



[www.todos-math.org](http://www.todos-math.org)

**TODOS: Mathematics for All**

**Sponsor Information Guide**

**2011-2012**

## **TODOS Mission**

The mission of TODOS: Mathematics for ALL is to advocate for an *equitable and high quality mathematics education for all students*—in particular Hispanic/Latino students—by increasing the equity awareness of educators and their ability to foster students' proficiency in rigorous and coherent mathematics.

## **TODOS Goals**

- To improve educators' knowledge and ability to implement an equitable, rigorous, and coherent mathematics program that incorporates the role that language and culture play in learning mathematics.
- To develop and support leaders who continue to carry out the mission of TODOS.
- To promote the generation and dissemination of knowledge about equitable and high quality mathematics education.
- To inform the public and influence educational policies in ways that enable students to become mathematically proficient.

## **Introduction**

TODOS: Mathematics for All has received tremendous support (both in-kind and monetary) from a variety of sponsors. These contributions play an important role in TODOS' ability to grow into a professional organization that will realize the mission and goals of the organization. The following two sections, Sponsor Benefits and Sponsorship Opportunities, set the guidelines for current and potential TODOS sponsors for 2011-2012. The sponsorship year will run from February 1, 2011 through January 31, 2012. Contributions provided during that period will determine the sponsor benefits for FY 2012-2013. On February 1, 2012, each sponsor's contributions will be totaled to determine the benefits and any unused benefits will expire. A new funding year will begin on February 1, 2012.

Please note that contributions to TODOS are subject to a 10% indirect fee except for items contracted directly by the sponsor or funding for professional development and speakers.

**TODOS Sponsor Benefits**  
**Earned February 1, 2011, to January 31, 2012**  
**Enjoy benefits February 1, 2012 – January 31, 2013**

<b>Levels of Sponsorship</b>	<b>Gold Triangle Sponsor \$25,000 and above</b>	<b>Silver Triangle Sponsor \$15,000 to \$24,999</b>	<b>Bronze Triangle Sponsor \$7,000 to \$14,999</b>	<b>TODOS Contributors \$2,000 to \$6,999</b>
Recognition on TODOS website homepage	X			
Use of tag line (Proud sponsor of <i>TODOS: Mathematics for ALL</i> ) in company brochures and signage	X			
Publicize Sponsor's participation in NCSM Annual Conference Sponsor Showcase Sessions and NCTM Annual Meeting Exhibitor Workshops	X	X		
TODOS Mailing labels	2 sets at no cost (follows TODOS guidelines)	1 set at no cost (follows TODOS guidelines)		
Active link on TODOS Sponsor Page	X	X		
Recognition in <i>Noticias</i> newsletter	X	X	X	
Recognition at TODOS Booth at conferences	X	X	X	
Complimentary approved ads in TODOS Electronic News	2 per year	2 per year	1 per year	1 per year
Thank you on Website Sponsor Page	X	X	X	X
One year complimentary membership in TODOS	4 members	3 members	2 members	1 member

**TODOS Sponsorship Opportunities**  
**February 1, 2011 to January 31, 2012**

Event/Item	Availability	Cost	Description
Spring 2011 TODOS Board Meeting	Available for multiple sponsors	About \$12,000 to \$15,000	<p>Funds for a 2.5-day meeting in Spring 2011 for 18 TODOS Board Members plus an additional half-day for 4 members of the Executive Team.</p> <p>Special Benefit: Two hours of the meeting will be dedicated to providing consultant services to Sponsor's representatives.</p> <p>Location of meeting negotiable.</p>
Fall 2011 TODOS Board Meeting	Available for multiple sponsors	About \$9,000 to \$11,000	<p>Funds for a 2.5-day meeting in Fall 2011 for 11 TODOS Board Members plus an additional half-day for 4 members of the Executive Team.</p> <p>Special Benefit: Two hours of the meeting will be dedicated to providing consultant services to Sponsor's representatives.</p> <p>Location of meeting negotiable.</p>
Online Membership Support	Available	\$5500	<p>Fee to support TODOS online membership system.</p> <p>Special Benefit: Sponsor logo on TODOS home and login pages</p>
Iris Carl Award	Available	\$900	<p>Funds for purchase of plaque and lifetime TODOS membership for awardee.</p> <p>Special Benefit: Sponsor representative participates in Award presentation, photo on home page, photo in <i>Noticias</i>.</p>
TODOS Reception at NCTM Annual Meeting and Exposition	Reserved	Varies	<p>Reception and Salsa party for about 150 TODOS members and prospective TODOS members.</p> <p>Special Benefit: Preconference advertisement, and photo and acknowledgement on TODOS web site and in <i>Noticias</i>.</p>
Publication and mailing of three issues of <i>Noticias</i> , the TODOS Newsletter	Available	\$5,000	<p>Funds to design, edit, print, ship, handle, and mail <i>Noticias</i>.</p> <p>Special Benefit: Banner acknowledgement in <i>Noticias</i>.</p>
TODOS Speaker Fund	Available for multiple sponsors	\$500 - \$5,000	<p>Funds to support TODOS members who are part of TODOS strands at local, state, regional, and national conferences.</p>
TODOS Professional and Leadership Development Fund	Available for multiple sponsors	Varies	<p>Funds to support professional development of TODOS members</p>
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<b>Event/Item</b>	<b>Availability</b>	<b>Cost</b>	<b>Description</b>
TODOS Student Awards at national, regional, state, and local conferences	Available for multiple sponsors	Varies	Funds (or materials) for appropriate grade level awards for students and their teachers at selected regional, state, and local conferences.  Special benefit: Sponsor recognition and participation in awards ceremony.
TODOS Student Awards Receptions at national, regional, state and local conferences	Available for multiple sponsors	Varies	Reception for approximately 50 to recognize TODOS Student Awardees  Special benefit: Sponsor recognition and participation in awards ceremony.
TODOS Scholar Award	Available	\$150	Funds for a plaque to honor a scholar for contributions to a field related to the mission and goals of TODOS.
<b>TODOS Projects and Initiatives.</b> <ul style="list-style-type: none"> <li>▪ Monograph on specific topic</li> <li>▪ Technology Project</li> <li>▪ Research Bibliography</li> <li>▪ Teaching for Equity and Excellence in Mathematics (TEEM) Journal</li> <li>▪ New Projects</li> <li>▪ Publications</li> </ul>	<b>Multiple Sponsors</b> <ul style="list-style-type: none"> <li>▪ Reserved</li> <li>▪ Available</li> <li>▪ Available</li> <li>▪ Reserved</li> <li>▪ Available</li> <li>▪ Available</li> </ul>	<ul style="list-style-type: none"> <li>▪ \$12,000</li> <li>▪ \$5,000</li> <li>▪ \$2,000</li> <li>▪ \$2,000 - \$4,000</li> <li>▪ Varies</li> <li>▪ Varies, including in kind</li> </ul>	<ul style="list-style-type: none"> <li>▪ Funds for development, editing, designing, producing and mailing Monograph</li> <li>▪ Funds for developing and piloting technology-based mathematics lessons</li> <li>▪ Funds to support updating and enhancing third Research Bibliography</li> <li>▪ Funds for printing and distribution of a limited number of the TEEM Journal.</li> <li>▪ Funds to support new collaborative projects aligned to the mission and goals of TODOS</li> <li>▪ Funds to support development, editing, designing, producing and mailing publications</li> </ul>
TODOS Pins	Available	\$700	Funds to purchase 500 TODOS pins
TODOS Buttons	Available	\$700	Funds to purchase 2000 TODOS buttons
TODOS-Approved Promotional Items	Available	Varies	Contributions of promotional items that are in alignment with the mission and goals of TODOS
Advertisement in TODOS Publications	Available	Varies	Advertisement in printed and electronic TODOS publications subject to approval

Adopted. February 21, 2011