



CORPORATE PARTNER PROGRAM

OCTOBER 2009

ADVANCING RISK MANAGEMENT IN PK-12 SCHOOL DISTRICTS

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INTRODUCTION and OVERVIEW

The Public School Risk Institute aims to increase collaborative research, publishing and training efforts on school risk issues. This new national nonprofit organization plans to deliver information services to the nearly 15,000 school districts in the U.S, working closely with the 60 leading school owned risk financing entities and hundreds of related risk service businesses. The Institute was formed in March 2008 through grassroots efforts originating from conversations among school risk managers and executives of school owned risk financing entities.

The Institute began its Corporate Partners Program in mid July 2008. The program has now been updated and is described in the following pages. It offers a number of options for companies to become involved with the Institute, supplying vital knowledge, product information and financial support.

We will include all Corporate Partners in the distribution of SchoolRisk News, a monthly e-letter, with up to ten company representatives included. We intend to organize the Corporate Partners Council for the Institute as an open forum for exchange of ideas and suggestions with and among Corporate Partners. We would welcome assistance in reaching out to other companies and nonprofit organizations that have a stake in controlling the cost of public school risks.

Research and start-up activity for the Institute was conducted from Mar-Jun, funded by grants totaling \$27,000. To continue development activities, the Board of Directors established a Founding Members program that succeeded in attracting nearly 20 individual large districts from eight states, (MO, GA, FL, IL, OH, CA, NC, VA) including 3 of the top 10 in the country. (Miami-Dade, Chicago, Las Vegas) It also resulted in commitments from five risk sharing groups that serve almost 1,000 districts.

The next phase of development will be to open the Institute to regular membership with the goal of enrolling 100 individual districts and 20 school owned pooling entities by June 30, 2010. This effort seeks to raise almost \$100,000 in membership/subscription fees. Enrollment at the end of YR5 is projected to reach 4,400 districts and 40 pools.

We believe the Institute's Corporate Partners will provide meaningful benefits to your organization.

We greatly value and appreciate your support.

Sincerely

Lee Gaby
Executive Director

BUSINESS CHAMPIONS

Every company that enrolls as a Corporate Partner and pays the \$500 annual subscription fee becomes a Business Champion of the Public School Risk Institute. Business Champions will be recognized on the Institute website Directory of Corporate Partners and in all Institute promotional publications. Up to ten representatives of your company will be registered for online access and email communication. Each Business Champion will select a vendor category from the list below that it feels best fits its service and/or product capabilities.

Vendor Categories

Risk Management	School Enterprise
Accounting & Appraisal	Athletics
Insurance Brokerage	Banking
Claims Administration	Construction
Consulting	Facilities Management
Cost Containment	Instructional
Defense Counsel	Information Technology
Information Management	Legal
Reinsurance/Excess Insurance	Nutrition
Safety Training	Pupil Transportation

WEBSITE SPONSORS

Website Construction - ~~There are two (2) Home Page spots remaining with 3 yr. placement. Your corporate logo will be in a prominent display space and it will link to the general Sponsor page with narrative and also link to your home page. The cost for each spot is \$4,500.~~ SOLD

In addition to the Home Page, there are 9 internal pages to choose from with each having multiple sponsor opportunities:

1. About Us -~~About Public School Risk Institute~~ SOLD
2. About Us - Mission/Vision/Values/History ~~ONE~~ (SOLD) TWO
3. About Us - History and Code of Conduct ~~ONE~~ (SOLD) TWO THREE
4. About Us - Organization ONE TWO THREE
5. Resources - Publications ~~ONE~~ (SOLD) TWO THREE
6. Resources – Fast Answers ONE TWO THREE
7. Membership – About Membership ~~ONE~~ (SOLD) TWO THREE
8. Membership - Join PSRI ONE TWO THREE
9. Contact Us ONE TWO THREE

PUBLIC SCHOOL RISK INSTITUTE, INC. - CORPORATE PARTNER PROGRAM

The pages are available on a first come first serve base. The first five pages will be available at a cost of \$1,000 each. The last four pages are \$1,500 each.

Page sponsorship is guaranteed for one year. Pages may be offered again to new sponsors after one year. Longer guarantee periods are negotiable.

EDUCATION EVENT SPONSORSHIPS

Throughout the year, the Institute plans to hosts events that provide sponsorship opportunities. Institute affiliates and corporate partners can sponsor events in whole or in part. The Institute will work with each event sponsor to customize the details of the sponsorship; however, the standard benefits are:

- Signage and recognition at the sponsored event;
- Exposure through Institute publications, targeted e-mails and online marketing and promotion;
- The opportunity to personally interact with event attendees; and
- The opportunity to distribute collateral materials at the event

The Institute reserves the right to offer sponsorships on a first-come, first-serve basis, or to give priority to previous sponsors or those who have indicated a special interest.

RESEARCH PROJECT SPONSORSHIPS

As the Institute Steering and Technical Committees identify research needs, Corporate Partners will be invited to participate in funding part or the entire project. Special recognition will be given to Research Sponsors in all published research reports and research promotion.

AWARD SPONSORSHIPS

The Institute intends to honor members' achievements through a variety of awards and scholarships. Institute awards recognize districts that have distinguished themselves, and doing so, have made significant contributions to public education. Institute Award Sponsors join the Institute in presenting the awards to representatives of the districts. Benefits of Award Sponsorships are:

- Demonstrate your support for education and school district leaders.
- Gain valuable networking opportunities with school district leaders at the award program.
- Establish your company's presence among education leaders with extensive recognition and signage at the award presentation.

PRIME VENDORS

A Prime Vendor is a Corporate Partner that desires to take a leading role within its vendor category and pays \$2,500 annually to the Institute. The Prime Vendor will receive special recognition on the Institute's website and will serve as the chair for category roundtable discussion and thought leader by Institute staff for an annual term.

Subscription fees and financial support of Business Champions and Prime Vendors help finance the cost of essential Institute operations.

SUSTAINERS

Companies that provide significant support for the Institute's general operating budget will be recognized as Sustainers. Support will be accepted on an in-kind basis as well as by financial means.

CUSTOM SUPPORT PROGRAM

The Institute will work with your company to create a custom support program that combines any of the above described opportunities to meet your budget and specific needs and interests. Each Custom Program is unique to the company for which it was developed—no two plans are exactly alike. Your company must fully accept and comply with the Institute's partnership guidelines. These guidelines include, but are not limited to:

- The purpose of the partnership must be compatible and consistent with the mission and focus of the Institute.
- The image, ethics and reputation of the sponsoring company/organization must be compatible and consistent with the philosophy of the Institute.
- The Institute must be fully involved in the development of the program and reserves the right to exercise policy control over marketing and communications.

A staff member or consultant may be assigned to help develop a plan for advertising through the Institute's media and building awareness of your company through coordinated placement and scheduling.

FOUNDATIONS

Public School Risk Institute intends to seek the support of public, private and corporate institutions and foundations. The Institute's application for status as a 501(c)(3) tax-exempt entity is submitted for approval to the Internal Revenue Service.

CONTACT INFORMATION

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Athens, Georgia 30601
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Registration Form Below

PUBLIC SCHOOL RISK INSTITUTE, INC. - CORPORATE PARTNER PROGRAM

Date: _____

Organization Name: _____

Primary Contact: _____

Title: _____

Email Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

Organization Web Address: _____

Please select the business category that **best fits** your organization from the list below or write-in other category or description:

Risk Management (etc)	√	School Enterprise	√
Accounting & Appraisal		Athletics	
Insurance Brokerage		Banking	
Claims Administration		Construction	
Consulting		Facilities Management	
Cost Containment		Instructional	
Defense Counsel		Information Technology	
Information Management		Legal	
Reinsurance / Excess Insurance		Nutrition	
Safety Training		Pupil Transportation	

Would your company like to know more about becoming the “Thought Leader” for the Institute in your business category? Yes No

Would like to discuss sponsor opportunities, including website advertising? Yes No

Lee Gaby, Executive Director
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Thank you for supporting the Institute!