

AWSP Business Partnerships



When you support AWSP,
you support Washington state school leaders
and the students they serve!

Your Partnership Helps Grow, Support, & Sustain

Principals and Assistant Principals in Washington State

Our “Why”

School leadership matters. The Association of Washington School Principals exists to ensure schools have a culture of hope, systems to support that culture, and collaborative learning and leadership among students and adults.

Business partners like you help our association grow, support, and sustain school leaders so they can better serve the students in their schools.

Our Mission

Our mission is to support all principals and the principalship in the education of each and every student.

Our Priorities

Grow

Partner with other organizations to identify, recruit, and develop future school leaders with a focus on underrepresented groups.

Support

Support and equip all school leaders with the knowledge, skills, and confidence to foster positive school culture, build equitable systems, and lead learning in their respective school contexts and communities.

Sustain

Support all principals in their capacity to be effective long-term leaders, specifically in highly impacted schools where strong and consistent leadership is needed most.



“An effective principal’s impact is stronger and broader than previously thought, making it “difficult to envision” a higher return on investment in K-12 education than the cultivation of high-quality school leadership.”

Wallace Foundation — “How Principals Affect Students and Schools: A Systematic Synthesis of Two Decades of Research” 2021

Who Are Our Members?

Our membership includes more than 3,800 principals, assistant principals, deans of students, principal interns, and central office staff across the state of Washington. AWSP is proud to have a 98% membership rate—the highest in the nation!

Our members are supported by three Grade-Level Leadership Committees (elementary, middle, and high school), as well as multiple advisory councils for professional learning, advocacy, membership, and more.

The Association is governed by an AWSP Board and Foundation Board (WSPEF). Each board is comprised of active and retired principals and assistant principals, executive staff, and liaisons from other K-12 education agencies and associations. Board members determine and adopt policies that govern the administration of the association, decide on actions to be taken that require ratification of the membership, and facilitate the relationship between AWSP and its component boards to ensure overall goals are achieved.

The Power of the Principal

When you enter into conversations about education with people, it’s natural and easy to reflect on who we had as a favorite teacher or coach. We can all describe that one adult in our lives who made the difference, left a lasting impact, and potentially, redirected the trajectory of our lives. There is no question about the important role teachers played in our lives.

At AWSP, we believe wholeheartedly in the importance of teachers, but also feel just as strongly in calling attention to one of the most under-recognized and overworked group of educators in the system, school principals. Effective principals are foundational and essential components of a successful educational system. Simply stated, principals matter.

Watch our full video about the Power of the Principal at www.awsp.org/poweroftheprincipal.

AWSP Partnership Levels & Benefits

BENEFIT	BRONZE \$5,000 annually	SILVER \$10,000 annually	GOLD \$20,000 annually
Complimentary AWSP Associate Membership with communications and materials for up to two partner representatives	√	√	√
Complimentary exhibitor booth at the annual AWSP/WASA Summer Conference in Spokane in June	√	√	√
Priority booth placement at the annual AWSP/WASA Summer Conference in Spokane in June	√	√	√
Link and logo on partner page of AWSP website	√	√	√
Logo on printed partnership banner taken to in-person events	√	√	√
Logo on digital slide in pro learning presentations used during AWSP events	√	√	√
Logo on a slide shown during each of AWSP's seasonal Principals' Forums (3 per year)	√	√	√
Logo and description in AWSP Member Handbook	√	√	√
Logo in AWSP "Survival Guide" Calendar and/or additional print publications that mention partnerships	√	√	√
Logo in AWSP newsletters sent weekly during the school year	√	√	√
Link and logo on homepage of AWSP website		√	√
2 social media posts per year		√	
4 social media posts per year			√
Blog post on partner's topic of choice (applicable to AWSP members)		√	√
Quarter-page advertisement in print newsletter distributed twice annually to members by mail		√	
Half-page advertisement in print newsletter distributed twice annually to members by mail			√
60-second video shown during AWSP Board Meetings (Partner Provides Video)			√
Thank you/description posted in AWSP's Grade Level Leadership Committee groups online			√
Presence/Attendance at an AWSP workshop or event (online or in-person - event to be agreed-upon by AWSP and partner)			√

In-Kind Partnerships:

AWSP is open to in-kind partnerships that provide direct learning experiences or resources designed for school principals/assistant principals. Reach out if you'd like to discuss a custom arrangement.

Contact Julie Woods, AWSP Community and Member Relations Coordinator, at julie@awsp.org or 800.562.6100 to discuss in-kind arrangements.



A La Carte Sponsorship Opportunities

Washington State Principal/AP of the Year (POY) Awards Program

Sponsorship: \$20,000

Our annual POY program recognizes two winners, one elementary and one secondary principal, as our Washington State Principals of the Year. Likewise, AWSP recognizes two winners, one elementary assistant principal and one secondary assistant principal, as our Washington State Assistant Principals of the Year. Learn more at www.awsp.org/POY.

AWSP Luncheon at the June Summer Conference in Spokane

Sponsorship: \$5,000

AWSP and the Washington Association of School Administrators (WASA) host a conference each year in Spokane for educational leaders. On Monday during the conference, AWSP hosts a luncheon for its members that includes important updates and recognitions. Learn more at www.awsp.org/SC.

AWSP Quarterly Principals' Forums (Fall, Winter, Spring)

Sponsorship: \$5,000

AWSP holds quarterly, virtual forums for all members in the state. Principals and assistant principals connect regionally with other school leaders to share experiences and inform the work of AWSP. Virtual discussion rooms are organized by grade level and region, with each room facilitated by a representative from one of the three Grade Level Leadership Committees.

United States Senate Youth Program (USSYP)

Sponsorship: \$500 (\$250 for each runner-up)

Each year, two students per state are selected to receive a \$10,000 scholarship and attend a weeklong program in Washington D.C., funded by the William Randolph Hearst Foundation. Your sponsorship would provide scholarships to each of the two runners-up. Applicants are juniors or seniors and must hold an elected position in student council or school government. The winners join other state winners for a week in Washington, D.C. in the spring. Learn more at www.ussenateyouth.org.

AWSL Reimagining Recess Program

Reimagining Recess Sponsorship: \$750

Reimagining Recess is a dynamic training for paraprofessionals and recess staff provided by the Association of Washington Student Leaders. The training features connection games, mindfulness activities, conflict resolution strategies, access to a resource library, and much more. Sponsor this training for a school in Washington state! Learn more at www.AWSLeaders.org/rrecess.

AWSL Summer Programs Delegate

Summer Programs Delegate Sponsorship: \$500

This is your chance to sponsor a student leader's summer program registration. AWSL offers a variety of summer programs for students to choose from. Learn more at www.AWSLeaders.org.

Future Educator Scholarship

Sponsorship: \$5,000-10,000

The AWSP Board President chooses a future educator (high school student) to receive an educational scholarship sponsored by you. Multiple opportunities available.

iGrow Washington Summit: For Leaders of Color

Sponsorship: Various Opportunities and Amounts

AWSP's iGrow WA Summit is designed for all school leaders of color. Featuring a social, keynote speakers, breakout sessions, and networking, this event has multiple sponsorship opportunities. Date varies annually. Learn more at www.awsp.org/igrow.

Grade-Level Leadership Committee Meetings

Meeting Sponsor: \$3,000 per season; two available each season

Giveaway Sponsorship: \$1,000

Our three Grade-Level Leadership Committees (elementary, middle, and high) meet in the fall and spring. The committees advise AWSP, promote greater recognition of the professional skill and performance demanded by the school leader position, and work toward improving education opportunities for all students. There are approximately 100 committee members from all nine educational service districts across the state. There are opportunities to sponsor each meeting, which includes the meal, the social, and the drink tickets. There are also opportunities to sponsor the gift/giveaway at each meeting. Learn more about the committees at www.awsp.org/GLLC.

Become a Partner

For inquiries about business partnerships, or to learn more about a la carte sponsorship options and benefits, Reach out to AWSP's Marketing and Design Director Caroline Brumfield at caroline@awsp.org or 800.562.6100.