



## **Sponsorship Program** *Friends Education – Make it Your Business*

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 (Quaker) 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 1 - 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 Friends Council website**, [www.friendscouncil.org](http://www.friendscouncil.org). Connect with potential customers through a logo-link on our special sponsorship 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.
- **Free listing in Friends Council on Education's Annual Report**.
- **Social media promotion** on Friends Council's social media sites.
- **Two free mentions in our monthly e-newsletter, *QuakerEd News*** as part of short articles written by FCE.
- **Promotional opportunities at our Spring Annual Meeting** for Board members & Heads of Schools.
- **Access to advertising space** on [friendscouncil.net](http://friendscouncil.net), our online professional forum.
- **Access to advertising space** in Friends Council's monthly e-newsletter, *QuakerEd News*.

## 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 division directors, development directors, public relations officers, librarians, admissions directors, performing arts educators, environmental educators, among others.

#### Annual Meeting

Sponsorship of Friends Council's Annual Meeting and luncheon is available. Currently scheduled for April 20, 2023, this is a gathering of our Board of Directors, a majority of Friends school heads, school trustees, 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 2022-2023.

#### Friends Council Professional Online Forum

Sponsors can increase their presence by placing an ad on [www.friendscouncil.net](http://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.

## Sponsorship Program 2022-2023 Application

Friends Council on Education’s Sponsorship Program offers the opportunity for access to 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.

**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:**

***Fall and Spring All Heads Gathering – Opportunity to speak to Heads - \$450***

\_\_\_\_\_ Heads of Friends Schools – Fall Gathering, October 27, 2022  
In Person at Arch Street Meetinghouse in Philadelphia

\_\_\_\_\_ Heads of Friends Schools, Spring Gathering, April 20, 2023  
In Person, location TBD

**Monthly Heads Meetings on Zoom – Virtual Presence Opportunity - \$125 per month**

____ September 2022	____ January 2023	____ May 2023
____ November 2022	____ February 2023	____ June 2023

**Other Opportunities:**

____ Annual Meeting, April 20, 2023 w/ presentation	<b>\$1,350 (exclusive)</b>
____ Promotional opportunity at Annual Meeting	FREE with basic sponsorship
____ Ad on www.friendscouncil.net (1,200 members)	<b>\$150 per month</b>
____ Ad in Friends Council’s monthly e-newsletter	<b>\$150 per issue</b>
____ QuakerEd Talk (virtual, audience of 100+)	<b>\$500 Virtual presence</b>
____ Peer Network Gathering Virtual Presence Opportunity	<b>\$125 per gathering</b>

**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 1 to August 31. Fees for sponsorships beginning mid-year may be pro-rated.