



the
POWER
of **US**

**2023 IRVING ISD STATE OF THE DISTRICT
SPONSORSHIP PACKET**

Tuesday, March 7, 2023
11:30 AM
Irving Convention Center

SPONSORSHIP DEADLINE FEBRUARY 10, 2023

IRVING
Independent School District

Dear Valued Irving ISD Supporter,

As educators, there is nothing more motivating to us than seeing our students shine. Whether it's performing before a crowd or mastering a reading level in the classroom, seeing our students' talents showcased and witnessing them become the best versions of themselves is immensely rewarding. As we celebrate our students for their successes - large and small - we hope you recognize your role in their accomplishments. Our students thrive because of the village that surrounds them - teachers, staff, administrators, families and the community around them. Each student's success is an example of this year's theme "The Power of Us".

We are excited to share with our stakeholders the accomplishments of our outstanding students and staff, and share an inside look at the district's goals at the third annual State of the District luncheon on Tuesday, March 7, at 11:30 AM at the Irving Convention Center.

Enclosed you will find information regarding sponsorship opportunities and ways to partner with us. Secure your sponsorship by Friday, February 10, by submitting the form found at the back of the sponsorship packet to the Irving ISD Communications Team communications@IrvingISD.net or by mail to Irving ISD ATTN: Communications 2621 W. Airport Fwy Irving, TX 75062.

Thank you for considering the Irving ISD State of the District event as a way to directly make a difference and give back to the education of our future leaders.

Sincerely,



Randy Randle
President, Board of Trustees
Irving ISD



Magda Hernandez
Superintendent of Schools
Irving ISD

WHY SPONSOR THE IRVING ISD STATE OF THE DISTRICT?

Our Purpose: To provide companies and local businesses an opportunity to partner and connect with Irving ISD leadership and stakeholders. This event delivers access to other Irving business leaders, community members, and district leadership, while also providing marketing and commercial growth opportunities for sponsors. *Most importantly, it is an opportunity to give back and make a difference in the education of our future leaders.*

SPONSORSHIP VALUE:



Raise
Brand Awareness



Build
Relationships



Promote
Brand Alignment



Support
Students & Faculty



Increase
Community Involvement



Present
to 300+ Attendees

SPONSORSHIP LEVELS:

\$10,000

Platinum
Presenter

\$5,000

Gold

\$2,500

Silver

\$1,500

Bronze

PLATINUM PRESENTER

\$10,000

2023 STATE OF THE DISTRICT SPONSOR BENEFITS

EVENT ATTENDANCE

- 16 tickets (two tables) to attend formal lunch on Tuesday, March 7, at the Irving Convention Center
- Tables hosted by an Irving ISD Dignitary
- Doors open at 11:00 AM; event begins promptly at 11:30 AM

PRE-EVENT

- Top billing event partner - Irving ISD State of the District presented by [Your Company]
- Company logo and link displayed on the Irving ISD State of the District webpage
- Logo placement on invitations
- Social media mention on district social media channels (Twitter, Facebook, Facebook Español)
- "Proud Irving ISD Partner" digital badge for website

DURING EVENT

- Speaking opportunity at State of the District luncheon
- Logo placement in event program
- Inclusion of branded item of your choice in swag bag for attendees
- Prominent logo display during the event
- Inclusion in "Thank You" video played during the event
- Individual "Thank You" mention on day of event by Superintendent
- Live tweet mention

POST-EVENT

- "Thank you" mention in district's bi-weekly e-newsletter
- Year-round inclusion on Irving ISD Partners web page
- 4 suite tickets for varsity football game for 2023 season with Superintendent Hernandez and Board of Trustees
- Bond tour of facilities
- Catered lunch for 10 with Superintendent Hernandez, provided by an Irving ISD culinary program

2023 STATE OF THE DISTRICT SPONSOR BENEFITS

EVENT ATTENDANCE

- 16 tickets (two tables) to attend formal lunch on Tuesday, March 7, at the Irving Convention Center
- Tables hosted by an Irving ISD principal and student
- Doors open at 11:00 AM; event begins promptly at 11:30 AM

PRE-EVENT

- Company logo and link displayed on the Irving ISD State of the District webpage
- Logo placement on invitations
- Social media mention on district social media channels (Twitter, Facebook, Facebook Español)
- "Proud Irving ISD Partner" digital badge for website

DURING EVENT

- Logo placement in event program
- Inclusion of branded item of your choice in swag bag for attendees
- Prominent logo display during the event
- Inclusion in "Thank You" video played during the event
- Individual "Thank You" mention on day of event by emcee
- Live tweet mention

POST-EVENT

- "Thank you" mention in district's bi-weekly e-newsletter
- Year-round inclusion on Irving ISD Partners web page
- 4 suite tickets for varsity football game for the 2023 season with Superintendent Hernandez and Board of Trustees
- Bond tour of facilities

SILVER

\$2,500

2023 STATE OF THE DISTRICT SPONSOR BENEFITS

EVENT ATTENDANCE

- 8 tickets (one table) to attend formal lunch on Tuesday, March 7, at the Irving Convention Center
- Tables will be hosted by an Irving ISD Principal and student
- Doors open at 11:00 AM; event begins promptly at 11:30 AM

PRE-EVENT

- Company logo and link displayed on the Irving ISD State of the District webpage
- Social media mention on district social media channels (Twitter, Facebook, Facebook Español)
- "Proud Irving ISD Partner" digital badge for website

DURING EVENT

- Logo placement in event program
- Inclusion of branded item of your choice in swag bag for attendees
- Individual "Thank You" mention on day of event by emcee

POST-EVENT

- "Thank you" mention in district's bi-weekly e-newsletter

BRONZE

\$1,500

2023 STATE OF THE DISTRICT SPONSOR BENEFITS

EVENT ATTENDANCE

- 8 tickets (one table) to attend formal lunch on Tuesday, March 7 at the Irving Convention Center
- Tables hosted by an Irving ISD principal and student
- Doors open at 11:00 AM; event begins promptly at 11:30 AM

PRE-EVENT

- Company logo and link displayed on the Irving ISD State of the District webpage
- "Proud Irving ISD Partner" digital badge for website

DURING EVENT

- Logo placement in event program
- Inclusion of branded item of your choice in swag bag for attendees

SPONSORSHIP OPPORTUNITIES

Platinum
\$10,000

Gold
\$5,000

Silver
\$2,500

Bronze
\$1,500

| Event Attendance | 16 Tickets (2 Tables) | 16 Tickets (2 Tables) | 8 Tickets (1 Table) | 8 Tickets (1 Table) |
|--|--------------------------|--------------------------|------------------------|------------------------|
| PRE-EVENT | | | | |
| "Proud Irving ISD Partner" Digital Badge for Your Website | X | X | X | X |
| Logo & Link on Event Website | X | X | X | X |
| Social Media Mention | X | X | X | |
| Logo on Email Invitation | X | X | | |
| Top Billing Event Partner | X | | | |
| DURING EVENT | | | | |
| Logo on Event Program | X | X | X | X |
| Swag Bag Inclusion | X | X | X | X |
| Verbal & On Screen Thank You | X | X | X | |
| Prominent Logo Display | X | X | | |
| Thank You Video Played During Event | X | X | | |
| Live Tweet Mention During Event | X | X | | |
| Speaking Opportunity | X | | | |
| POST-EVENT | | | | |
| Recognition in Post-Event Coverage | X | X | X | |
| Suite Tickets for Football Game (for 4) With Superintendent and Board of Trustees | X | X | | |
| Bond Tour | X | X | | |
| Inclusion on IISD Partners Page | X | X | | |
| Catered Lunch (for 10) with Superintendent and Board of Trustees Provided by IISD Culinary Program | X | | | |

YES!

I want to be a part of
Irving ISD's 2023 State
of the District Event.



SPONSORSHIP LEVEL (CHECK ONE)

- Platinum - \$10,000
- Gold - \$5,000
- Silver - \$2,500
- Bronze - \$1,500
- A La Carte Ticket(s): _____ (Quantity)
\$75 - Early Bird Pricing through Wednesday, February 10
\$100 - After February 10

Company Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Contact Phone Number: _____

Contact Email Address: _____

RETURN FORM AND PAYMENT BY FRIDAY, FEBRUARY 10, 2023

**MAKE SPONSORSHIP CHECK PAYABLE TO:
IRVING INDEPENDENT SCHOOL DISTRICT**

Mail or Email Completed Form:

ATTN: Communications
2621 W. Airport Fwy.
Irving, TX 75063

OR

Communications@IrvingISD.net

PREFER TO MAKE A PAYMENT
BY CREDIT CARD? VISIT
IrvingISD.net/SOTDSponsor

Or Call Us 972.600.5200

