

CORPORATE
PARTNERSHIP
OPPORTUNITIES

**Invest in
Student Athletes**
THE FUTURE
LEADERS OF THE
UNITED STATES



**Kansas Interscholastic Athletic
Administrator Association**
The Voice of Kansas
Education-Based Athletic Administrators

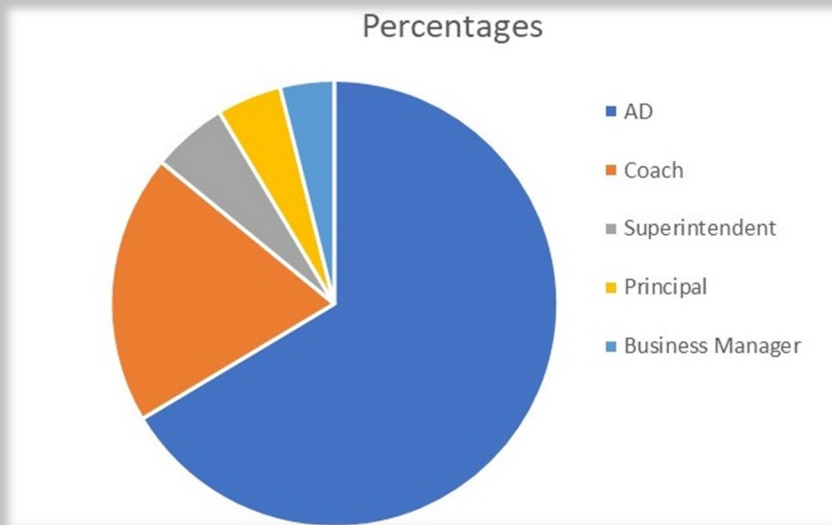
ABOUT THE KIAAA



The Kansas Interscholastic Athletic Administrators Association is a 501c3 association that serves high school and middle school athletic administrators in our Kansas schools. With a membership of approximately 200 athletic administrators from all across the state, the KIAAA has been the voice for Kansas interscholastic athletic administrators for 50 years. Members of the KIAAA are also dual members of the National Interscholastic Athletic Administrators Association. The NIAAA is accredited by the North Central Association Commission on Accreditation.



Two major group gatherings annually of the KIAAA membership include a workshop in the fall and an annual conference in the spring. These are excellent opportunities for high school and middle school athletic administrators to network with colleagues and to grow professionally. The three day spring conference has an exhibit show, motivational and informational speakers, workshops, and NIAAA Leadership Training courses. This is the best professional growth opportunity for athletic administrators in the state.



Athletic Directors are the Key Decision Makers Regard Athletic Purchasing for Athletic Department



Providing support for the KIAAA helps the Student Athletes of Kansas

PROFESSIONAL DEVELOPMENT PROGRAMS

THE FALL WORKSHOP AND ANNUAL SPRING MEETING are featured events of the KIAAA and are designed to provide professional growth for ADs. These events are packed with workshops, expert professional presenters in the field of athletic administration and motivational speakers to provide attendees with tools to enhance their effectiveness as leaders as they return back to their schools. These events are also closely partnered with the Kansas State High School Activities Association and allow ADs the opportunity to interact directly with the executive staff of the KSHSAA.

THE LEADERSHIP TRAINING INSTITUTE consists of over forty accredited courses developed by the NIAAA. These nationally sponsored courses address all aspects of athletic administration including budgeting, legal duties, indoor and out door facility management, leadership and communication techniques, student leadership programs, just to name a few. These four hour course are taught at the Fall Workshop, Spring Annual Meeting, at outreach reach locations across the state, and via several different online vehicles.

THE CERTIFICATION PROGRAM is partnered with our NIAAA affiliation and offers athletic administrators four levels of certification that can be achieved. This program is nationally recognized and registered with the National Certification Commission in Washington, D.C. Athletics administrators who achieve certification will be considered a Registered Athletic Administrator (RAA), a Registered Middle School Athletic Administrator (RMSAA), a Certified Athletic Administrator (CAA), or a Certified Master Athletic Administrator (CMAA). Qualification for the CAA level requires successful completion of an examination. Qualification for the CMAA requires the submission of an athletic project and the evaluation of and approval of that project by the NIAAA Certification Committee.

THE STUDENT SCHOLAR/ATHLETE PROGRAM annually recognizes eight males and eight females from across the state. This program requires a student applicant to write a one page essay on the topic "How High School Athletics Has Impacted My Life", as well as a brief narrative on Sportsmanship. Completed applications are screened by members of the KIAAA Board of Directors and four district winners are selected. An overall male and female winner are selected by the KIAAA Past President's Committee and they are submitted to the national program. Each of the four district winners are award a \$500 scholarship.

THE AWARDS PROGRAM recognizes those ADs involved in the KIAAA across the state that are exemplary in their role as athletic administrators. In this program all ADs are eligible to nominate their peers. There are also categories for "up-and-coming stars", non-AD individuals that have contributed to the school's athletic department in some significant way, and to sportscasters and sportswriters that have a positive impact on interscholastic athletics in Kansas.

THE MENTORING PROGRAM is an outreach by the KIAAA to assist first and second year ADs to adjust to their role as the school athletic administrator. Many Kansas ADs have the daunting role of not only being the schools AD, but also serving as classroom teacher, athletic coach, or building administrator (or a combination of all the above). The KIAAA Board of Directors works to identify those first/second year ADs. Each BOD member is then assigned to one of these new ADs as a mentor and serves as a resource to them throughout the year.

SOCIAL MEDIA is used to enhance the communication of KIAAA news and business. The KIAAA uses an enhanced website (www.KIAAA.org) as the primary source of KIAAA information. Twitter and Facebook are also used as follow-up resources. The KIAAA uses FamilyID as an electronic registration site for all program registration including membership, fall workshops, LTI courses, and the Annual Spring Conference.



KIAAA TITLE SPONSOR

\$10,000/year - 3 year commitment

Limit of 2

Preferably separate industries

KIAAA Title Sponsors Receive:

- Corporate name will be used in conjunction with all references to KIAAA, including:
 - Banners, Advertising (website and newsletters), conference favors, golf tournament, press releases, fall and spring conferences
- Opportunity to address full membership at KIAAA Fall and Spring Conference.
- Access to golf tournament, awards banquets, and other mutually agreed upon opportunities for recognition and exposure
- Sponsor allowed to use KIAAA name and logo with endorsement in sponsor's marketing materials.
- Acknowledgement in all LTI courses and flyer in manuals (provided by sponsor)
- Central logo with link on website
- Complimentary double table booth at vendor expo
- Opportunity to address fall and spring Board of Directors meetings
- Free flyer in conference attendee packet (provided by sponsor)
- Sponsor logo on conference media banner and marketing backdrop
- Access to email addresses of conference attendees
- Complimentary foursome in the annual golf tournament
- Included in "approved vendor list"
- Recognition in conference program and/or conference as a KIAAA sponsor
- 10 social media posts annually



MAJOR PROGRAM SPONSOR

LTI Courses, Fall Workshop, Spring Workshop

\$3000 /year - 3 year commitment

Preferably separate industries

Sponsorships dollars in this category go directly back to defer the costs of professional growth opportunities for the AD.

By sponsoring in this category, one would be providing the KIAAA with the resources to

offer certain programs to the AD for free, or at a greatly reduced cost. ADs would have the opportunity to take LTI courses or attend the fall workshop for free, or attend the spring conference at half the current fee, depending on the item that is being sponsored. Currently ADs are having to spend \$100 per LTI and Fall Workshop, and \$200 for the Annual Conference. Often these fees are coming out of the AD's personal funds.



Major Program Sponsors Receive:

- Opportunity to address two individual sessions at the spring conference
- Sponsor allowed to use KIAAA name and logo with endorsement in sponsor's marketing materials
- Acknowledgement in all LTI courses and sponsor flyer in manuals (provided by sponsor)
- Central logo with link on website
- Access to Awards Banquet
- Complimentary single table at vendor expo
- Free flyer in conference attendee packet (provided by sponsor)
- Sponsor logo on conference media banner and marketing backdrop
- Access to email address of conference attendees
- Complimentary foursome in annual golf tournament
- Included on "approved vendor list"
- Recognition in conference program and/or conference as a KIAAA sponsor
- 5 social media posts annually

Hospitality and/or Social Event Sponsor

\$2500 per option - Annual Contract

Major Hospitality/Social Functions at the KIAAA Annual Spring Conference. This include the Pre-Banquet Social and the Evening Hospitality Sessions

KIAAA Social Function Sponsors receive:

- A single booth at the vendor expo
- Acknowledgement at the sponsored event and the opportunity to participate in the activities during the event.
- The opportunity to distribute any promotional items during named event
- Logo placed on website sponsor panel
- Free flyer in conference attendee packet (provided by sponsor)
- Sponsor logo on conference media banner and marketing backdrop
- Access to email address of conference attendees
- Recognition in conference program and/or conference as a KIAAA sponsor
- 2 social media posts annually

Interscholastic Athletic Administrators Association



Big Event Sponsor

\$1500 per option - Annual Contract

Spring Conference Program, Awards Banquet, KIAAA Scholarship, Conference or Workshop Speaker, Golf Tournament, Conference or Workshop Speaker, Conference Meal or Hospitality

KIAAA Big Event Sponsors receive:

- A single booth at the vendor expo
- Acknowledgement at the event being sponsored
- Logo placed on website sponsor panel
- Free flyer in conference attendee packet (provided by sponsor)
- Sponsor logo on conference media banner and marketing backdrop
- Access to email address of conference attendees
- Recognition in conference program and/or conference as a KIAAA sponsor

Other Sponsorship Opportunities

Additional Al La Carte Sponsorships**

- Live stream of conference clinic session with sponsor logo (\$500)
- Vendor Booths in expo hall of conference (\$350-\$500)
- Website ads (\$250-500)
- Workshop and Prize Sponsors (\$250-\$500)
- Bi-monthly communication ads (\$250)
- Advertisement in Spring Conference Program/App (\$250)

** All sponsors committing to \$600 or more are acknowledged on the annual conference media banner and marketing backdrop



- * All contributions are tax deductible and they will be used to further the goals of the KIAAA
- * When appropriate, contracts will be issued for full disclosure of details and benefits
- * Letter of Intent may also be issued to determine the level of interest for certain projects.

The KIAAA is always interested in creative and innovative ways to for you to show your support for High School Athletics, while at the same time showcasing your business

If you have an area of sponsorship not listed in this guide, please contact us and let's visit about what you might have in mind.

KIAAA MISSION

To instill the need for integrity, ethical behavior, sportsmanship, and citizenship by all those involved with interscholastic athletics.

To strive for excellence by providing leadership training for all members through a professional development program.

To strengthen creativity within athletic administration through communication, networking, technology, and research.

NIAAA/KIAAA CODE OF ETHICS AND PROFESSIONAL STANDARDS

The Interscholastic Athletic Administrator is committed to the student athlete:

- Develops and maintains a comprehensive education based athletic program which seeks the highest development of all participants, and which respects the individual dignity, self-worth, and safety of every student-athlete.
- Considers the health and well-being of the entire student body as fundamental in all decisions and actions.
- Supports the principle of due process, protects the civil and human rights of individuals, and endeavors to understand and respect the values and traditions of the diverse cultures represented in the respective community.
- Strives to provide inclusive education-based athletic programs which provide participation opportunities for student-athletes of all abilities and backgrounds.

The Interscholastic Athletic Administrator is committed education-based athletics:

- Organizes, directs and promotes an interscholastic athletic program that is an integral part of the total educational program and enhances the learning process.
- Cooperates with the staff and school administration in establishing, implementing and supporting school policies.
- Promotes high standards of ethics, sportsmanship and personal conduct by encouraging a administration, coaches, staff, student-athletes, and community to commit to these high standards.
- Acts impartially in the execution of basic policies and in the enforcement of the local, district, state and national governing body' rules and regulations.

The Interscholastic Athletic Administrator is committed to the profession:

- Fulfills professional responsibilities with honesty, integrity and commitment to equity and fairness.
- Upholds the honor of the profession in all relations (both personal and digital) with students, colleagues, coaches, contest officials, members of the media, administrators, and the public.
- Improves the professional status and effectiveness of the interscholastic athletic administrator through participation in local, state and national professional development programs including, but not limited to , the NIAAA Leadership Training Institute and Certification Program.
- Avoid using the position for personal promotion. Leads by helping others achieve their goals

For more information contact:

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Kansas Interscholastic Athletic Administrators Association

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COACHING EDUCATION PROGRAMS

The National Federation of High Schools is the parent organization for the NIAAA. The NFHS is responsible for writing the rules and regulations which governing interscholastic athletics. The NFHS is also the parent organization to the National Coaches Association. By both being partnered under the NFHS, the NIAAA and NCA have a strong relationship. As the LTI Program is the pillar of professional growth within the NIAAA, the NFHS has created the NFHS Learn Program as a primary professional growth program for interscholastic coaches. NFHS Learn is significantly imbedded in the infrastructure of the NIAAA. One of the standing committees of the NIAAA is the Coaches Education Committee, which is responsible for promoting the NFHS Coaches Education Program. Courses range from general topics such as The Fundamental of Coaching and First Aid, to sport specific courses such as Coaching Swimming or Ball Handling in Volleyball.



The NFHS National Certification Program assists in providing a healthy and safe environment for students by minimizing the inherent risks associated with sport participation. It provides the coach with a credential that signifies completion of content covering critical topics that coaches should know. Furthermore, it enables the coach to stay current in their sport of profession. Just as there are levels of certification for ADs based upon their professional development, coaches can be recognized as an Accredited Interscholastic Coach or Certified Interscholastic Coach. This Coach Learn Program and Certification Program and important elements of elements of the NIAAA. The NIAAA is deeply committed to providing the best trained coaches for our student athletes.



Providing support for the KIAAA helps develop the coaches for our Student Athletes of Kansas





Established in 1969

Serving the Athletics Directors in Kansas for 50 Years

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