



## School Social Work Association of America

## ★ 2018-2019 MEDIA KIT ★

*Who We Are and Who We Represent*

1



### Who We Are

- ★ Founded in 1994, the School Social Work Association of America (SSWAA) is the only national organization solely dedicated to promoting the profession of School Social Work.
- ★ SSWAA empowers School Social Workers and promotes the profession of School Social Work to enhance the social and emotional growth and academic outcomes of all students.
- ★ SSWAA believes that School Social Work is a valued, integral part of the education of all children, connecting schools, families and communities. SSWAA is governed by a 10-member Board of Directors.
- ★ School Social Work is a **specialized area of practice** within the broad field of the social work profession.
- ★ School Social Workers **bring unique knowledge and skills** to the school system and the student services team.
- ★ School Social Workers are **trained mental health professionals** who can assist with mental health concerns, behavioral concerns, positive behavioral support, academic and classroom support, consultation with teachers, parents and administrators as well as provide individual and group counseling/therapy.
- ★ School Social Workers are **instrumental in furthering the mission of the schools** which is to provide a setting for teaching, learning, and for the attainment of competence and confidence.
- ★ School Social Workers are hired by school districts to enhance the district's ability to meet its academic mission, **especially where home, school and community collaboration is the key to achieving student success.**



Welcome to the School Social Work Association of America. As the Executive Director of SSWAA, I would like to invite you to learn more about our organization and membership!

*Rebecca K. Oliver*

Rebecca Kunkel Oliver  
Executive Director

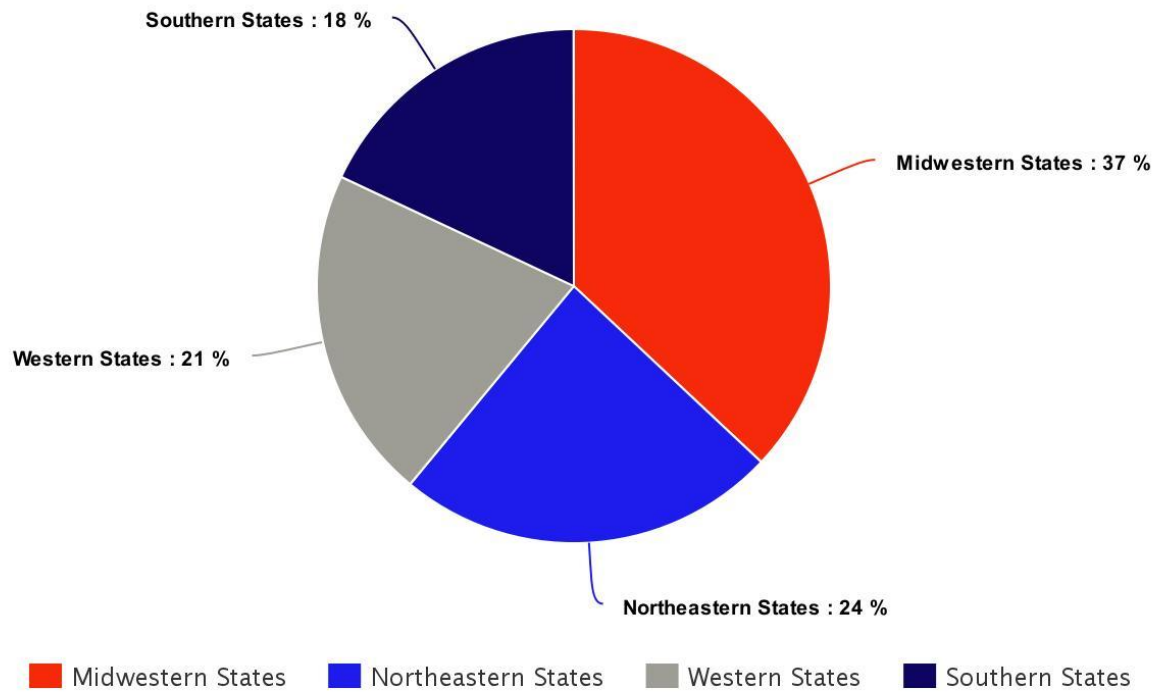


### Who We Represent

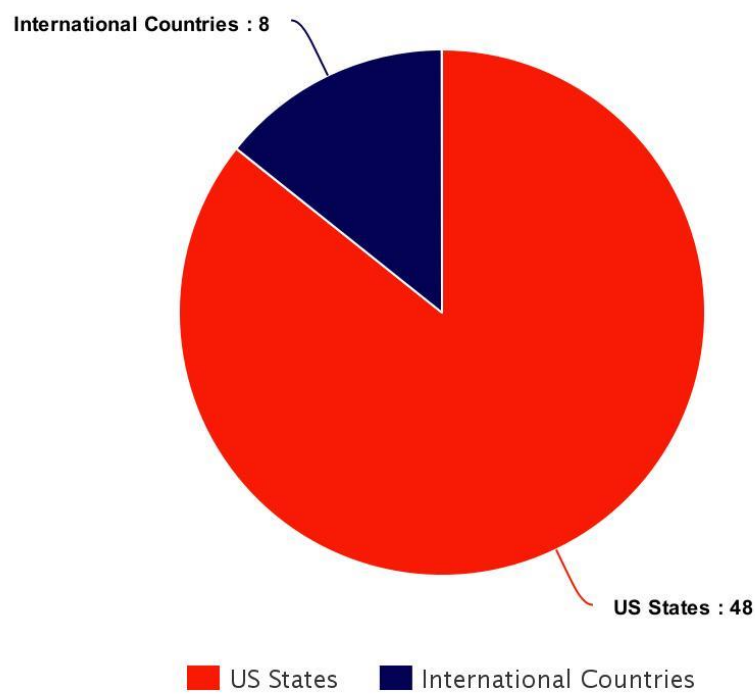
- ★ The School Social Work Association of America represents over 30,000 School Social Workers across the nation. We work closely with our 30 Affiliate State organizations, sharing resources, offering services, and collaborating for the advancement of our profession. SSWAA represents its members and affiliate states in Washington D.C. through participation in many education and Specialized Individual Support Personnel coalitions.
- ★ Our members are successful, influential in their schools and communities, and are dedicated to improving school experiences for students.



Member US Location Data

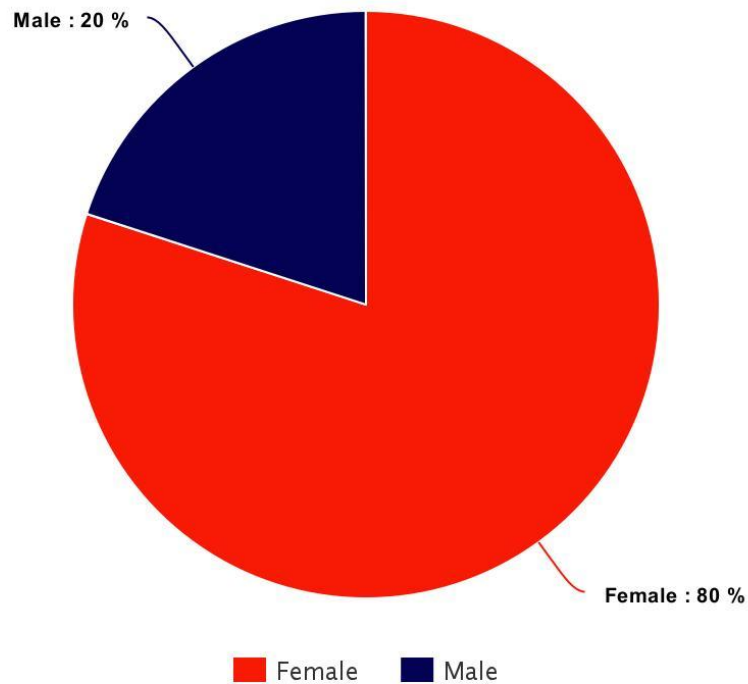


Member International Location Data



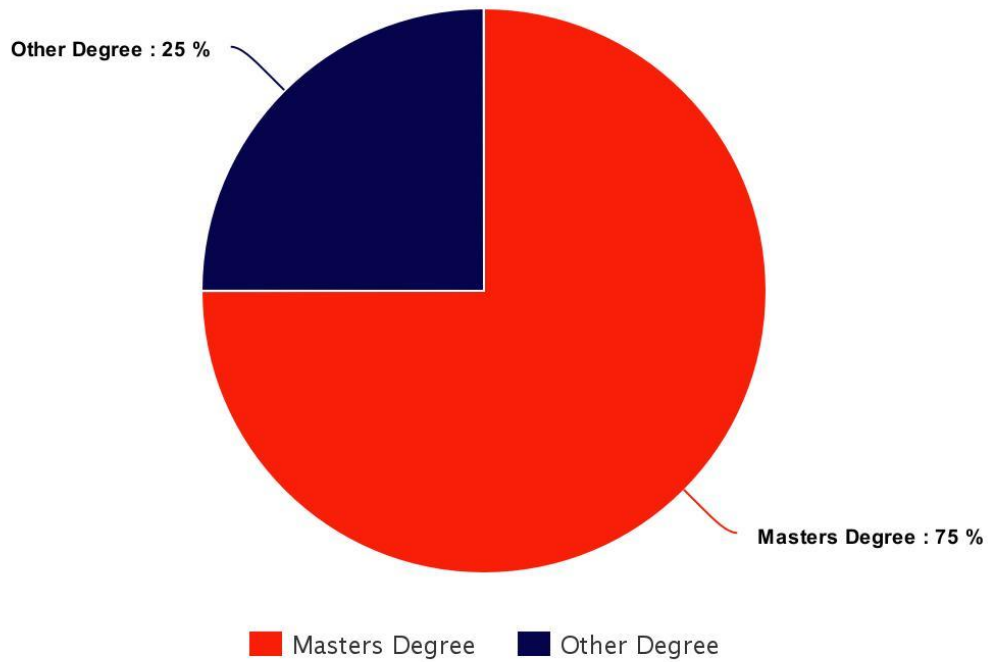


Member Gender Data



\* estimated based on available data

SSWAA  
Member Education Data



\* estimated based on available data



## School Social Work Association of America

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*What We Are and What We Offer*

4



### Website Resources

- ★ The School Social Work Association of America offers a wide variety of professional resources on its website: [www.sswaa.org](http://www.sswaa.org). SSWAA provides resolution statements, links of interest, practice tools, and ethical guidelines which are all intended to guide and assist School Social Workers in areas of their practice in schools.



### Events

- ★ The School Social Work Association of America provides an annual National Conference which offers professional development training, networking opportunities, and current best practice information that will benefit the School Social Worker's professional practice. SSWAA also provides regional workshop events, the annual Delegate Assembly, and webinars.



### Partnerships

- ★ The School Social Work Association of America partners with State School Social Work organizations and with various colleges and universities to promote the profession. SSWAA also collaborates with other like-minded national groups to support education and promote children's mental health.



### Awards

- ★ The School Social Work Association of America supports a number of annual awards that recognize the accomplishments in the field and work of School Social Work including a Lifetime Achievement Award, an Academic Contributions to the Field Award, a School Social Worker of the Year Award, a Legislative Award, and a Children's Champion Award.





School Social Work  
Association of America

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*What We Are and What We Offer*

5



## Social Media/Website

★ The School Social Work Association of America has an active presence on social media sites including Facebook, Twitter, LinkedIn, and Pinterest. Our social media presence is expanding to new platforms and growing rapidly. In addition, the association's website [SSWAA.org](http://SSWAA.org), has a wealth of information about the association, School Social Work practice, resources, conference information, and other items of interest to professionals in the field.



**4,740**

Followers



**1,136**

Followers



**789**

Followers



**3,210**

Connections



**14,000**

Average Monthly Users



**NEW**

Coming 2019





## School Social Work Association of America

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*Fast Facts and Member Benefits*

6



### SSWAA Member Benefits

- ★ Professional Liability Insurance
  - Malpractice insurance included in membership
- ★ Member Discounts
  - Reduced conference registration rates at the National School Social Work Conference™, the Leadership and Legislative Institute, and other SSWAA events
  - 20% discount on Oxford University Press
  - 20% discount on Lyceum Press
  - 33% discount on School Social Work Journal
  - 5% discount on PAR, Inc. Assessment Products
- ★ Electronic News Brief – *The EBell*
  - Distributed twice per month
- ★ Webinar Series
  - Now available! At a discounted price for members
- ★ CEU Opportunities
  - National Conferences and Webinars
- ★ Professional Advocacy and Public Policy Development
  - National School Social Work Lobbyist in DC
- ★ Technical Assistance and Practice Resources to assist School Social Workers
  - The National Model, Evaluation Rubric, and the SSWAA National SEL Standards
- ★ School Social Work Books, Pamphlets, DVDs
- ★ Access to Special Grant Opportunities and Projects with SSWAA Partners
  - Recent “mini-grant” opportunities, survey and research projects that contribute to the field, giveaways from partners, and various other opportunities
- ★ Resources useful in Advocating for School Social Work Positions & the Profession
  - Resolution Statements



SSWAA is dedicated to promoting the profession of School Social Work and supporting School Social Workers.

### 22<sup>nd</sup> Annual SSWAA National School Social Work Conference™

[www.sswaa.org](http://www.sswaa.org)



April 03 - 06, 2019

### ★ Orlando, Florida ★

Caribe Royale Orlando

### ★ [www.SSWAA.org](http://www.SSWAA.org) ★

Extensive resources, web-based information, links, and promotional materials for School Social Workers!



### SSWAA members contribute to the profession around the globe!

With members in 48 states and in eight international countries, SSWAA members stand together to make a strong impact for the profession in our nation and in the world!

### Stand with School Social Work for a strong global voice!

Visit us online or contact us by mail at:  
P.O. Box 3068 | London, KY 40743



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*Collaborative Sponsors and Partners*

7





## School Social Work Association of America

## ★ 2018-2019 MEDIA KIT ★

*Sponsorship Opportunities*

8



### National Conference

- ★ Our National Conference brings School Social Workers together from across the nation providing a perfect audience with which our sponsors can connect. Sponsors and exhibitors have the opportunity to share information with our conference participants and to promote materials that may be of benefit to our School Social Workers and that may enrich their professional practice.



### Regional Events

- ★ Our regional events bring together School Social Workers who are from the same region and share similar professional practices and challenges. This forum allows sponsors and exhibitors the opportunity to share useful information with this group of School Social Work professionals. The annual Delegate Assembly brings together delegates from all Affiliate State School Social Work Organizations each summer.



### Webinars

- ★ Our webinars provide an online format for School Social Workers to “gather” and receive useful training and information. Sponsorship of these events allows sponsors the opportunity to get their name/product/information in front of this captive audience.



### Electronic Newsletters

- ★ Our electronic newsletters are sent to our full membership every two weeks. The newsletter is full of practice and policy information that is vital to the School Social Worker’s professional practice. Sponsorship of one or many of these newsletters allows sponsors to share their logo and link with members on a regular basis. Newsletters are sent twice per month throughout the school year and once per month in June and July.



### Website Advertisement

- ★ Our website provides a wide array of useful information and resources to our national members, international members, and other visitors to our site. Advertising via our website allows exposure to a large number of School Social Work professionals and other visitors to our website.



### Giveaways

- ★ SSWAA provides giveaways and door-prizes at various events. Sponsors who participate not only become associated with a member’s warm feeling of being appreciated, but get their name, logo, and/or product in front of a captive audience!





## National Conference

### Platinum Sponsor - \$4,500

- ★ Recognition from podium and opportunity to present 5-minute address at one General Session
- ★ Two exhibit tables and two push notifications via the Conference App to drive traffic to booth
- ★ Logo on Conference App Splash Page (Reserved for first three (3) Platinum Sponsors)
- ★ Home screen banner ad on Conference App and logo displayed on exhibit hall map
- ★ Listed first in exhibitor and sponsor directories on Conference App
- ★ Link on SSWAA's conference website and shared twice across all social media applications
- ★ Ability to insert company materials in registration bags

### Gold Sponsor - \$3,500

- ★ Recognition from podium and opportunity to present 5-minute address at one General Session
- ★ One exhibit table and one push notification via the Conference App to drive traffic to booth
- ★ Rotating Banner ad prominently displayed on home page of Conference App
- ★ Logo displayed on exhibit hall map and listing in exhibitor and sponsor directories on Conference App
- ★ Link on SSWAA's conference website and shared once across all social media applications
- ★ Ability to insert company materials in registration bags

### Silver Sponsor - \$2,500

- ★ Recognition from podium
- ★ One exhibit table
- ★ Rotating Banner ad prominently displayed on home page of Conference App
- ★ Logo displayed on exhibit hall map and listing in exhibitor and sponsor directories on Conference App
- ★ Link on SSWAA's conference website
- ★ Ability to insert company materials in registration bags



## Regional Events

### Premier Sponsor - \$3,000

- ★ Main sponsor and underwriter of Regional Event
- ★ Logo featured on all event materials as well as prominently featured throughout the event
- ★ Recognition from podium
- ★ Logo on website and shared once on social media



## Delegate Assembly

### Capital Sponsor - \$1,000

- ★ Main sponsor and underwriter of DA Meeting
- ★ Logo featured on all event materials as well as prominently featured throughout the event
- ★ Recognition from podium
- ★ Logo on website and shared once on social media





## Webinars

### Series Sponsor - \$1,000

- ★ Main sponsor and underwriter of entire series of six webinars
- ★ Recognition as “Webinar Series Sponsor” on all webinars and all webinar event pages
- ★ Recognition in two *EBell* articles related to webinars
- ★ Logo on website

### Episode Sponsor - \$150

- ★ Sponsor and underwriter of one webinar
- ★ Recognition as “Presented by . . .” with logo and ad on intro page at the beginning of the single webinar



## Electronic Newsletters

### Static Sponsor (Twelve-Month Sponsor) - \$500

- ★ Company logo on SSWAA website
- ★ Twenty-two newsletters with company image or logo and link to company website
- ★ Space in four electronic newsletters for 150 words or less

### Eight-Month Sponsor - \$350

- ★ Sixteen electronic newsletters with company image or logo and link to company website
- ★ Space in two electronic newsletters for 150 words or less

### Four-Month Sponsor - \$175

- ★ Eight electronic newsletters with company image or logo and link to company website

### One-Month Sponsor - \$50

- ★ Two electronic newsletters with company image or logo and link to company website



## Website Advertising

- ★ A variety of options exist for advertising on our website. Contact us for details!



## Giveaways

- ★ A variety of options exist to participate in SSWAA giveaways. Contact us for details!



## Comprehensive Sponsorship Packages

### Champion Sponsor - \$10,000

- ★ Inclusion as a Platinum Sponsor of the National School Social Work Conference™
- ★ Inclusion as a Premier Sponsor of a Regional Event
- ★ Inclusion as Capital Sponsor of annual Delegate Assembly
- ★ Inclusion as a Series Sponsor of the entire Webinar Series (six episodes)
- ★ Inclusion as a Static Sponsor of all 22 electronic newsletters
- ★ Inclusion as a Diamond Sponsor of 3 student scholarships to the National School Social Work Conference™ through the SSWAA Endowment Fund
- ★ Two registrations to the National School Social Work Conference™
- ★ Recognition as a Champion Sponsor on the SSWAA website for twelve months
- ★ Recognition on social media monthly

### Partner Sponsor - \$5,000

- ★ Inclusion as a Gold Sponsor of the National School Social Work Conference™
- ★ Inclusion as a Capital Sponsor of the annual Delegate Assembly
- ★ Inclusion as an Episode Sponsor of one episode of the Webinar Series
- ★ Inclusion as an Eight-Month Sponsor of 16 electronic newsletters
- ★ Inclusion as a Ruby Sponsor of 2 student scholarships to the National School Social Work Conference™ through the SSWAA Endowment Fund
- ★ One registration to the National School Social Work Conference™
- ★ Recognition as a Partner Sponsor on the SSWAA website for twelve months
- ★ Recognition on social media quarterly

### Friend Sponsor - \$3,000

- ★ Inclusion as a Silver Sponsor of the National School Social Work Conference™
- ★ Inclusion as an Episode Sponsor of one episode of the Webinar Series
- ★ Inclusion as a Four-Month Sponsor of 8 electronic newsletters
- ★ Inclusion as an Emerald Sponsor of 1 student scholarship to the National School Social Work Conference™ through the SSWAA Endowment Fund
- ★ One registration to the National School Social Work Conference™
- ★ Recognition as a Friend Sponsor on the SSWAA website for six months

	Champion	Partner	Friend
Amount	\$10,000	\$5,000	\$3,000
National Conference	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Regional Workshop	Premier Sponsor		
Delegate Assembly	Capital Sponsor	Capital Sponsor	
Webinars	Series Sponsor (6 webinars)	Episode Sponsor (1 webinar)	Episode Sponsor (1 webinar)
Electronic Newsletter	Static Sponsor (24)	Eight-Month Sponsor (16)	Four-Month Sponsor (8)
Endowment	Diamond Sponsor (3 Student Scholarships)	Ruby Sponsor (2 Student Scholarships)	Emerald Sponsor (1 Student Scholarship)
Extras	2 Conference Registrations Recognition on Website Recognition on Social Media	1 Conference Registration Recognition on Website Recognition on Social Media	1 Conference Registration Recognition on Website
Value	A \$11,600+ Value	A \$5,900+ Value	A \$3,525+ Value



## Sponsorship Agreement

### Primary Contact Information:

- ★ Name: \_\_\_\_\_
- ★ Title: \_\_\_\_\_
- ★ Company Name: \_\_\_\_\_
- ★ Address: \_\_\_\_\_
- ★ City: \_\_\_\_\_ ★ State: \_\_\_\_\_ ★ Zip: \_\_\_\_\_
- ★ Phone: \_\_\_\_\_
- ★ Email: \_\_\_\_\_
- ★ Website: \_\_\_\_\_

### Sponsorships:

- National Conference
  - Platinum Sponsor - \$4,500
  - Gold Sponsor - \$3,500
  - Silver Sponsor - \$2,500
- Regional Event
  - Premier Sponsor - \$3,000
- Delegate Assembly
  - Capital Sponsor - \$1,000
- Webinars
  - Series Sponsor (Entire Series – 6 Webinars) - \$1,000
  - Episode Sponsor - \$150
- Electronic Newsletters
  - Static Sponsor (12 months – 22 newsletters) - \$500
  - Eight-Month Sponsor (8 months – 16 newsletters) - \$350
  - Four-Month Sponsor (4 months – 8 newsletters) - \$175
  - One-Month Sponsor (1 month – 2 newsletters) - \$50
- Website Advertising – Please contact me regarding website advertising options.
- Giveaways – Please contact me regarding giveaway options. Item(s): \_\_\_\_\_
- Comprehensive Sponsorship Packages
  - Champion Sponsor - \$10,000
  - Partner Sponsor - \$5,000
  - Friend Sponsor - \$3,000
- ★ Method of Payment:
  - Check
  - Credit Card – Credit Card Number: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please remit physical form and payment to:

School Social Work Association of America  
P.O. Box 3068  
London, KY 40743

Or remit electronic form and payment to:

[r.k.oliver@sswaa.org](mailto:r.k.oliver@sswaa.org)

For questions, please contact us at:

1.800.588.4149

Or visit us on the web at:

[www.sswaa.org](http://www.sswaa.org)

Thank you for your support of the School Social Work Association of America!