



homeschool iowa

EQUIPPING | ENCOURAGING | PROMOTING | PROTECTING

ADVERTISER/SPONSOR INFORMATION PACKET

Homeschool Iowa 2021 Conference

Friday & Saturday
June 18-19, 2021

Mid-American Energy Rec Plex
6500 Grand Avenue, West Des Moines, IA 50266

conference@homeschooliowa.org | www.homeschooliowa.org/conference



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2021 CONFERENCE DATES | TIMES | LOCATIONS

Conference Dates	Friday, June 18 Saturday, June 19
Conference Site	Mid-American Energy RecPlex 6500 Grand Avenue, West Des Moines, IA 50266 Exhibit Hall in the RecPlex spacious indoor turf area Special Track Exhibits in RecPlex hardwood courts area Exhibitor Workshops in the RecPlex meeting rooms
Conference Hours	Friday, June 18 8:45am-8:30pm Saturday, June 19 8:30am-5:30pm
Exhibit Hall Hours	Friday, June 18 10am-7pm <i>(Exhibit Hall Feature Time: 11:30am-1pm & 5-7pm)</i> Saturday, June 19 9:30am-5:30pm <i>(Exhibit Hall Feature Times: Noon-1pm & 4:30-5:30pm)</i>
Special Needs One-Day Track	Friday, June 18 10:30am-4pm <i>Workshops & exhibit tables in spacious Special Needs Track room</i>
High School & Beyond One-Day Track	Saturday, June 19 Noon-5:30pm <i>Workshops & exhibit tables in spacious High School & Beyond Track room</i>

**For more information on
2021 Homeschool Iowa Conference Exhibit Hall options, visit:
homeschooliowa.org/conference/exhibit-advertise-sponsor-info/**



CONFERENCE SPONSORSHIP OPPORTUNITIES

Our sponsors receive impressive brand exposure and exclusive benefits before, during, and after the Homeschool Iowa Conference.

Sponsorship Packages

SUPPORTER Sponsorship \$250

- Supporter logo (with link to supporter's website) featured on our Conference website landing page
- Supporter listed in Conference Facebook event
- Supporter listed in Conference program

REACH Sponsorship \$750

- Sponsor logo (with link to sponsor's website) featured on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post in our Conference Facebook event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other swag included in Conference attendee registration bag
- 1/3 page black & white advertisement in Conference program
- One family admission for Conference (Add-on programming for additional fees)

CONNECT Sponsorship \$1500

- Sponsor logo (with link to sponsor's website) featured on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post on our Conference Facebook event
- Sponsor highlight post on our main Facebook page (with over 8,000 followers)
- Sponsor noted in announcements at Conference keynotes
- Sponsor banner ad in Conference promotional e-blast prior to Conference
- Sponsor slide in the Conference slideshow projected presentation
- 1/2 page black & white advertisement in Conference program
- Two family registrations for Conference (Add-on programming for additional fees)
- One exclusive e-blast ad sent during 2021 calendar year to our entire mailing list (8,000 families)

IMPRESS Sponsorship \$3000

- Sponsor logo (with link to sponsor's website) featured on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post on our Conference Facebook event
- Sponsor highlight post on our main Facebook page (with over 8,000 followers)
- Sponsor-provided 10-minute video presentation featured before keynote
- Sponsor banner ad in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other swag included in Conference attendee registration bag
- Sponsor slide in the Conference slideshow presentation
- Full page black & white advertisement in Conference program
- Two family registrations for Conference (Add-on programming for additional fees)
- Two exclusive e-blast ads sent during 2021 calendar year to our entire mailing list (8,000 families)

Customized Sponsorships

Would you like to sponsor a specific area of Conference for extra exposure? We can create a Conference package just for you! To initiate this opportunity email sponsor@homeschooliowa.org

Possible Custom Sponsorships:

Check-in Bag Sponsorship

Provide branded reusable bags for use as attendee check-in bags OR provide a donation to have bags produced with your logo on them.

Children's Program Sponsorship

Provide swag for the Conference Children's Program attendees and information for their parents.

Brunch & Learn with

Heidi St. John Sponsorship

Provide a brief video presentation about your business to be played prior to the speaker for this event, OR provide special swag for the attendees!

For All Sponsors:

10'x10' Interior Booth
available in the Exhibit Hall
for an additional
\$250



ONE DAY SPECIAL TRACK SPONSORSHIP OPPORTUNITIES

SPONSOR - Getting Started Homeschooling Track \$500

- Sponsor logo (with link to sponsor's website) featured on our Getting Started Homeschooling Track website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post in our Conference Facebook Event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor given Exhibitor Table outside the Thursday evening pre-conference Homeschool 101 session room and the Friday morning Getting Started Homeschooling Track room

ANNUAL SPONSOR - Homeschooling 101 \$1000



- ALL the benefits of the Getting Started Homeschooling Track Sponsorship listed above PLUS:
- Sponsor logo (with link to sponsor's website) featured on our Homeschooling 101 website landing page
- Sponsor highlighted in online and printed promotion of all local Homeschooling 101 events across the state.
These events are hosted throughout the year by our Homeschool Iowa Regional Reps in our 18 regions around the state.
- Sponsor-provided materials distributed to attendees at Homeschooling 101 events throughout the year
- Sponsor given a directory ad in each issue of the *Homeschool Iowa* Magazine for the calendar year.

SPONSOR - Friday Homeschooling Special Needs Track \$500

- Sponsor logo (with link to sponsor's website) featured on our Special Needs Track website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post in our Conference Facebook Event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor given a special track exhibitor table in the Special Needs Track workshop room
- Sponsor given opportunity to offer a 15-minute presentation during the track

SPONSOR - Saturday High School and Beyond Track \$500

- Sponsor logo (with link to sponsor's website) featured on our High School and Beyond Special Track website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post in our Conference Facebook Event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other advertising swag included in High School & Beyond attendee bag
- Sponsor given a special track exhibitor table in the High School and Beyond workshop room
- Sponsor given opportunity to offer a 15-minute presentation during the High School & Beyond Track

ATTENDEE BAG - High School and Beyond Track \$50

Purchased bagged advertisement participation allows for placement of 250 items, supplied by the advertiser, in High School & Beyond Track attendee bags. Bagged items must be shipped by May 15th to the address provided after your order is received.



PRINT & SWAG ADVERTISING OPPORTUNITIES

Conference Program Ads

Purchased Program Ads are placed within the conference programs that are distributed (one per registered family) to conference attendees. All ads are printed in black & white and must be submitted as .ai, .eps, or high-res .jpg (300 dpi or more ppi).

Full Page	\$225 (7.5"x10" vertical only, no bleed)
Half Page	\$150 (7.5"x5" horizontal; 3.75"x9.75" vertical)
Third Page	\$100 (7.5"x3" horizontal; 2.3"x9.75" vertical)
Fourth Page	\$75 (3.625"x3.75")

NEED AN AD DESIGNED?

We have a graphic designer who can help you! Contact marketing@homeschooliowa.org for more information.

Swag Bag Participation

Purchased bagged advertisement participation allows for placement of 800 items, supplied by the advertiser, in Conference bags distributed to every registered family. Bagged items must be shipped by May 15th to an address will be forwarded after your order is received.

Single Page items	\$125
Small pamphlets (4 sheets or less)	\$200
Advertising swag (pens, keychains, etc..)	\$200
Catalogs/magazines	\$300

GET NOTICED!

Be our **Swag Bag Sponsor** and have **YOUR LOGO** on our attendee bags *and* **YOUR INFORMATION** placed in the bag. Email: sponsors@homeschooliowa.org for details!

Homeschool Iowa Magazine

Our full-color, bi-annual magazine is distributed free to 4200 households across Iowa.

Each print issue is also offered in digital form on our website, further increasing your ad's reach!

Specifications:

Artwork may be submitted in JPG, PSD, PNG, or PDF formats, and must be high resolution (300ppi). Submit color ads, including placed graphics, in CMYK format. Payment is due by ad close date.

Sizes:

- Full Page (8.75"x11.25" vertical only, with bleed)
- Half page (3.6"x9.75" vertical, 7.5"x4.8" horizontal)
- Third page (2.3"x9.75" vertical, 7.5"x3" horizontal)
- Quarter page (3.6"x4.8" vertical, 4.875"x3.6" horizontal)
- Sixth page (2.3"x4.8" vertical, 4.875"x2.3" horizontal)
- Eighth page (3.6"x2.3" horizontal only)
- Directory (2.3"x1.5" horizontal only)

Deadlines:

Conference Issue:

- March 20 - Ad registration deadline
- March 25 - Ad artwork due
- April 5 - Magazine mailing date

Back to School

- July 20 - Ad registration deadline
- July 25 - Ad artwork due
- August 5 - Magazine mailing date

Cost/Issue:

Outside Back	\$920
Inside Front	\$695
Inside Back	\$620
Full Page	\$470
Half Page	\$370
Third Page	\$270
Quarter Page	\$195
Sixth Page	\$145
Eighth Page	\$95
Directory	\$55



DIGITAL ADVERTISING OPPORTUNITIES

Conference Digital Ads

E-Blasts: These banner advertisements are placed within our pre-conference promotional e-blasts to our list of 8,000 Iowa homeschooling families. Submit ad within 14 days of purchase. **\$125.00 each**

- **Ad Format: 800px wide x 600px high at 72dpi**

Slideshow: Slideshow advertisements are projected in a continuous presentation on big screens in the venue during the Conference weekend. Submission Deadline = May 15 **\$75.00 each**

- **Ad Format: 1024px wide x 768px high at 96dpi**

Conference E-Blasts

Cost: \$125

Conference Slideshow

Cost: \$75

Year-Round Digital Advertising

E-Blasts

Would you like to stand out? Be noticed? Drive traffic directly to your website? Tell homeschoolers about a special offer? You have an excellent way to do just that through Homeschool Iowa. Send your ad out to 8,000 homeschool households through our bi-monthly dedicated e-blasts service.

E-BLASTS:

Cost: \$360

Frequency: Bi-Monthly

E-Newsletter Ad

Our exclusive members-only e-newsletter, full of information on upcoming events, opportunities, and helpful resources, is mailed twice a month on the first and third Mondays of the month to all of our Homeschool Iowa member families.

E-NEWSLETTER AD:

Cost: \$60

Frequency: Bi-Monthly

Facebook Shout-Outs

Do you need to get a message out quickly? Want to expand your social media reach outside of your own social media pages? Reach our thousands of Facebook fans and the members of our rapidly growing Homeschool Iowa Discussion Group with specific messages about your products and services. These messages can be targeted to specific geographic areas of the state.

Facebook Shout-Out:

Cost: \$30

Frequency: Bi-Weekly

Digital Ad Submission Deadlines = 14 Calendar Days After Purchase



PAYMENT INFORMATION

Payment Online

Payment can be made securely by credit card directly on the registration site.

Payment by Check

If you select check payment, print a copy of your registration form (or write a note with your name, your company name and "2021 Conference" on it) and mail it **immediately**, with your check made payable to Homeschool Iowa, to:

Homeschool Iowa
PO Box 158
Dexter, IA 50070

Payment Policy

A payment deadline of 14 days after completed registration is applied to all registrations with check payment selected. Payments for pre-conference advertising or sponsorship and exhibitor package benefits must be received before the purchased advertising and/or benefits will be produced and/or delivered.

*Check payments **MUST BE** received within 14 days of registration.*

ADVERTISING CANCELLATION POLICY

Cancellations of advertising space will receive a 75% refund IF such request is received 30 or more days BEFORE the advertising deadline.

No refunds will be issued for cancellations received less than 30 days prior to the advertising deadline, for ads not received by stated deadlines, or for ads that do not meet specified requirements.