

# TUTORPALOOZA

Holiday Inn, 5300 W. Touhy Ave.

Niles, IL February 4<sup>th</sup>, 2010

## Sponsorship Opportunities

“**TutorPalooza**” will train and certify 500 peer tutors (Level I – Basic) in a single day on Thursday, 2/4/10. As the oldest and largest national organization training professional and peer tutors, the NTA is uniquely qualified to conduct this event. Related activities and features include:

- A national, pre-event peer tutoring essay contest for publication and scholarships
- Public recognition of exemplary peer tutoring programs
- Training of students in groups of forty or smaller by certified professional tutors, workbooks included
- Students receive certification, membership in the NTA, t-shirts, training portfolios, and lunch
- Peer tutor program coordinators may attend program support training at the same time and location

### MARKETING PROSPECTUS

*Promotion and informational packets* will be distributed to Chicago area schools (teachers, students, administrators, guidance counselors, district superintendents), Title 1 administrators, and PTA chapters.

*Press Announcements* are being distributed directly to our in-house list 40 local and 90 national outlets, including print, electronic and digital media. All releases are also posted to PRWeb. The initial release for last year's event resulted in over 37,000 views and an estimated pickup of 711 on PRWeb alone. To read the final release for the first event, visit <http://www.prweb.com/releases/2007/1/prweb498646.htm>.

*500 students and over 30 academic center administrators and staff* are expected to receive the TutorPalooza tutor training manual and refer to it year-round.

The TutorPalooza Press Room is available year round to journalists. To see the first year's Press Room, please visit <http://crossroadsoflearning.com/nta-tutorpalooza>.

### SUPPORTING SPONSOR OPPORTUNITIES

Please Note: Sponsorships fees may be in the form of monies or donated products/services at NTA discretion. Donations are being sought in the areas of:

- **Media:** Editorial and advertising coverage/promotion (print, electronic or digital)
- **Facilities:** Hotel conference or school locations to host the events
- **Services:** including catering, AV, lodging, transportation (airline/local), printing

SPONSORSHIP PACKAGES (Available on a limited basis and first come, first served basis. In-kind sponsorships will be considered on a case by case basis.)

**Platinum** (one available) – \$10,000

Pre-Event:

- NTA website and the TutorPalooza Press Room:
  - A spot in a rotating banner on the TutorPalooza web page on the NTA site and Press Room
  - Company name and description on the TutorPalooza web page
- Company logo inclusion in all marketing materials
- Company name and logo in the registration confirmation sent to all attendees
- Prominent sponsorship mention in all e-mail campaigns
- Inclusion in event press releases
- A seat on the 2009 TutorPalooza Advisory Council: This group, made up of candidates from corporations and government agencies, as well as independent voices from the local and national educational community will be consulted on key aspects of TutorPalooza. NOTES: All final TutorPalooza decisions rest with the NTA. Platinum sponsors will make up no more than one third of the council.

Onsite

- A spot in the display area at the event, optional not required.
- Company name in the TutorPalooza training manual referenced throughout the year by all participants, including students, learning centers and administrators.
- Description and a full page advertisement in TutorPalooza event directory
- Logo Placement on the Platinum sponsor thank-you banner in the main lobby

Post-Event

- A seat on the year-round Peer Tutoring Initiative (PTI) Advisory Council: This group, made up of candidates from corporations and government agencies, as well as independent voices from the local and national educational community will be consulted on key aspects of the PTI. NOTES: All final PTI decisions rest with the NTA. Platinum sponsors will make up no more than one third of the council. Please contact the NTA for more information on the PTI.

**Gold** (five available) – \$2,500

Pre-Event:

- Company name inclusion in all marketing materials
- Company name in the registration confirmation sent to all attendees
- Prominent sponsorship mention in all e-mail campaigns
- NTA website: Company logo, name and description on the TutorPalooza web page

Onsite

- Company name in the TutorPalooza training guide
- Company description and a ¼ page advertisement in TutorPalooza event directory distributed to all students and Peer Tutoring program administrators

**Silver** – \$500 (included with the \$1,000+ Onsite Sponsorship Opportunities below)

Pre-Event:

- Company name in the registration confirmation sent to all attendees
- NTA website: Company name and description in the TutorPalooza event directory

Onsite:

- Company description in the event directory distributed to all students and Peer Tutoring program administrators.

## ADDITIONAL ON-SITE SPONSORSHIP OPPORTUNITIES

(The opportunities below qualify the sponsor for Silver or Gold level benefits depending on the dollar amounts.)

- Registration Sponsorship – \$1,500 – In exchange for underwriting our on-line and on site registration, company name on the on-line registration page and a banner in the registration area.
- Lunch Sponsorship – \$3,500 – In exchange for company name and logo on banners at lunch stations
- Training Break Station Sponsorship (water, snacks, sodas) \$2,500 – in exchange for company name and logo on banners on all break tables
- Official Totebag Sponsorship – \$2,000 – company name and logo on tote bags
  - Inserts - \$500 ea. (maximum – 5)
- Student/Staff T-Shirt Sponsorship – \$6 per shirt (company name and logo on t-shirt)
- Training Manual Sponsor – \$5,000 – in exchange for the back cover, subject to NTA approval
- Awards sponsor – \$250 – Company name on the website awards page (maximum – 5)

### Event Directory Advertising:

- 1 page - \$500
- ½ page - \$300
- ¼ page - \$175

## SPONSOR INFORMATION AND AREA OF INTEREST

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Sponsorship Interest: Circle package or fill in on-site choice below

Platinum      Gold      Silver

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Please fax this signup page to the National Tutoring Association at 863.644.9621. Sponsorship questions may be directed to Mr. Kabir Kassam, NTA Associate Vice President, KabirK@brillianceacademy.net, (847) 559-7464 xt 2923.

For more information “**TutorPalooza**” please contact the National Tutoring Association, at [ntatutor@aol.com](mailto:ntatutor@aol.com), 863.529.5206 or visit our website at [www.ntatutor.org](http://www.ntatutor.org).