

Council of the Great City Schools 20th Annual Public Relations Executives Meeting



SPONSORSHIP BROCHURE

July 19-21, 2021



Public Relations Executives Virtual Meeting July 19-21, 2021

SPONSORSHIP INFORMATION

The Council of the Great City Schools is a coalition of 77 of the nation's largest urban public school systems. The Council is located in Washington, DC, where it works to improve the quality of urban schools. The Council is a 501©3 organization and contributions made to the Council are tax exempt. The Council invites you to become a sponsor of the 2021 Public Relations Executives Meeting.

All work sessions are open to our sponsors. Sponsorship opportunities are limited. All sponsorships must be paid in full before July 2, 2021 in order to secure your company's spot.

The Council is offering three (3) levels of sponsorship to support the PRE Meeting: \$2,500, \$4,500 and \$5,000.

The level opportunities are on a first come, first served basis and are outlined as follows:

PLATINUM LEVEL SPONSORSHIP (\$5,000 Sponsorship) - Two company slots

- Three (3) free conference registrations
- Sponsor a presentation given by author and marketing expert David Meerman Scott.
- The opportunity to give brief remarks before David's presentation
- David Meerman Scott will do a promotional video before the conference and will mention your company's name.
- Recognized via sponsorship page and Council's Annual Report
- Early distribution of participants list. This will be sent twice before the conference.

GOLD LEVEL SPONSORSHIP (\$4,500 Sponsorship) - Four company slots

- Two (2) free conference registrations
- Presentations with school districts
 - Sponsors will have an opportunity to partner with a school district to share their work.
 - 45-minute presentations with project definition by district; technical support provided by sponsor; and lessons learned and next steps.
 - All sponsors must be accompanied by a partnering district.
 - Company presentations without a district present will be cancelled.
- Recognized via sponsorship page and Council's Annual Report
- Early distribution of participants list. This will be sent twice before the conference.

BRONZE LEVEL SPONSORSHIP (\$2,500 Sponsorship)

- One (1) free conference registration
- Recognized via sponsorship page and Council's Annual Report
- Early distribution of participant's list. This will be sent once before the meeting.

Please note that while this meeting will not include a real time one-on-one chat feature with our attendees, we will be sharing an up-to-date attendee list with sponsors each morning of the meeting.

KEYNOTE SPEAKER



David Meerman Scott spotted the real-time marketing revolution in its infancy and wrote five books about it including *The New Rules of Marketing and PR*, now in a 7th edition. Now David says the pendulum has swung too far in the direction of superficial online communications. Tech-weary and bot-wary people are hungry for true human connection. Organizations have learned to win by developing what David calls a

"Fanocracy" - (the subject of his Wall Street Journal bestseller) - tapping into the mindset that relationships with people are more important than products and services that organizations offer. His latest book is *"Fanocracy: Turning Fans into Customers and Customers into Fans"* from Portfolio / Penguin Random House about Fandom culture and how any business can grow by cultivating fans.

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: To register as a sponsor, click [here](#) :
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Please email a short description of your company and your company logo to: Joanne Coley at jcoley@cgcs.org. For questions about sponsorship, please email: tharris@cgcs.org.

ABOUT THE COUNCIL

The Council of the Great City Schools is the only national organization exclusively representing the needs of urban public schools. Composed of 77 large city school districts, its mission is to promote the cause of urban schools and to advocate for inner-city students through legislation, research and media relations. The organization also provides a network for school districts sharing common problems to exchange information, and to collectively address new challenges as they emerge in order to deliver the best possible education for urban youth.

COUNCIL MEMBER DISTRICTS

Albuquerque, Anchorage, Arlington, TX, Atlanta, Aurora Austin, Baltimore, Birmingham, Boston, Bridgeport, Broward County (Ft. Lauderdale), Buffalo, Charleston, Charlotte-Mecklenburg, Chicago, Cincinnati, Clark County (Las Vegas), Cleveland, Columbus, Dallas, Dayton, Denver, Des Moines, Detroit, Duval County (Jacksonville), East Baton Rouge, El Paso, Fort Worth, Fresno, Guilford County (Greensboro, N.C.), Hawaii, Hillsborough County (Tampa), Houston, Indianapolis, Jackson, Jefferson County (Louisville), Kansas City, Long Beach, Miami-Dade County, Milwaukee, Minneapolis, NOLA, Nashville, New Orleans, New York City, Newark, Norfolk, Oakland, Oklahoma City, Omaha, Orange County (Orlando), Palm Beach County, Philadelphia, Pinellas County, Pittsburgh, Portland, Providence, Puerto Rico, Richmond, Rochester, Sacramento, San Antonio, San Diego, San Francisco, Santa Ana, Shelby County (Memphis) Seattle, St. Louis, St. Paul, Stockton, Toledo, Toronto, Tulsa, Washington, D.C., Washoe County, and Wichita

