



EDUCATORS SERVING THE COMMUNITY

Awards

Sponsorship Packet

May 4, 2011 8 / 7 C

LIVE



Red Carpet / VIP Dinner 6pm

Music Center at Strathmore
Bethesda, MD

"In Celebration of National Teacher Appreciation Week"

General Information

Awards Overview



Background

The Educators Serving The Community Awards (a.k.a The EduSerc Awards) is the first red carpet, black tie affair that honors educators in our country for their excellence in education, community service, and advancements in the community. Founded in 2004, this awards ceremony is designed to improve the image of educators and highlight the value of education in the United States. It is a valiant effort to place emphasis on the important things in our community like education. This awards show and ceremony is hosted to promote the "good" things happening in our community. As a result, our hope is that more citizens will be encouraged to dedicate their lives to education and improving the quality of life in their communities.

This event is a fundraiser to help EduSerc provide career & professional development resources to young people around the country. EduSerc develops & manages a variety of industry-based programs and conferences that yield jobs, scholarships, great hands-on experiences and exposure for youth. EduSerc has a dynamic model of excellence perfected over 7 years to ensure quality and success in the community.

The EduSerc Award statue given at this event is respected on the same level as other professional awards ceremonies (ie. Emmys, Oscars). EduSerc believes educators deserve the respect, accolades, and recognition we give to musicians and entertainers alike. Standing 13 inches tall, the EduSerc Award is a prestigious honor and statue of elegance.

About EduSerc

EduSerc (pronounced "ej-u-serk") stands for *Educators Serving the Community*. EduSerc is a 501 (c)(3) tax-exempt, non-profit organization that dedicates itself to the development and advancement of youth, adults and the community across the nation. Founded in 1996, the focus of the organization is to build an infrastructure of resources to strategically and creatively address needs in the community that involve education.

EduSerc's primary directive and core capability is career and professional development. Through our network of corporate and community resources, EduSerc leverages partnerships to streamline community service efforts and enhance the value of corporate initiatives that benefit young people.

The members of the organization are a mixture of college students, young professionals, business/organizational employees and business owners. EduSerc's initiatives and programs are designed to expose its member's talents and education and to highlight them as role models for the community.

Award Categories

- Educator Industry Awards
- Educator Serving the Community Awards
- Role Model / Mentor Awards
- Principal Leadership Awards
- Most Improved Awards
- EduSerc Image Awards

Targeted Audiences

- Individuals / Educators
- Schools / School Systems
- Non Profits
- Colleges / Universities
- Corporations
- Government / Military

EduSerc Awards Show Location



Music Center at Strathmore
5301 Tuckerman Lane
North Bethesda, MD 20852
<http://www.strathmore.org>

VIP Reception/Red Carpet: 6:00pm – 7:30pm
Awards Show: 8:00pm – 10:00pm
<http://www.edserc.org/awards>

The Music Center at Strathmore is the home for premier concerts, performing arts programs and other high quality events in the Washington DC area. Designed for audiences of many tastes, the Music Center at Strathmore is the ideal location for **the EduSerc Awards** to honor educators around the country for their achievements.

Artistic offerings presented by Strathmore in the Music Center include world-class performances by major national artists of folk, blues, pop, jazz, show tunes, and classical music. The Music Center is also the home to five resident artistic partner organizations to present performances in the Concert Hall and classes in the Education Center. Amenities in the Music Center at Strathmore include the Prelude Café open for breakfast, lunch, afternoon snacks and pre-concert meals, and the Music Center at Strathmore Shop.

Located one-half mile outside the Capital Beltway in North Bethesda, Maryland, Strathmore provides affordable, accessible, multi-disciplinary arts programming in the Mansion at Strathmore, the Music Center at Strathmore, and on its scenic 11-acre site.

Red Carpet / VIP Dinner

As a standard part of the EduSerc Awards, our guests are always treated like royalty for the great work they are doing in the community. Everyone attending will have an opportunity to enjoy networking, pictures and food on the Red Carpet at the EduSerc Awards, while our VIPs of the night (nominees, sponsors, etc.) will enjoy a nice VIP dinner and entertainment before the show begins.

The Comcast Circles Lounge is the special place for VIPs of the night and special entertainment where they can enjoy a private meet and greet with our special guests, artists, entertainment and host / hostess.



EduSerc Awards Fundraiser Tickets

NOTE: EduSerc is a 501(c)(3) nonprofit tax-exempt organization. 90% of all tickets are tax-deductible

Fundraiser Tickets per Seat**

Upper Tier \$75

Upper Tier Box Seat \$90

*Private tier box contain 6 seats

Grand Tier \$100

Grand Tier Box Seat \$125

*Private boxes contain 3 & 6 seats

Promenade Tier \$150

Promenade Tier Box Seat \$175

*Private boxes contain 4, 5, 6 & 8 seats

Orchestra Tier \$200

Orchestra Tier Box Seat \$225

Orchestra Main Level \$250

*Private boxes contain 8 & 10 seats



****Everyone is invited to the Red Carpet Networking / VIP Reception/Dinner (based on availability)**

To Purchase Tickets, VISIT <http://www.strathmore.org>

Group Tickets per Seat

- 15 – 49 seats => 10% off ticket price
- 50+ seats => 15% off ticket price

For group sales, contact the Music Center at Strathmore at (301) 581-5100

Music Center at Strathmore Layout

(NOTE: every seat has a great, clear view of the stage)



Fundraising Purpose

This year, the EduSerc Awards is raising funds to increase the number of industry-based summer programs in our country that directly relate to our workforce development needs of our corporate community. Areas in STEM (Science, Technology, Engineering and Mathematics), Arts and Humanities, Finance / Business, Media / Communications and many others are a key factor for many institutions and corporations for the future economic and workforce development growth.



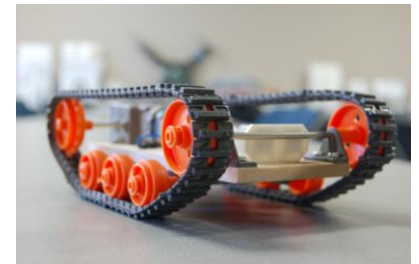
In addition, it is our goal to enhance the skill sets of teachers in our country to ensure they are adequately preparing students for future careers that map directly back to opportunities with our nation's employers and sponsors.

How are schools selected?

The EduSerc Awards will be accepting online applications from schools around the country that have expressed an interest and **need** in having a one (1) week, industry-based summer program at their school for the summer of 2011. Schools will be registering online between Fall 2010 and Spring 2011. Based on their proposals and sponsorship raised, schools will be selected by sponsors of the EduSerc Awards to provide complimentary programs to these schools.

What are the programs that will be provided?

Young Innovators is a signature industry training program and national initiative developed by EduSerc to train students how to be innovative in a number of career industries and provide hands-on skill development and resume-building experiences. Selected schools will receive industry training and assistance to deliver these quality-based summer programs and provide jobs teachers in the process.



Areas include (but not limited to the following):

Culinary Arts	Movie Making
Finance / Business	Architecture
Information Technology	STEM (Science, Technology, Engineering and Mathematics)
Media / Radio Broadcasting	Law / Legal

When will training occur?

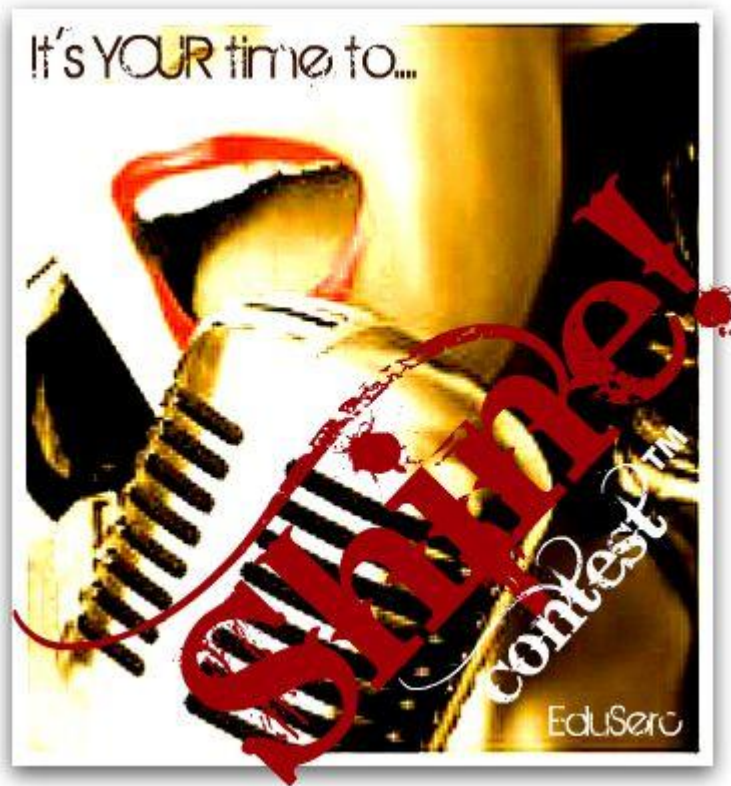
A multi-day training conference for selected schools will occur in late May 2011 in preparation for the summer delivery.

How will results be tracked?

Each program will be visited, monitored and evaluated for results by an EduSerc Awards Committee member. Based upon performance, schools have the opportunity to receive additional funding in future years. In addition, each student within each program will be tracked for future opportunities **until they graduate college** with our sponsors, corporations and others investing in this initiative.



SHINE Contest



This year, the EduSerc Awards is hosting SHINE: a premier opportunity for one teenager to showcase their talents to the world on a national stage and compete for the chance to sing with a recording artist live at the EduSerc Awards!

Contest Rules:

- Must be between 14 - 18 years old and submit valid proof of age
- Must submit a video of yourself singing a song (without music). (no duets or groups)
NOTE: All videos must be relatively close up where your face can be seen and voice heard clearly. You must introduce yourself: (ie. name, age, city, state and the name of the song you will sing before you sing).
- If you are selected in the Top 3, you must prepare to attend the EduSerc Awards on May 4, 2011.

SHINE Sponsorship

\$1000 scholarship

Your sponsorship of a top cash prize, travel, media promotion and production time investment after the awards show will help EduSerc finally launch its talented and creative arts program in music for youth in the community. Our goal is to launch the dreams of future talents by learning music, entertainment and the arts through this initial premier marketing opportunity at the EduSerc Awards.

Award Categories



Educator Industry Award

For significant educational contributions and / or advancements in a particular industry for the benefit of the community. The following industries are recognized:

Accounting / Finance	Government / Politics	Media
Cosmetology	Information Technology	Medicine
Culinary Arts	Journalism	Military Professional Development
Engineering	Law Enforcement	Science
Entertainment	Legal / Law	Social Work
		Sports

Eligible Candidates: non-profits, military, colleges, universities, corporations, government agencies, elected officials, individuals

Educator Serving The Community Award

For serving as a role model of excellence, continued commitment to the community and success in yielding exceptional results through community-based programs or individual efforts.

Eligible Candidates: teachers, professors, career counselors, principals, schools, school districts, non-profits, military, colleges, universities, corporations, government agencies, elected officials, individuals

Role Model / Mentor Award

For outstanding leadership, guidance and consistent interaction that has positively affected the lives of youth.

Eligible Candidates: teachers, professors, career counselors, principals, individuals

Principal Leadership Award

For significant achievements in a school's program development and outstanding leadership to students and faculty during a school year.

Eligible Candidates: principals

Most Improved Award

For significant improvements in the classroom with students yielding high results in key social and academic areas (e.g. test scores, graduation rates), achievements in a school's program development and outstanding leadership to students and faculty.

Eligible Candidates: teachers, career counselors, schools, school districts

EduSerc Image Award

For nationally known efforts and achievements in impacting the community and serving as an example for youth and adults to follow.

Eligible Candidates: individuals

EduSerc Awards Hall of Fame



2008

Educator Industry Awards

- Charles Britt - Virginia (Engineering - Individual)

Educator Serving The Community Awards

- Daughter For The Day - Temple Hills, MD (Non Profit)
- Baltimore City Schools JROTC Program - Baltimore, MD (Military Professional Dev)
- Yvette Wright - Adelphi, MD (Career Counselor)
- Audra (West) Thompson - Maryland (Individual)
- Tammie Amoroso - Maryland (Individual)

Role Model / Mentor Awards

- Harry Holt - Baltimore, MD
- End Time Harvest Ministries - Riverdale, MD

2007

Educator Industry Awards

- Digit-All Systems - Baltimore, MD (Information Technology - Non Profit)
- Studio "A" Modeling - Randallstown, MD (Entertainment / The Arts - Corporation)
- Junior Achievement of Central Maryland - Owings Mills, MD (Finance / Accounting - Non Profit)
- Honorable Judge R. Rigsby, Washington DC (Legal / Law - Individual)

Educator Serving The Community Awards

- Clark County Education Association Community Foundation - Las Vegas, NV (Non Profit)
- BLAXCOM - Urban Video Game Academy - Ellicott City, MD (Corporation)
- Dr. T. Cortez Spann - Wayne, Michigan (Teacher)
- Robert Burrell - Washington DC (Individual)

Principal Leadership Awards

- Oonina Smith Copeland - Prince William County Schools - Woodbridge, VA

Most Improved Awards

- Dr. John E. Deasy - Superintendent, Prince George's County Schools, MD

Role Model / Mentor Awards

- Vernon Davis - Catonsville, MD (Individual)



EduSerc Image Awardees (2004)

- Mary Duncan - Nashville, TN
- Roberta Flack - Harlem, NY
- Helen Newberry McDowell - Washington, DC
- Erin Gruwell - Long Beach, California

2005

Educator Serving The Community Awards

- Hoop Dreams Scholarship Fund, Washington DC (Non Profit)
- Christolyn Buie - Baltimore City Community College (Individual)
- Howard County Public Schools, Maryland (School System)

Role Model / Mentor Awards

- 100 Black Men of Greater Washington DC (Non Profit)
- Jamaal Moses - Baltimore Mayor O'Malley's Office of Children, Youth & Families (Individual)

2004

Educator Industry Awards

- Leadership Cares Foundation, Washington DC (Non Profit - Literacy)

Educator Serving The Community Awards

- Upward Bound Program - Lake Michigan College (College / University)
- Retha Ezell - Abstinence Best Choice, Fort Valley Georgia (Individual)

Role Model / Mentor Awards

- Tracey Brower - Good Samaritan Foundation, Washington DC (Individual)

EduSerc Image Awards

- Oprah Winfrey
- Tom Joyner
- Bill Cosby
- Marian Wright Edelman
- Yolanda King



The Nomination Process

Anyone interested in submitting themselves or someone else for a category must supply the supporting documentation. Applications can be downloaded or completed online at <http://www.eduserc.org/awards>. All applications must be completed in their entirety or the application will not be considered for a category. Applications must be received by February 15, 2011 (not postmarked).

Application Submission Process

Applications **for each award must** include the following items:

- Awards Submission Form (cover page)
- Supporting Documentation (see *Awards Category page*)

Supporting documentation must not be stapled, hole punched, or double-sided. The whole application must be bounded by a paper clip or folder.

Submit five (5) copies of each award submission to the following address:

EduSerc, Inc.
c/o EduSerc Awards
P.O. Box 2536
Laurel, MD 20709

Awards Criteria

To be considered for an award, you must fit into either one of the following categories: Teacher, Professor, Career / Guidance Counselor, Principals, School (public or private), School System (public or private), Non-Profit Organization, Military Branch / Unit, Government Agency, Elected Official or Politician, Corporation or Small Business, College or University, or any individual contributor to the community.

Nominations / Voting Process

The EduSerc Awards Selection Committee will review each application to determine nominees for each category. The general public will be able to vote online beginning March 2011 to choose a winner of each category.

Sponsorship Opportunities



Sponsorship for the EduSerc Awards is broken up into various areas. Anyone can become a sponsor in many areas:

- Financial Sponsorship Levels (i.e. Supporter, Student, School, Community)
- In-Kind / Targeted Sponsor (i.e. A/V, Media, Photography, Travel, Gift Bag Items)
- Educator Trophy Sponsorship

Benefits of Sponsorship

There are many benefits of becoming an EduSerc Awards sponsor.

Tax Deductible Contributions

By supporting the EduSerc Awards financially or with in-kind donations, you are also providing a tax deductible contribution from your organization. It helps to know that your contribution is not only assisting the recognition of educators in our country, but helping us raise more funds toward the career & professional development needs of young people.

Image Awareness & Enhancement

This is a great way to improve or enhance the image of your organization by showing that you care about educators. Your organization will be officially affiliated with honoring the educational advancements in our nation.

Complimentary Admission

Being a sponsor means witnessing your investment first-hand. Based on your kind of sponsorship, you will receive free tickets to attend the awards.

National Exposure and Advertisement

By becoming a sponsor of the EduSerc Awards, you will receive exposure across many states in the country that receives information about our programs and through other media partners that promote this ceremony. States include Maryland, Virginia, Washington DC, South Carolina, North Carolina, Georgia, Missouri, Wisconsin, Pennsylvania, Kansas, Texas, Ohio and Oregon.



Financial Sponsorship Levels

NOTE: EduSerc is a 501(c)(3) non profit tax-exempt organization. Sponsorship levels are tax-deductible.

Supporter		\$1,000
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - Two (2) Fundraiser Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner - Name & logo recognition in program brochure - Annual EduSerc Awards Membership 	<ul style="list-style-type: none"> - Two (2) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) 	
Student Sponsor		\$2,500
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - Five (5) Fundraiser Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner - Name & logo recognition in program brochure - Annual EduSerc Awards Membership 	<ul style="list-style-type: none"> - Four (4) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) - \$1000 student scholarship for educational services 	
Classroom Sponsor		\$5,000
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - Ten (10) Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner (1 table of 10) - Name & logo recognition in program brochure - Annual EduSerc Awards Membership - Logo feature on big screen - ½ page (b/w) advertisement in program brochure 	<ul style="list-style-type: none"> - Six (6) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) - \$1000 student scholarship for educational services - \$1000 teacher scholarship for hands-on industry training 	
School Sponsor		\$15,000
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - Twenty five (25) Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner (2.5 tables) & VIP Suite - Name & logo recognition in program brochure - Annual EduSerc Awards Membership - 30 second commercial feature on big screen - ½ page (color) advertisement in program brochure - (1) Representative announcing an award category 	<ul style="list-style-type: none"> - Ten (10) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) - (2) \$2500 teacher scholarships for industry training - (1) school (of your choice) receives a 1 week sponsored industry summer program for 10 students. 	
Community Sponsor		\$25,000
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - Fifty (50) Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner (5 tables) & VIP Suite - Name & logo recognition in program brochure - Annual EduSerc Awards Membership - 1 minute commercial feature on big screen - 1 page (color) advertisement in program brochure - Sponsored Category: (2) Representatives announcing a sponsored award category (i.e. The <company name> Educator Industry Award in Engineering) 	<ul style="list-style-type: none"> - Fifteen (15) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) - (4) \$2500 teacher scholarship for hands-on industry training - (2) schools (of your choice) receives a 1 week sponsored industry summer program for 10 students each school within a community. 	
State Sponsor		\$35,000
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - Seventy (70) Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner (7 tables) & VIP Suite - Name & logo recognition in program brochure - Annual EduSerc Awards Membership - (2) 1 minute commercial feature on big screen - (2) 1 page (color) advertisements in program brochure - Sponsored Category: (2) Representatives announcing a sponsored award category (i.e. The <company name> Educator Industry Award in Engineering) - (10) EduSerc Awards Radio Advertisements 	<ul style="list-style-type: none"> - Twenty (20) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) - (6) \$2500 teacher scholarship for hands-on industry training - (3) schools (of your choice) receives a 1 week sponsored industry summer program for 10 students each school within a state. 	
National Sponsor		\$50,000
Benefits	Proceeds go directly =>	
<ul style="list-style-type: none"> - One Hundred (100) Tickets (<i>Orchestra Main Level</i>) - Red Carpet / VIP Dinner (10 tables) & VIP Suite - Name & logo recognition in program brochure - Annual EduSerc Awards Membership - (3) 1 minute commercial features on big screen - (3) 1 page (color) advertisements in program brochure - Sponsored Category: (2) Representatives announcing <u>(2) sponsored award categories</u> (i.e. The <company name> Educator Industry Award in Engineering) - (20) EduSerc Awards Radio Advertisements 	<ul style="list-style-type: none"> - Thirty (30) fundraiser tickets for eligible teachers to attend (<i>teachers & tickets selected by EduSerc</i>) - (8) \$2500 teacher scholarship for hands-on industry training - (4) schools (of your choice) receives a 1 week sponsored industry summer program for 10 students each school within any state in the country. 	

VIP Dinner & Red Carpet Sponsorship



The EduSerc Awards is offering the opportunity for a premier sponsor to host the VIP Dinner and Red Carpet for this activity. The **Lockheed Martin Lobby and Terrace** is the main area for this activity a total capacity of over 200 guests.

The **Comcast Circles Lounge** is the premier place for an idea private function inside the VIP Dinner and Terrace activity for dignitaries, CEOs and other special individuals you want to host as well. This lounge features its own private bar, drinks and food options as selected.

With a pianos, select music, great food options and space to spread out, your company can be featured as a premier sponsor of this ceremony! You will be able to host award nominees, VIP guests and your own guests for the awards as well.



Sponsorship Value: \$30,000

Table Sponsorship:
Corporate Table \$5,000
College / Nonprofit \$1,500
School \$750



In-Kind Sponsorship



The EduSerc Awards is in need of sponsors to provide the following as in-kind donations:

- Awards Gift Bag Samplers for 2000 guests (ie. complimentary products & services)
- Airline / Hotel / Travel
- Air Time / Media / PSAs
- Laptop Computers
- Audio / Video
 - Screens (8', 12' and higher) / LCD projectors
 - Spotlights / Videowall Systems
 - Video Taping & Production Services
 - Video Editing / Cameras / Tape Decks
- Photography Services / Printing / Copies
- Public Relations / Marketing / Posters / Banners
- Shuttle Transportation / Limo

Some benefits of In-Kind Sponsorships are as follows (based on donations):

- Complimentary tickets to the EduSerc Awards
- Waived Nomination Fee
- Award Recognition (Web, Magazine, On-Screen)
- ½ page Color Advertisement In Magazine

Targeted Partnerships

Advertising Partnership

The EduSerc Awards is looking for a premier advertising sponsor to promote this event across the country (similar to other popular red carpet award ceremonies). The following are areas of sponsorship:

- Radio Advertisements & Talk Show Appearances
- Television Advertisements & Talk Show Appearances
- Newspaper / Magazine Articles

Broadcast Sponsorship & Partnership

The EduSerc Awards is looking to select the official broadcasting network or organization to record, edit and air the EduSerc Awards to the whole country. The best way to promote your network to the country and its educational commitment is to promote its involvement in supporting educators by broadcasting the "Educators Serving the Community Awards."

Airline / Hotel / Transportation Sponsorship

The EduSerc Awards is in need of a major airline sponsor to fly special guests and award nominees from around the country to attend this ceremony, a major hotel sponsor to provide rooms for special guests and a transportation (limo) company to transport special guests and nominees to and from the ceremony.

Musical Entertainment Partnership

The EduSerc Awards is always accepting of quality musical talent and special guest to perform at the EduSerc Awards. Musical guest would perform at least 2 songs.

NOTE: EduSerc Award benefits of targeted partnerships are based on the value of each relationship and are determined on a case by case basis.

EduSerc Trophy Sponsorship



Your organization can become an official nomination sponsor by underwriting the fundraising cost to provide potential awardees with an EduSerc Award Statue. Each nomination application fee is used to only contribute toward the cost of making, shipping and providing the golden 13" tall award at the ceremony. However, by helping the EduSerc Awards as a Nomination Sponsor, you can help us receive applications without an application fee.

Sponsorship Value: \$5,000

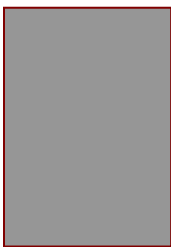
Program Brochure / Advertisement

The Program Brochure for the Awards is also the awards issue of the Young Innovators Magazine; a national publication that honors the value of youth in our community. It is also the program brochure for the EduSerc Awards. Make sure to get your advertisement in the magazine as people from over 13 states as well as attendees at the ceremony will see you contributing to education.



Page Size	1X		2x		3x		4x		Viewable Dimensions
	Color	B/W	Color	B/W	Color	B/W	Color	B/W	
Two-Page Spread	\$5200	\$4800	\$5160	\$4780	\$5100	\$4700	\$5060	\$4660	(2) 7-1/2" W x 10" H
Back Cover	\$3800	\$3500	\$3760	\$3460	\$3700	\$3420	\$3660	\$3580	8-3/8" W x 10-7/8" H
Inside Front Cover	\$3180	\$3020	\$3140	\$2980	\$3080	\$2900	\$3020	\$2840	8-3/8" W x 10-7/8" H
Inside Back Cover	\$3140	\$2980	\$3100	\$2940	\$3040	\$2860	\$2980	\$2800	8-3/8" W x 10-7/8" H
Full	\$2000	\$1600	\$1900	\$1500	\$1800	\$1400	\$1700	\$1300	7-1/2" W x 10" H
Half (1/2)	\$1000	\$800	\$950	\$750	\$900	\$700	\$850	\$650	See Dimensions Below
Quarter (1/4)	\$500	\$400	\$450	\$360	\$400	\$320	\$350	\$280	3-3/8" W x 4-7/8" H
Business Card (1/8)	N/A	\$150	N/A	\$140	N/A	\$130	N/A	\$120	1-3/4" W x 4-7/8" H

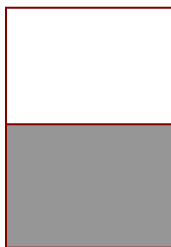
FULL PAGE
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Viewable

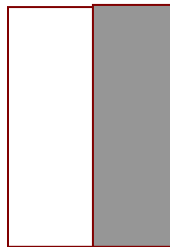
HALF PAGE

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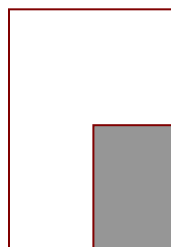
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Viewable

(vertical)



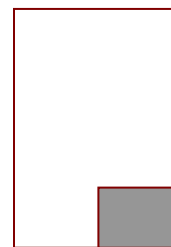
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Viewable

QUARTER



3-3/8" W x 4-7/8" H
Viewable

BUSINESS CARD



1-3/4" W x 4-7/8" H
Viewable

Editorial Calendar

Jan, Apr, Aug, Nov

Distribution

Maryland, Virginia, Washington DC, North Carolina, South Carolina, Texas, Georgia, Missouri, Wisconsin, Pennsylvania, Kansas, Texas, Ohio, Oregon

Deadline for Ads for Awards

April 15, 2011

TV Commercial Advertisement Spots



Now, you can be a special part of the TV Debut of the EduSerc Awards to nearly 800,000 viewers in the Washington DC, Virginia and Maryland area. The EduSerc Awards will be airing on News Channel 8 as a special awards program on the following dates:

Date: Sunday, May 15, 2011

Time: 2:00pm – 3:00pm

Seen in more than 1.1 million cable television homes, News Channel 8 (now known as TBD TV) is owned by Allbritton Communications and ABC affiliate station (WJLA – Channel 7).



Formally News Channel 8
Sister Station to WJLA (ABC)



Viewership: 1.1 million cable television homes

Sponsorship Value:

\$600	-	15 second commercial spot
\$1000	-	30 second commercial spot
\$1800	-	1 minute commercial spot

Please send payment and DVD format (or .mov) of commercials to:

EduSerc Awards P.O. Box 2536 Laurel, MD 20709

Airing Locations	
<p>Washington, DC</p> <ul style="list-style-type: none"> Comcast: Channel 28 RCN: Channel 308 Verizon FIOS: Channel 8 U.S. Capitol (zips 20510, 20515 only): Channel 48 <p>MD - Frederick County</p> <ul style="list-style-type: none"> Comcast: Channel 8 Verizon Fios: Channel 8 <p>MD - Montgomery County</p> <ul style="list-style-type: none"> Comcast: Channel 28 RCN: Channel 308 Verizon Fios: Channel 8 <p>MD - Prince George's County</p> <ul style="list-style-type: none"> Comcast: Channel 8 Verizon Fios: Channel 8 	<p>VA - Alexandria City</p> <ul style="list-style-type: none"> Comcast: Channel 8 Verizon Fios: Channel 8 <p>VA - Arlington County</p> <ul style="list-style-type: none"> Comcast: Channel 8 Verizon Fios: Channel 8 <p>VA - Fairfax County</p> <ul style="list-style-type: none"> Cox: Channel 8 RCN (Falls Church only): Channel 308 Verizon Fios: Channel 8 <p>VA - Loudoun County</p> <ul style="list-style-type: none"> Comcast: Channel 8 Verizon Fios: Channel 8 Open Band (Lansdowne/Broadlands only): Channel 8 <p>VA - Prince William County</p> <ul style="list-style-type: none"> Comcast: Channel 8 Verizon Fios: Channel 8

Marketing Strategy



The EduSerc Awards attracts many educators, corporations and non profits from various states to witness excellence in education. There are various ways how we market this awards ceremony. Below is a list of only a few marketing strategies used for exposure.

➤Comcast Newsmaker Edition – CNN Headline News

Comcast provides media in-kind sponsorship on the Comcast Newsmaker Edition, an local extended news segment of CNN Headline News. Every year before the awards, the Executive Director is interviewed on Comcast about the awards ceremony and all activities that are sponsored. Sponsorship covers all Comcast customers over 5 counties in the state of Maryland.

➤Radio Advertisement

Advertisements and promotion to over 1,006,700 listeners in the national capitol region over several radio stations: WHUR, Praise 104.1 (Home of Yolanda Adams Morning Show); WKYS 93.9 (Home of Russ Parr Show); Majic 102.3 (Home of the Tom Joyner Morning Show)

➤Local School System Partnerships

EduSerc maintains partnerships around the country (i.e. New York, Chicago, Florida) and several schools and school systems locally within the Washington D.C. and Baltimore metropolitan area as well as relationships with schools in the Central Georgia area. With EduSerc's strongest partnership residing within these areas, we are able to effectively coordinate the advertising and marketing of resources related to the conference to all principals, counselors and students. Other school systems targeted are as follows:

- All Northern Virginia School Systems
- Montgomery County School Systems
- Howard County Public School System
- Anne Arundel County Public Schools
- Prince George's County Public Schools
- Washington D.C. Public Schools
- Baltimore County Public Schools

➤Email / Fax Blast

EduSerc sends monthly emails to over 2500 schools, business, programs and individuals across the country about the award ceremony. EduSerc sends quarterly faxes to principals, counselors, colleges and businesses all around the country about the conference.

➤Mail Distribution

EduSerc sends quarterly mailings to schools, counselors, members and a variety of groups.

➤Young Innovators Magazine

EduSerc distributes 1500 copies of the Young Innovators Magazine, which entails information about the conference, to many states in the country. The following states are as follows: Maryland, Virginia, Pennsylvania, Washington D.C., South Carolina, North Carolina, Georgia, Texas, Missouri, Wisconsin, Kansas, Ohio, and Oregon

➤Quarterly Networking Receptions

In collaboration with various officials in our country, EduSerc hosts quarterly receptions inviting local business owners, school principals, counselors, and college representatives to learn about partnership options related to the conference. As a result, the majority of attendees become partners that attend this reception.

EDUSERC AWARD & OTHER DOCUMENTS

Form AD-1Rev. Sep 2010
EduSerc, Inc.**EduSerc Awards Brochure
/Young Innovators Magazine Advertising
Form**For Official Use: Date Received:

➤ Attach the advertising fee with this form

Instructions: This form is used to advertising in the Young Innovators Magazine. Complete this form in its entirety and send back to EduSerc c/o Young Innovators Magazine P.O. Box 2536 Laurel MD 20709 or fax back to 301-498-0944.**Sending your advertisement:** Send in your advertisement in .jpg or .pdf format to yip_mag@eduserc.org or mail in softcopy to the above address.

1a Full Name & Company	1g Email
1b Mailing Address of Affiliate (room, apt, suite no, P.O. box)	1h Website
1c City, State, Zip Code	1i Short Description Of Your Business
1d County or municipal	
1e Phone	
1f Fax (if applicable)	

2a View the magazine advertising page size and options.

Page Size	1X		2		3x		4x		Viewable Dimensions
	Color	B/W	Color	B/W	Color	B/W	Color	/W	
Two-Page Spread	\$5200	\$4800	\$5160	\$4780	\$5100	\$4700	\$5060	\$4660	(2) 7-1/2" W x 10" H
Back Cover	\$3800	\$3500	\$3760	\$3460	\$3700	\$3420	\$3660	\$3580	8-3/8" W x 10-7/8" H
Inside Front Cover	\$3180	\$3020	\$3140	\$2980	\$3080	\$2900	\$3020	\$2840	8-3/8" W x 10-7/8" H
Inside Back Cover	\$3140	\$2980	\$3100	\$2940	\$3040	\$2860	\$2980	\$2800	8-3/8" W x 10-7/8" H
Full	\$2000	\$1600	\$1900	\$1500	\$1800	\$1400	\$1700	\$1300	7-1/2" W x 10" H
Half (1/2)	\$1000	\$800	\$950	\$750	\$900	\$700	\$850	\$650	See Dimensions Below
Quarter (1/4)	\$500	\$400	\$450	\$360	\$400	\$320	\$350	\$280	3-3/8" W x 4-7/8" H
Business Card (1/8)	N/A	\$150	N/A	\$140	N/A	\$130	N/A	\$120	1-3/4" W x 4-7/8" H

- 2b** Select the Page Size: Two-Page Spread Back Cover Inside Front Cover Inside Back Cover
 Full Half (1/2) Quarter (1/4) Business Card (1/8)
- 2c** Select the color option: Color Black / White
- 2d** Select how many magazine issues want it to be shown in a year: 1 time 2 times 3 times 4 times

Submission DeadlinesJan 15 – February Issue
Apr 15 – May Issue
Aug 15 – September Issue
Nov 15 – December Issue**3** Calculated your total advertising bill.Method of Payment: Check / Money Order Visa MasterCard AMEX
Make checks payable to: EduSerc, Inc. c/o Young Innovators Magazine P.O. Box 2536
Laurel, MD 20709 or Fax to (301) 362-4360**Billing Address (credit card only)**

Credit Card Number	Exp. Date
Name of Cardholder	Security Code (last 3 digits on back of card)
Authorized Signature	

Address

City

State / Zip code

I understand that by advertising in the EduSerc Awards Brochure/Young Innovators Magazine, I am subject to advertising in the indicated issues of the magazine. I also understand that the Back Cover, Inside Front Cover and Inside Back Cover may or may not be available for advertisement based on previous advertising reservations.

Signature ➤**Date:**

Awards2011Rev. Sep 2010
EduSerc, Inc.**Awards Tables / Sponsorship Form**For Official Use:
Date Received: _____**Instructions:** Complete this form in its entirety and mail the form to EduSerc, Inc. P.O. Box 2536 Laurel, MD 20709 along with the payment for tickets / tables.**1) Individual & Organization Information**

1a Full name

1b Organization Name

1c Job Title / Occupation (if applicable)

1d Mailing Address (room, apt, suite no, P.O. box)

1e City, State, Zip Code

1f County or municipal

1g Phone

1h Fax

1i Email

1j Web Address (if applicable)

2) Sponsor Designation

Specify your type of sponsorship

▶ General Sponsor ▶ In-Kind / Activity Sponsor**3) Organization Overview**

(2 – 3 sentences about your organization)

4) Target Audiences For Your Business▶ Elementary Students ▶ Middle/High School Students ▶ College Students ▶ Adults / Parents ▶ Schools / School Systems**5) Please describe the items, supplies or equipment you will provide (if applicable)****6) Please describe any other types of contributions.****7) Sponsorship Selection****Table of 10 (only)**Quantity: ____ x \$2,500 – CorporateQuantity: ____ x \$1,500 – College / NonprofitQuantity: ____ x \$750 – School /EducatorsNOTE: Purchase directly from EduSerc via
www.eduserc.org/awards or this form

Sponsorship	Sponsorship	Quantity	Other Amount	Total Sponsorship
National	<input type="checkbox"/> \$50,000			
Regional	<input type="checkbox"/> \$40,000			
State	<input type="checkbox"/> \$35,000			
County	<input type="checkbox"/> \$30,000			
Community	<input type="checkbox"/> \$25,000			
School	<input type="checkbox"/> \$15,000			
Classroom	<input type="checkbox"/> \$5,000			
Student	<input type="checkbox"/> \$2,500			
Supporter	<input type="checkbox"/> \$1,000			
Other Sponsorship	<input type="checkbox"/> _____			
In-Kind Sponsorship (Please Describe):				

Method of Payment Master Card Visa AMEX Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: _____

Billing Address: _____

Credit Card Number: _____

Billing City/State/Zip: _____

Expiration Date: ____ / ____ Security Code: _____

Billing Phone: _____

Awards2011Rev. Sep 2010
EduSerc, Inc.**Awards Tickets**For Official Use:
Date Received:**Instructions:** Complete this form in its entirety and mail the form to EduSerc, Inc. P.O. Box 2536 Laurel, MD 20709 along with the payment for tickets / tables.**1) Individual & Organization Information****2) Organization Overview (if applicable)**

1a Full name

(2 – 3 sentences about your organization)

1b Organization Name (if applicable)

1c Job Title / Occupation (if applicable)

1d Mailing Address (room, apt, suite no, P.O. box)

1e City, State, Zip Code

1f County or municipal

1g Phone

1h Fax

1i Email

1j Web Address (if applicable)

3) Tickets / Tables

Sponsorship	Individual	Quantity	Total
Educators / Schools	<input type="checkbox"/> \$75 / person		
	<input type="checkbox"/> \$750 / table		
Non Profit Organizations	<input type="checkbox"/> \$100 / person		
	<input type="checkbox"/> \$1000 / table		
College / University	<input type="checkbox"/> \$150 / person		
	<input type="checkbox"/> \$1500 / table		
Corporate / Small Business	<input type="checkbox"/> \$250 / person		
	<input type="checkbox"/> \$2500 / table		
Grand Total			

Method of Payment Master Card Visa AMEX Check / Money Order (Make Payable to EduSerc, Inc.)

Name of Cardholder: _____ Billing Address: _____

Credit Card Number: _____ Billing City/State/Zip: _____

Expiration Date: ____ / ____ Security Code: _____ Billing Phone: _____

Payment Options:

- 1) Fax to 301-362-4360
- 2) Mail to:
EduSerc Awards
P.O. Box 2536
Laurel, MD 20709

NOTE: EduSerc is a 501(c)(3) tax-exempt, nonprofit organization. Tickets are tax-deductible minus \$50 per ticket.