

Sponsorship Program

Friends Council on Education's sponsorship program is specifically designed for companies and organizations that provide products and services to independent schools. This program offers the opportunity to access a network of more than 115 Friends schools, global affiliates, colleges and educational organizations, through general publicity and advertising options, and the chance for focused participation at events and gatherings throughout the year.

The sponsorship program runs from September 15 - August 31.

To become a Friends Council sponsor, all companies must join at the Basic Sponsorship level. Many firms go beyond that, sponsoring specific Friends Council workshops and events at an additional cost (see application below) in order to gain access to key target groups or special advertising rates.

Basic Sponsorship

Benefits of Basic Sponsorship include:

- Visibility from the home page of the Friends Council website, www.friendscouncil.org. Connect with potential customers through a logo-link on our special sponsors page. Our website is a resource to 21,000 families, 4,400 faculty and staff, and 1,200 trustees in Friends schools in the United States, as well as to the general public around the world, and is the go-to site for publications, job searches and current news in Friends education.
- Inclusion in our e-book *Directory of Friends Schools and Educational Organizations*. This e-book is available for download from our Friends Council website.
- Inclusion in and subscription to *Chronicles of Quaker Education*, a print newsletter published annually.
- Free listing as a sponsor in Friends Council on Education's Annual Report.
- Social media promotion on Friends Council's Facebook page and Twitter feed.
- Two free mentions in our monthly e-newsletter, *QuakerEd News* as part of short articles written by FCE.
- Promotional opportunities at our Annual Meeting for Board members and Heads of Schools in April.
- Access to advertising space on friendscouncil.net, our online professional forum.
- Access to advertising space in Friends Council's monthly e-newsletter, *QuakerEd News*.
- Access to advertising space in *Chronicles of Quaker Education*, with a circulation of 7000+.

Targeted Opportunities

Targets are tailored to your company's desire to reach a particular audience. Each year, Friends Council on Education sponsors a variety of professional development programs, workshops and peer network events. A company may choose to sponsor one or more of these meetings.

Sponsorship of individual events typically involves a personal appearance by a representative from the sponsoring company at the event, often at the beginning of a meal. The sponsor is introduced and gives a welcome. Informational material may be distributed, and the chance to speak directly with attendees is available, usually during the social time either prior to or just after a meal.

When arranging for targeted sponsorships, our goal is to craft a presentation time and space that maximizes exposure for the sponsor, while maintaining a high-quality experience for our constituents.

Target opportunities include:

Programs

Programs for sponsorship include but are not limited to:

- *Heads Gatherings*
Attended by Heads of Friends schools.
- *Peer Networks*
Friends school educators and administrative staff working in similar areas across Friends schools, current peer networks include development directors, public relations officers, librarians, admissions directors, maker-space directors, environmental educators, and heads of schools, among others.

Annual Meeting

Sponsorship of Friends Council's Annual Meeting and luncheon is available. Currently scheduled for April 23, 2020 in Greensboro, North Carolina, this is a gathering of our Board of Directors, a majority of Friends school heads and other directors, many of our most loyal contributors, and guests from Friends schools across the country. The event provides a chance to speak briefly about your company's services, personally distribute literature and sample packages, exhibit further information on a centrally located display table, and meet informally with board members and invited guests over lunch.

Promotional Opportunities

Promotional opportunities at the annual meeting are included in the Basic Sponsorship fee. Please contact Friends Council on Education for more information about opportunities for 2019-2020.

Friends Council Professional Online Forum

Sponsors can increase their presence by placing an ad on www.friendscouncil.net, our professional and social networking site, which currently has more than 1,200 members and extends to hundreds more Friends school users annually.

Chronicles of Quaker Education

Published annually with a circulation of 7,000+. Sponsor an issue of *Chronicles* by placing an exclusive display ad. Back issues are archived on our website.

Friends Council on Education
Friends Education – Make it Your Business

Sponsorship Program 2019-20 Application

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CONTACT INFORMATION:

Company or Organization _____

Address _____

Contact Person _____

Title _____ Phone _____

E-Mail _____ Website _____

Basic Sponsorship is the foundation for all targeted opportunities and includes free e-book directory listing, social media promotion, and promotional opportunities at the annual meeting.

_____ Basic Sponsorship: **\$650**

Targeted Opportunities:

Heads Gatherings: \$450

_____ Heads of Friends Schools – Fall Gathering, October 24-25, 2019

Friends Center, Philadelphia, PA

_____ Heads of Secondary Schools, Spring Gathering, April 23-24, 2020

Greensboro, North Carolina

_____ Heads of Elementary, Nursery & K-8 Schools, Spring Gathering, April 23-24, 2020

Greensboro, North Carolina

Peer Networks: \$400 each (please call for dates/locations)

_____ Diversity	_____ Division Directors/Assistant Heads
_____ Early Childhood Educators	_____ Environmental Education
_____ Librarians	_____ Service Learning
_____ Spiritual Life and Religious Studies	

Other Opportunities:

_____ Annual Meeting, April 23, 2020 Greensboro, North Carolina	\$1,350 (exclusive)
_____ Promotional opportunity at Annual Meeting	FREE with basic sponsorship
_____ Ad on www.friendscouncil.net (1,200 members)	\$150 per month
_____ Ad in Friends Council's monthly e-newsletter	\$150 per issue
_____ <i>Chronicles of Quaker Education</i> (7,000+ readers)	\$800 per issue

AGREEMENTS:

- No sponsorship or advertisement will be considered if the product or service is deemed harmful to school communities.
- Sponsorship does not imply endorsement by Friends Council on Education.
- Sponsors may not use Friends Council on Education's name or logo for its own purposes.
- Sponsorship will not influence the goals, strategic endeavors or integrity of Friends Council on Education.
- Friends Council on Education reserves the right to cancel a sponsorship or advertisement at any time if, in the sole judgment of the Executive Director, the sponsor or advertiser violates any of these agreements, or its actions are deemed to be discriminatory or inappropriate to the interests of Friends Council on Education or its membership. In such cases, no refund will be given.
- The term of this program is September 15 to August 31. Fees for sponsorships beginning mid-year may be pro-rated.