



Saturday, December 1, 2018

Ed Talk is a public forum for Broward County stakeholders to collaborate with the District on improving outcomes for all students. The last event had more than 400 participants representing business and community partners, parents, students and Broward County Public Schools employees. To view information from previous Ed Talk forums, visit browardschools.com/edtalk.

Publicity Scope

Constituents

- 32,000+ employees
- 38,000+ volunteers
- 271,000+ students

Multimedia

- Tri-county BECON-TV coverage
- 3.1M BCPS website visitors
- 15M BCPS web page views

Social Media

- 113,000+ Twitter followers
- 22,400+ Facebook likes
- 124,000+ mobile app downloads

Program Sponsor (\$7,500)

- Corporate name and logo displayed on all participant tables
- Corporate name and logo on breakfast buffet tables
- Recognition from the podium during event
- On screen recognition at event
- 10 reserved seats
- Inclusion of your logo on Ed Talk event signage
- Full-page, color ad in program
- Inclusion of corporate name and logo on printed materials with commitment of support prior to printing deadlines
- Inclusion in promotional campaign including press releases, website and social media
- Hyperlink to your web page from the Ed Talk website
- Use of Ed Talk 2018/19 logo on your website
- Exhibitor table at the event

Technology Sponsor (\$5,000)

- Corporate name and logo displayed at your sponsored table
- Recognition from the podium during event
- On screen recognition at event
- 8 reserved seats
- Half-page, color ad in program
- Inclusion in promotional campaign including press releases, website and social media
- Hyperlink to your web page from the Ed Talk website
- Use of Ed Talk 2018/19 logo on your website
- Exhibitors table at the event

Polling Sponsor (\$2,500)

- Corporate name announced at polling segments
- On screen recognition at event
- Quarter-page, color ad in program
- Inclusion in promotional campaign including press releases, website and social media
- Use of Ed Talk 2018/19 logo on your website
- Exhibitor table at the event

Session Sponsor (\$1,000 per session)

- Corporate name announced at session
- On screen recognition at event
- Eighth-page, color ad in program
- Use of Ed Talk 2018/19 logo on your website

Table Sponsor (\$500 per table)

- Corporate name and logo displayed on participant table(s)
- On screen recognition at event
- Use of Ed Talk 2018/19 logo on your website

Exhibitor Sponsor (\$300 per table)

- Exhibitor table at the event
- Use of Ed Talk 2018/19 logo on your website

Customized benefits negotiable



SPONSORSHIP PLEDGE FORM

Company _____

Contact Name _____

Phone _____ Fax _____

Email Address _____

We are pleased to sponsor Ed Talk 2018/19 for the commitment checked below:

- | | |
|---|--|
| <input type="checkbox"/> Program Sponsor (\$7,500) | <input type="checkbox"/> Session Sponsor (\$1,000 per session) |
| <input type="checkbox"/> Technology Sponsor (\$5,000) | <input type="checkbox"/> Table Sponsor (\$500 per table) |
| <input type="checkbox"/> Polling Sponsor (\$2,500) | <input type="checkbox"/> Exhibitor Sponsor (\$300 per table) |

**Please fax form to 754-321-2318 or email to
nyasha.hinds@browardschools.com.**

**Make checks payable to Broward Education Foundation,
writing Ed Talk in the memo section.**

**Mail to: Nyasha Hinds, Public Information Office
Broward County Public Schools
600 SE Third Avenue
Fort Lauderdale, FL 33301**

**For more information, contact Nyasha Hinds,
Public Information Office at 754-321-2300
or nyasha.hinds@browardschools.com.**



The School Board of Broward County, Florida Robin Bartleman • Heather P. Brinkworth • Abby M. Freedman • Patricia Good
Donna P. Korn • Laurie Rich Levinson • Ann Murray • Dr. Rosalind Osgood • Nora Rupert • Robert W. Runcie, Superintendent of Schools

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District's Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. browardschools.com



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Advertising Opportunities

Organizations and individuals have the opportunity to connect with the Broward community by advertising in the Ed Talk Participant Guide, which includes the event program, District highlights and note pages. Below are the available options for full color ads.

Full-Page Ad (Includes Exhibitor Table)	\$450		Exhibitor Table	\$150
Half-Page Ad	\$250			
Quarter-Page Ad	\$150			
Eighth-Page Ad	\$75			

Don't miss out on this special opportunity!

Complete the Advertising Pledge below and **submit your ad artwork before Friday, November 9, 2018**, to nyasha.hinds@browardschools.com.

Advertising Pledge

Company _____

Contact Name _____

Phone _____ Fax _____

Email Address _____

We are pleased to participate in Ed Talk 2018/19 and commit to the item(s) checked below:

- | | |
|--|--|
| <input type="checkbox"/> Full-Page Ad (includes Exhibitor Table) (\$450) | <input type="checkbox"/> Eighth-Page Ad (\$75) |
| <input type="checkbox"/> Half-Page Ad (\$250) | <input type="checkbox"/> Exhibitor Table (\$150) |
| <input type="checkbox"/> Quarter-Page Ad (\$150) | |

Advertising Specifications

Full-Page	7.5" width x 10" height (vertical)
Half-Page	7.5" width x 4.75" height (horizontal)
Quarter-Page	3.5" width x 4.75" height (vertical)
Eighth-Page	3.5" width x 2.25" height (horizontal)

Accepted File Formats:

- **PDF is the preferred format.** Make sure to save/export your file as **press quality**. This setting will allow you to create a press ready PDF with all fonts and images embedded in the file.
- EPS, TIF, JPG, PSD format. Website images are not recommended for printing due to low image resolution.

General Guidelines:

- Convert all fonts to outlines or include all fonts used.
- Embed objects/photos or include all images that are placed or imported into the final layout of the file.
- Logos and line-based objects should remain in **vector format** whenever possible.
- Artwork **must be sized correctly, whether horizontal or vertical.**
- Be sure all files have full copyright permission to reproduce (if applicable).
- Images must be 300 dpi at final size. Please do not "res-up" lower resolution images, as it will make the image pixelated.

For more information about advertising specifications,
contact the Graphics Department at 754-321-1055.

Advertising payments are due by Friday, November 9, 2018.

**Make checks payable to Broward Education Foundation,
writing Ed Talk in the memo section.**

**Mail to: Nyasha Hinds, Public Information Office
Broward County Public Schools
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