

NORTH DAKOTA COUNCIL OF EDUCATIONAL LEADERS



PARTNERSHIPS



NDCEL



**"NDCEL IS THE STRONGEST UNIFYING
VOICE REPRESENTING AND
SUPPORTING ADMINISTRATORS AND
EDUCATIONAL LEADERS IN PURSUIT
OF QUALITY EDUCATION FOR ALL
STUDENTS IN NORTH DAKOTA."**



ABOUT NDCEL

The North Dakota Council of Educational Leaders is the state professional association devoted exclusively to protecting educational leaders' interests and making their interests known in all educational matters in North Dakota.

It is composed of ten associations (see State Affiliates) that include superintendents, secondary principals, elementary principals, county superintendents, special education directors, vocational education directors, school business officials, athletic directors, technical directors, and regional education agency directors.

The purpose of the NDCEL is to establish communications among the members of the constituent associations to achieve mutual goals, achieve higher standards, give sound counsel to state and community leaders, and improve the status of school administrators in North Dakota.

The NDCEL provides a wide variety of services to its members. These benefits include professional and personal legal assistance, professional development opportunities, legislative representation, publications, liaison with other state education agencies, consultant-research-information services, and opportunities to network with other school administrators.

NDCEL AFFILIATES

NDASA

Superintendents

NDASSP

Secondary School Principals

NDAESP

Elementary Principals

NDIAAA

Interscholastic Athletic Administrators

NDATL

Technology Leaders

NDSAA

Student Activities

NDTEA

Career and Technology Leaders

NDREAL

Regional Education Leaders

NDASBO

School Business Officials

NDFEL

Foundation for Educational Leaders

NDSESC

Special Education Study Council

NDACS

County Superintendents

LEAD

ND Lead Center



Why are our members a part of NDCEL?

NDCEL strives to support the professional, economic, social and civic status of school administrators.

Conferences: Not only an opportunity for members to learn and grow in their professions but also to network with their peers and meet vendors (LIKE YOU).

NDCEL Listserv: A quick access to their peers to share best practices and ask advice.

Mentoring and Aspiring Leaders Training: We teach new leaders how to get better and provide an easy transition to leadership.

NDCEL Legal Benefits: \$1000 annually.

Monthly NDCEL Newsletter: Local updates, personal development tips, legislative updates and other information.

Access to NDCEL Staff For Support

NDCEL Directory and Contact Information

State and Federal Advocacy

Full Time Lobbyists: (3) during legislative session

Discounted Travel Rates

Regional Directors Meetings



Why should you be an NDCEL partner?

Vendor Booths: A chance for you to meet and speak directly with our members while showcasing your products and services. Demonstrate how you can help them do their job better and make their lives as administrators easier.

Premiere Location at Fall Conference: Exclusive partners are able to secure a much desired hotel suite or courtyard booth at the NDCEL Fall Conference.

NDCEL Monthly Newsletter: Monthly publication that goes out to 1200+ members. You are able to include an advertisement that rotates through the newsletter each month and (at some sponsorship levels) submit an article.

Board of Directors: Opportunities to speak with NDCEL or affiliates' board.

Members: Pathway to contact our members, we pride ourselves on not sharing our members contact information but will allow you to be in touch with them.

Breakouts: Opportunities to provide approved break out sessions at various conferences.

NDCEL Logo and Partnership: Your business would be able to use NDCEL's logo on your promotional material representing our partnership.

Logo and advertisement: Your logo on our website, in conference programs, and on signage at conferences etc.



How does NDCEL impact the community?

The Preamble to the Constitution of the North Dakota Council of Educational Leaders (NDCEL) states:

The purpose of the NDCEL is to establish communications among the members of the affiliated associations, achieve mutual goals, achieve higher standards, give sound counsel to state and community leaders, and to improve the status of school administrators in North Dakota.

The future growth and improvement of public education in North Dakota requires the strengthening of the professional efforts of school administrators within each respective administrator association and through mutual and cooperative effort. A commitment to the complementary roles of educational administrators has come about through a realization of new obligations to the public, to the students, and to fellow educators. This commitment can be carried out more constructively by a cooperative effort by each of the administrator associations to provide close cooperation on matters of mutual concern while preserving the individuality of each association.

In short, the goal of NDCEL is to help improve public education in the state of North Dakota. This is accomplished by educating and working with the associations, state and federal legislators, the state department of public instruction, and with the community. NDCEL is an organization that believes having multiple voices at the table is the best way to ensure that the decisions being made are what is best for kids.

A GLIMPSE OF PARTNERSHIP PACKAGES

GOLD **\$5,000**



Custom designed
interactive
company web
page on ndcel.us



Monthly
newsletter ad



Provide a letter of
introduction and
partnership to
prospective school
districts



Full-page ad in
NDCEL Fall
Conference
program



Ability to submit
breakout
proposal for
consideration



Opportunity to
speak with
NDCEL's Board of
Directors



2 booths: Fall
conference and
another
conference of
your choice

SILVER **\$2,500**



Interactive
company web
page on
ndcel.us



Logo and
contact
information on
NDCEL sponsor
page



Provide a letter
of introduction
and partnership
to prospective
school districts



Ability to
submit
breakout
proposal for
consideration



2 booths at
conferences of
your choice



Quarterly article
in NDCEL
Newsletter

BRONZE **\$1,000**



One article in
NDCEL Newsletter



NDCEL Social
media giveaway
sponsor



Logo and contact
information on
NDCEL sponsor
page



Ability to submit
breakout
proposal for
consideration

In-Depth View Partnership Packages

Please contact Sammy Vander Wal with any further questions.

Gold

- Opportunity to speak with NDCEL's Board of Directors
- Full-page ad in NDCEL Fall Conference program at no charge, and listing of sponsorship with contact info in all conference programs (4)
- Half-page ad in monthly newsletter (active only through the school year - 9 months) that is sent to all NDCEL members
- Provide a letter of introduction and partnership to prospective school districts
- Full interactive exhibitor page on NDCEL website
 - Advertising video
 - Introduction video from the contact person to greet people to the page
 - All necessary contact information
 - Work with the NDCEL website designer to create a custom company page
- One exhibitor booth at NDCEL Fall Conference + another conference of your choice
 - Highlighted as a distinguished sponsor when encouraging attendees to visit exhibitor booths in front of the captive audience
 - Complimentary conference meals for two staff members
 - Listing of sponsorship with contact information in Fall Conference program
- Provide a letter of endorsement for use in company mailings
- Ability to submit for breakout proposal consideration
- Conference registration fee available at member pricing

In-Depth View Partnership Packages

Please contact Sammy Vander Wal with any further questions.

Silver

- Full interactive exhibitor page on NDCEL website
 - Advertising video
 - Introduction video from the contact person to greet people to the page
 - All necessary contact information
 - Work with the NDCEL website designer to create a custom company page
- A booth and two conferences of your choice
- Highlighted as a distinguished sponsor when encouraging attendees to visit exhibitor booths in front of the captive audience
- Complimentary conference meals for two staff members
- Listing of sponsorship with contact information in Fall Conference program
- Logo and contact information featured on NDCEL sponsor page
- Listed as an NDCEL Sponsor on the main NDCEL sponsor page with a link to the full custom-designed exhibitor page
- Provide a letter of endorsement for use in company mailings
- Ability to submit for breakout proposal consideration
- Conference registration fee available at member pricing

In-Depth View Partnership Packages

Please contact Sammy Vander Wal with any further questions.

Bronze

- Space for an approved quarterly article in the newsletter, NDCEL Leaders Compass
- Logo and contact information featured on NDCEL sponsor page
- Special recognition and presentation at conferences attended
- NDCEL social media giveaway sponsor
- Wide exposure to NDCEL social media followers
- High post interaction and traffic with a giveaway
- NDCEL will take care of the entirety of the giveaway
- Logo, link to company site, and contact information featured on NDCEL sponsor page as a valued partner
- Ability to submit for breakout proposal consideration
- Conference registration fee available at member pricing

NDCEL Advertising

NDCEL Advertising

Full Package
\$1,500

- Half-page advertisement in NDCEL monthly newsletter, NDCEL Leaders Compass
- Quarterly advertising on the NDCEL home page
- Home page advertisement on NDCEL live feed
- Company logo and link to company website on NDCEL sponsor webpage
- Advertising on NDCEL social media (Facebook and Twitter) with a facilitated giveaway (NDCEL will take care of the entire giveaway if preferred)

NDCEL Newsletter

Valued at
\$750

- Half-page advertisement in NDCEL monthly newsletter, NDCEL Leaders Compass

NDCEL Website

Valued at
\$750

- Quarterly advertising on the NDCEL home page live feed

Event Sponsorships

Here are other ways to be involved with NDCEL

Keynote Sponsor

\$5,000

- Exclusive rights
- 5-minute captive audience address
- Named keynote sponsor in program

Lunch Sponsor

\$500

- Booth at lunch
- Sign on the food table indicating sponsorship
- Named refreshment sponsor in program

Coffee Sponsor

\$250

- Sign on the coffee table indicating sponsorship
- Named coffee sponsor in program

Snack Sponsor

\$250

- Sign on the snacks table indicating sponsorship
- Named snack sponsor in program

Event Sponsorships

Here are other ways to be involved with NDCEL

Social/Dinner Sponsor

\$1,000

- Exclusive rights to social/dinner
- Booth at social/dinner
- Sign at food table indicating sponsorship
- Named social/dinner sponsor in program

Social Event Sponsor

\$5,000

- Exclusive rights to the social
- Booth at social event
- Sign at event indicating sponsorship
- Named social/dinner sponsor in program

Booth at NDCEL Fall Conference

\$800

- NDCEL's most attended conference
- Networking opportunities with attendees
- Your standard booths are 10'x10' with 8' tall drape at the back and 3' tall drape on the sides and include 1 - 8'x30" table (uncovered), 2 chairs, access to power within 50' of their booth space, and wifi. Vendors are able to rent other materials.
- Logo in the conference program



Descriptions of our largest Conferences

Fall Conference

NDCEL's largest conference invites school leaders, administrators, teachers, instructional staff, counselors, social workers, Title1, or special education personnel. We are striving to provide national quality professional development tailored to North Dakota's educators.

Attendees experience engaging breakout sessions, exhilarating keynotes, grad credit opportunity, relevant discussion and information of the education field, and career-advancing networking.

Summer Conference

Professional Development brought to our members at a time when life isn't as hectic, Summer! It is a great get-together after the school year where they can learn and unwind with fellow educational leaders. This conference is filled with professional development and fun. We have a well-attended golf tournament for the attendees with exhibitors at each golf hole and a steak fry to follow. It is a relaxing event where they get to have fun with colleagues and be outside to enjoy the summertime.



Descriptions of our largest Conferences

NDAESP Midwinter Conference

A conference tailored for North Dakota's elementary school principals. This event provides a deep dive into their job description, an opportunity for attendees to network, receive professional development specifically for their career track, solve issues as a collective, and have community in their work. Elementary principals take pride in contests and personalization of their conference. Theme days are encouraged by the region that plans the conference activities for the year.

NDASSP Midwinter Conference

A conference tailored for North Dakota's secondary school principals. This event provides a deep dive into their job description, an opportunity for attendees to network, receive professional development specifically for their career track, solve issues as a collective, and have community in their work. Secondary principals know that it takes a team to accomplish goals. They take networking and strategic planning seriously with their conferences.

NDASA Midwinter Conference

A conference tailored for North Dakota's school administrators. This event provides a deep dive into their job description, an opportunity for attendees to network, receive professional development specifically for their career track, solve issues as a collective, and have community in their work. Many of the decision-makers in a school will be together to help navigate the waters of what it means to be a school leader.

Event Sponsorships

Here are other ways to be involved with NDCEL

Midwinter Conference Booth

\$400

- Choose one of three midwinters (NDAESP, NDASA, NDASSP)
- 8' table
- Table cloth included
- Network opportunities with conference attendees

More Sponsorship Opportunities

\$TBD

- Lanyards
- Event swag bags
- Programs
- Name badges
- AV sponsorship
- Registration booth sponsorship

Summer Golf Hole Booth

\$300

- Limit of 18
- Booth at golf hole
- Network opportunities with all NDCEL golfers at the conference



Testimonial

"Consolidated Construction Company has supported NDCEL since 2013, and now enjoy a relationship that is truly mutually beneficial. NDCEL has a unique ability to meet the many challenges faced by public school leaders, and being part of that conversation helps us serve our customers in a much more meaningful way. We would strongly recommend supporting NDCEL to anyone who shares our passion for education in North Dakota!"

**JIM PERRAS, PRINCIPAL AND MARKET LEADER
OF CONSOLIDATED CONSTRUCTION**



Testimonial

“I have personally partnered with NDCEL for two years now. Each time I work with the NDCEL leadership, I feel welcomed and supported. NDCEL does an excellent job of educating and empowering North Dakota schools. Edgenuity is thankful be working alongside so many outstanding educators.”

**TOSHA VOGEL, EDGENUITY ACCOUNT
EXECUTIVE FOR IA, SD, AND ND**

Meet the NDCEL Team



Dr. Aimee Copas

Executive Director
draimee.copas1@ndcel.org



Dr. Russ Ziegler

Assistant Director
russ.ziegler@ndcel.org



Sammy Vander Wal

Fiscal Manager, Membership
Coordinator, and Event Planner
sammy.vanderwal@ndcel.org



Lindsey Schultz

Communication &
Marketing Specialist
lindsey.schultz@ndcel.org



Fran Glasser

Executive Assistant
fran.glasser@ndcel.org



**We hope to partner
with you!**



Office Hours: Monday - Friday
8 AM - 4:30 PM (CT)

Summer Office Hours (Memorial Day through Labor Day):
Monday - Thursday: 8 AM - 4:30 PM
Friday: 8 AM - Noon

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Fax: 701-258-9826
ndcel.us

For partnership opportunities and conference information,
please contact: Sammy Vander Wal