



**POLK COUNTY  
PUBLIC SCHOOLS**  
STUDENTS FIRST

## FOUR REASONS TO BECOME A SPONSOR OF A *Teacher Engagement & Recruitment Event* WITH POLK COUNTY PUBLIC SCHOOLS:

<b>1</b>	Support district-wide efforts to retain teachers. Engaged teachers become community members who stay in Polk and earn your business!
<b>2</b>	Elevate teaching as a rewarding and honored career choice.
<b>3</b>	Gain access to the largest employee group in Polk County, reaching nearly 7,000 teachers and 13,000 employees overall.
<b>4</b>	Connect your organization to a community of teachers in need of your services.

## SPONSORSHIP OPPORTUNITIES

By being a leveled Recruitment and Teacher Engagement sponsor, you will expose your brand to thousands of teachers, district staff, and stakeholders outside of Polk County Public Schools. These sponsorship opportunities include logo presentation on our Careers page, which receives over 10,000 views each month, as well as additional views on our internal Teacher Engagement page. As you can see in the table below, we've outlined the benefits of selecting one of these sponsorship levels by linking it to the projected impressions your business would have on stakeholders both inside and outside of PCPS.

Benefit	Diamond \$5,000	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
<b>Projected Impressions</b>	<b>610,000 impressions</b>	<b>594,000 impressions</b>	<b>192,500 impressions</b>	<b>191,000 impressions</b>	<b>121,000 impressions</b>
Registration and acknowledgment at Polk County Public Schools teacher engagement and recruitment events	4 premium events	3 premium events	2 premium events	1 premium event	1 premium event
Logo presentation on PCPS's district website (Careers Page) and Intranet site (theHUB)	Premium Title Position	✓	✓	✓	✓
Sponsor logo featured on all advertising and marketing documents and/or communications to event attendees	Premium size and location	Premium size and location	✓	✓	✓
Organization featured in monthly teacher engagement email newsletters reaching nearly 7,000 teachers and district staff	✓	✓	✓	✓	
Recognition on Teacher Engagement's and Recruitment's social media accounts.	✓	✓			

(continued on back)

Benefit	Diamond \$5,000	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Guest speaker opportunity to include a door prize giveaway at a Teacher Engagement event	✓	✓			
Company commercial featured on our HR lobby television on loop for new and existing employees to view while they wait.	✓				
Exclusive opportunity to be a part of a <b>virtual chat event</b> aimed at new and existing teachers, allowing you to promote your organization through one-on-one virtual chats.	✓				

## OR JUST SPONSOR A DINNER FOR A SMALL GROUP OF TEACHERS!

*Dinner sponsors will be given time at each event to present to the group and set up a booth to promote their organization during the event.*



## 2019-2020 EVENTS

*Events are subject to change based on participation and venue availability.*

### AUGUST

New Teacher Welcome Reception\*

### JANUARY

EdCamp

### APRIL

Teacher Transfer Fair\*

### SEPTEMBER

Extending Excellence Opening Ceremony  
EdCamp

### FEBRUARY

District-wide Teacher-Led PD\*

### MAY

District Job Fair\*

### OCTOBER

District-wide Teacher-Led PD

### MARCH

Extending Excellence Closing Sessions

### ONGOING

New Teacher Seminars  
Leading from the Classroom

*\*Premium events - 150+ attendees*

**CALL TODAY  
TO LEARN  
MORE!**



TEACHER  
ENGAGEMENT

**Contact Teacher  
Engagement at:**

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