

AAGT Partnership Program Prospectus

WELCOME TO THE AAGT PARTNERSHIP COMMUNITY

Founded in 1974, the Arizona Association for Gifted & Talented (AAGT) is the only statewide organization in Arizona solely dedicated to gifted education. Through advocacy, professional development, and community engagement, we bring together educators, parents, mental health professionals, nonprofit organizations, and businesses who care about supporting gifted learners.

Becoming a partner with AAGT means joining a vibrant, mission-driven network of changemakers committed to educational excellence and equity for gifted and talented children across Arizona.

REACH OUR ENGAGED AUDIENCE

AAGT Communication & Membership Snapshot (as of October 1, 2024)

2,756 Email Subscribers
2,500 Facebook Followers
917 Instagram Followers
197 LinkedIn Followers
137 YouTube Subscribers
204 Individual Members
7 School/District Members (29 Linked Accounts)

Partnership Levels

AAGT Annual Partner – \$400/year

For businesses and organizations offering products, programs, or services for families, caregivers, educators, schools, or students in the gifted and talented community.

Nonprofit Partner Rate – \$250/year

For verified 501(c)(3) nonprofit organizations. Includes full access to all benefits.

PARTNER BENEFITS

(All levels include the following)

Marketing & Visibility

- Featured in the AAGT Business Directory (logo, description, links)
Estimated Value: \$100/year
Provide: Company name, contact info, logo, website/social links, 80-character tagline, and brief description.
- Submit events to the AAGT Partner Calendar and Newsletter
Estimated Value: \$75/event
Submit: Title, description, date/time, registration link, location, and a 600x600px image. Events submitted by the 10th may be included in the monthly newsletter (sent around the 15th).
- Post announcements on AAGT Bulletin Board
Estimated Value: \$50/post
Great for: Competitions, surveys, product launches, volunteer requests, or press releases. Submit: Title, short blurb, logo, website or landing link. Deadline is the 10th for inclusion in the monthly newsletter (sent around the 15th).
- Submit up to **2 Sponsored Emails** per year. Sent on Thursdays, date choices are first come first served.
Estimated Value: \$150 total (\$75/email)
Include: 2–3 short paragraphs, event details (if applicable), links, and one or two images (600–800px header; 400x400px optional side image). Send content to officemanager@azgifted.com at least 2 weeks prior to your requested Thursday send date. Extra sponsored emails may be purchased: \$75 standard / \$25 nonprofit.
- Include exclusive offers or coupons to members only
Estimated Value: \$50/year
Submit promo details, image (800x500px recommended), title, and any links.

Content & Thought Leadership

- Submit up to 2 educational blog/newsletter articles per year
Estimated Value: \$150
Content must be educational (no direct sales). Submit to officemanager@azgifted.com by the 10th of the month to be considered for the monthly newsletter (sent around the 15th). Include: title, author bio (2–3 sentences), article content (under 2,000 words), and any images.
- Propose a webinar (no cost; subject to approval)
Estimated Value: \$200

Share your expertise with our community. Email title, description, 3–5 learning objectives, and presenter bios to director@azgifted.com. Once approved, AAGT will provide you with a webinar contract and proposed dates.

- Submit a 10-minute video short
\$30 fee per video; Value: \$100 visibility boost
Spotlight your organization, product, or impact story. Videos are posted to our YouTube and shared to social media. Submit title and short description to director@azgifted.com.

Event Discounts

- 25% off tables at applicable AAGT events (Parent Institute, Annual Conference, etc.)
Estimated Savings: \$25–\$125/event
- Nonprofits receive nonprofit exhibitor rates of 40% off tables at events

TOTAL ESTIMATED VALUE OF AAGT PARTNERSHIP: \$700+

GET STARTED

Sign up or renew at arizonagifted.org.

For questions or to submit content, email officemanager@azgifted.com or director@azgifted.com.

Content & Intellectual Property Guidelines

By submitting content to AAGT (e.g. articles, webinars, videos, promotions), you give us permission to share it on our communication platforms, including our website, newsletter, and social media.

All content you create remains yours. If AAGT creates content based on a collaborative project, we'll retain rights to the portions we create. We'll always credit partners where appropriate and never repurpose your content for unrelated use without your permission.

If you'd like to limit how your content is used, just let us know when submitting.