

25/26 CORPORATE PARTNER PROGRAM

DIAMOND \$10,000

EVENTS

- **NEW THIS YEAR:** ENJOY FIRST CHOICE OF LOCATION TO SPONSOR AT OUR FRIENDS OF TEXAS PUBLIC SCHOOLS GOLF TOURNAMENT, WITH PREMIUM SIGNAGE AND RECOGNITION.
- **NEW THIS YEAR:** LOGO AND NAME RECOGNITION AS A SPONSOR OF OUR TASA EVENT.
- FRIEND OF THE YEAR AWARDS DINNER RECEPTION CO-SPONSOR
- TABLE HOST AT FRIEND OF THE YEAR DINNER — INCLUDES ONE RESERVED TABLE (SEATING FOR 8) WITH NAME RECOGNITION ON THE TABLE AND A 50% DISCOUNT ON ANY ADDITIONAL TABLES PURCHASED.
- CO-HOST OF OTHER FRIENDS EVENTS (EXCLUSIVE TO BEST FRIEND & DIAMOND PARTNERS)
- LOGO REPRESENTATION AT ALL FRIENDS EVENTS
- PROMINENT LOGO FEATURED ON JUMBOTRON AT FRIEND OF THE YEAR DINNER
- LOGO RECOGNITION IN FRIEND OF THE YEAR DINNER PROGRAM AND ON-SCREEN PRESENTATION DURING EVENT

WEB/SOCIAL MEDIA/MARKETING

- **NEW THIS YEAR:** A PORTION OF YOUR PARTNERSHIP WILL HELP PURCHASE GIFT CARDS FOR ONE OF OUR LARGEST SOCIAL MEDIA GIVEAWAY CAMPAIGNS FOR TEXAS TEACHERS, EACH ACCOMPANIED BY A NOTE READING, "FROM YOUR FRIENDS AT [COMPANY NAME]."
- LOGO WITH LINK IN ALL NEWSLETTERS TO OVER 50K SUBSCRIBERS
- A 100-WORD E-NEWSLETTER "CORPORATE PARTNER SPOTLIGHT" FEATURING YOUR COMPANY WITH LOGO/PHOTO/VIDEO LINK
- USE OF FRIENDS LOGO AND DIAMOND PARTNER SEAL ON YOUR WEBSITE/MATERIALS
- COMPANY LOGO, BIO, AND LINK ON FRIENDS WEBSITE
- ROTATING FEATURED AD ON FRIENDS HOMEPAGE
- 2 INDIVIDUAL SOCIAL MEDIA POSTS AND 1 GROUP POST BY PARTNER LEVEL, WITH AN AUDIENCE OF OVER 31K FOLLOWERS
- 1 FEATURED PROJECT/AD-TYPE POST ON FRIENDS SOCIAL MEDIA CHANNELS
- LOGO ON FRIENDS DIGITAL POSTER DISTRIBUTED TO OVER 8,700 CAMPUSES AND 1,000+ ISD OFFICES

COMMUNITY & LEADERSHIP DEVELOPMENT

- **NEW THIS YEAR:** YOUR COMPANY WILL GAIN ACCESS TO A PRIVATE POD WITHIN THE 8 WEEKS TO TRUST PROGRAM (IN PARTNERSHIP WITH BRAVED) FOR UP TO 10 PARTICIPANTS—INVITE SCHOOL LEADERS, STRENGTHEN RELATIONSHIPS, AND DIVE DEEPER INTO THE REALITIES OF PUBLIC EDUCATION.

BEST FRIENDS \$25,000

***INCLUDES ALL DIAMOND BENEFITS WITH UPGRADES IN BOLD**

EVENTS

- **TITLE SPONSOR OF FOY DINNER WITH PREMIER PLACEMENT** — INCLUDES TWO PREMIUM TABLES (SEATING FOR 16 TOTAL) WITH NAME RECOGNITION ON THE TABLE AND A 50% DISCOUNT ON ANY ADDITIONAL TABLES PURCHASED
- **TITLE SPONSOR OF ALL FRIENDS EVENTS**

WEB/SOCIAL MEDIA/MARKETING

- **TWO COMPANY PARTNER SOCIAL MEDIA POSTS WITH AN AUDIENCE OF OVER 31K FOLLOWERS**
- **TWO FEATURED PRODUCT/AD-TYPE POSTS (CONTENT PROVIDED BY PARTNER)**
- **FEATURED LOGO INCLUDED AS FRIENDS PARTNER IN ALL E-NEWSLETTERS**
- **A 150-WORD "CORPORATE PARTNER SPOTLIGHT" IN THE E-NEWSLETTER FEATURING COMPANY LOGO/PHOTO/VIDEO (CONTENT PROVIDED BY PARTNER)**
- **FEATURED BANNER AD ON FRIENDS HOMEPAGE**
- **USE OF FRIENDS LOGO AND BEST FRIEND PARTNER SEAL ON YOUR WEBSITE/MATERIALS**
- **PREMIER PLACEMENT OF LOGO ON FRIENDS DIGITAL POSTER DISTRIBUTED TO OVER 8,700 CAMPUSES AND 1,000+ ISD OFFICES**

PLATINUM \$5,000

EVENTS

- **NEW THIS YEAR:** SPONSORSHIP OF A FEATURED AREA AT OUR FRIENDS OF TEXAS PUBLIC SCHOOLS GOLF TOURNAMENT, WITH PROMINENT SIGNAGE AND RECOGNITION.
- **NEW THIS YEAR:** LOGO AND NAME RECOGNITION AS A SPONSOR OF OUR TASA EVENT.
- **TABLE HOST AT FRIEND OF THE YEAR DINNER** — INCLUDES ONE TABLE FOR 8 GUESTS WITH NAME RECOGNITION ON THE TABLE, PLUS A 25% DISCOUNT ON ADDITIONAL TABLES PURCHASED.
- **LOGO RECOGNITION IN FRIEND OF THE YEAR DINNER PROGRAM & ON-SCREEN PRESENTATION DURING EVENT**
- **LOGO RECOGNITION AT FRIENDS EVENTS**
- **LOGO FEATURED ON JUMBOTRON AT FRIEND OF THE YEAR DINNER, 2 PARTNERS PER SLIDE**

WEB/SOCIAL MEDIA/MARKETING

- **NEW THIS YEAR:** A PORTION OF YOUR PARTNERSHIP WILL HELP PURCHASE GIFT CARDS FOR ONE OF OUR LARGEST SOCIAL MEDIA GIVEAWAY CAMPAIGNS FOR TEXAS TEACHERS, EACH ACCOMPANIED BY A NOTE READING, "FROM YOUR FRIENDS AT [COMPANY NAME]."
- **COMPANY LOGO & BIO WITH LINK ON FRIENDS WEBSITE**
- **1 INDIVIDUAL PARTNER RECOGNITION SOCIAL MEDIA POSTS & 1 PARTNER-LEVEL GROUP POST ON FRIENDS CHANNELS WITH 31K+ FOLLOWERS**
- **USE OF FRIENDS LOGO AND PLATINUM PARTNER SEAL ON YOUR WEBSITE/MATERIALS**
- **COMPANY LOGO WITH LINK INCLUDED IN E-NEWSLETTERS TO OVER 50K SUBSCRIBERS**
- **FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST**

COMMUNITY & LEADERSHIP DEVELOPMENT

- **NEW THIS YEAR:** YOUR COMPANY WILL GAIN ACCESS TO A PRIVATE POD WITHIN THE 8 WEEKS TO TRUST PROGRAM (IN PARTNERSHIP WITH BRAVED) FOR UP TO 10 PARTICIPANTS—INVITE SCHOOL LEADERS, STRENGTHEN RELATIONSHIPS, AND DIVE DEEPER INTO THE REALITIES OF PUBLIC EDUCATION.

GOLD \$3,000

- **LOGO DISPLAYED ON-SCREEN AT THE FRIEND OF THE YEAR DINNER, 3 PER SLIDE BY PARTNER LEVEL**
- **COMPANY NAME LISTED IN FRIEND OF THE YEAR DINNER PROGRAM**
- **COMPANY NAME LISTED AS FRIENDS PARTNER IN E-NEWSLETTERS**
- **ONE GROUP RECOGNITION ON FRIENDS SOCIAL MEDIA CHANNELS WITH AN AUDIENCE OVER 31K**
- **USE OF FRIENDS LOGO AND GOLD PARTNER SEAL ON YOUR WEBSITE/MATERIALS**
- **COMPANY NAME WITH LINK ON FRIENDS WEBSITE**
- **FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST**

SILVER \$1,500

- **ONE-TIME GROUP RECOGNITION ON FRIEND SOCIAL MEDIA CHANNELS WITH AN AUDIENCE OVER 31K**
- **USE OF FRIENDS LOGO AND SILVER PARTNER SEAL ON YOUR WEBSITE/MATERIALS**
- **COMPANY NAME LISTED ON FRIENDS WEBSITE**
- **FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST**

BRONZE \$500

- **USE OF FRIENDS LOGO ON YOUR WEBSITE/MATERIALS**
- **BRONZE PARTNER DIGITAL SEAL FOR USE ON YOUR MATERIALS**
- **COMPANY NAME WITH LINK LISTED ON FRIENDS WEBSITE**