Sponsorship of Programs and Activities

Corporations paying for or subsidizing school events and/or one-time activities in return for the right to associate their name with the events and activities. This may also include school contests.

California Interscholastic Federation
An example of a network of schools organized to develop and manage corporate sponsorship deals.
664 Las Gallinas Avenue
San Rafael, CA 94903
Phone: 415-492-5911
Fax: 415-492-5919
E-mail: info@cifstate.org
http://www.cifstate.org

DD Marketing, Inc.
The most significant promoter of exclusive pouring rights agreements between school districts and soft drink bottlers.
03 N. Main Street, Suite 300
Pueblo, Colorado 81003
Phone: Pueblo 719-546-3333 Colorado Springs 719-626-3334
Fax: 719-544-4549
http://www.ddmktg.com
National Science Teachers Association
Several examples of corporate-sponsored contests can be found on this site.
1840 Wilson Boulevard
Arlington VA 22201-3000 USA
Phone: 703-243-7100
http://www.nsta.org

sponsorKIDS
An agency that assists companies to develop sponsorship deals with child-oriented non-profit organizations.
Phone: 312-573-1113
E-mail: spnsrkids@aol.com
http://www.sponsorkids.com

Metro Atlantic Athletic Conference, A Division of Universal Sports America
An example of a sponsorship-seeking organization at the university level.
1090 Amboy Avenue
Edison, New Jersey 08837-2847
Phone: 732-225-0202
Fax: 732-225-5440
http://www.maac.org

University Interscholastic League (Texas)
Another example of a sponsorship-seeking organization at the university level.
1701 Manor Road
Box 8028 University Station
Austin, Texas, 78722
Phone: (512) 471-5883
Fax Administration: (512) 471-5908
http://www.utexas.edu/admin/UIL/

Incentive Programs
Corporate programs that provide money, goods, or services to a school or school district when its students, parents, or staff engage in a specified activity, such as collecting particular product labels or cash register receipts from particular stores.

Book It!
A reading incentive program for elementary students.
P.O. Box 2999
Wichita, KS 67201
Phone: 1-800-426-6548
http://www.bookitprogram.com/
(Pizza Hut http://www.pizzahut.com/leftnav/default.htm)
Box Tops for Education
General Mills Box Tops for Education
An incentive program encouraging schools to promote General Mills' breakfast cereals.
P.O. Box 8998
Young America, MN 55551-8998
Phone: 1-888-799-2444
Fax: 1-800-353-1341
E-mail: boxtops@young-america.com
http://www.boxtops4education.com

Campbell’s Labels for Education
4001 Clearwater Road
St. Cloud, MN 56301
Phone: 1-800-424-5331
http://www.labelsforeducation.com/
(Campbell’s Soup http://www.campbellsoup.com)

Appropriation of Space
The allocation of school space such as scoreboards, rooftops, bulletin boards, walls, and textbooks on which corporations may place corporate logos and/or advertising messages.

Cover Concepts Marketing Services Inc.
172 Madison Ave.
New York, NY 10016
Phone: (212) 508-6890
A Primedia Company http://www.primedia.com

Kaleidoscope Marketing Services

Planet Report
Los Angeles, CA

School Marketing Partners
Providers of ad-bearing school lunch menus
Tooned-In Menu Team
32302 Camino Capistrano, Suite 207,
San Juan Capistrano, CA 92675
E-mail: Tooned-In@msn.com
http://www.schoolmenu.com

Sponsored Educational Materials (SEMs)
Materials supplied by corporations and/or trade associations that claim to have an instructional content.

**Boasberg/Wheeler Communications, Inc.**
4700 Belleview Ave., #100
Kansas City, MO 64112
Phone: 816-531-2100
Fax: 816-756-1471
E-mail: lwheeler@bwcom.com
http://www.bwcom.com

**Enterprise for Education**
E-mail: service@entfored.com
http://www.entfored.com

**Learning Enrichment**

**Lifetime Learning Systems**
200 First Stanford Place
P.O. Box 120023
Stanford CT 06912-0023
Phone: (203) 705-3600
http://www.lls-online.com

**Scholastic Marketing Partners**
E-mail: SMP@scholastic.com
Scholastic Corporation 555 Broadway
New York, NY 10012-3999
Phone: (212) 343-6100
Fax: (212) 343-6928
(Scholastic, Inc. http://www.scholastic.com)

**Video Placement Worldwide**
25 Second Street North
St. Petersburg, FL 33701
Fax: 800-358-5218
http://www.vpw.com

**Electronic Marketing**

The provision of electronic programming and/or equipment in return for the right to advertise to students and/or their families and community members in school or when they contact the school or district.
American School Directory
http://www.asd.com

Channel One Communications Corp.
600 Madison Ave.
New York, NY 10022
Phone: (212) 508-6800
Toll Free: 888-CH1-NTWK
Fax: (212) 508-6870
http://www.channelone.com

COPERNICUS Interactive
Chicago, IL
E-mail: mangle@iamcopernicus.com
http://www.copernicusnet.com

Family Education Network
20 Park Plaza, Suite 1215
Boston, MA 02116
Phone: 617.542.6500
E-mail: community@familyeducation.com
http://www.familyeducation.com

Highwired.Net
101 Rogers Street
Suite 200
Cambridge, MA 02142
Fax: (617) 577-8030
E-mail: info@highwired.net
http://www.highwired.net

Lightspan Partnership Inc.
10140 Campus Point Drive
San Diego CA 92421
E-mail: contactus@lightspan.com
http://www.lightspan.com

SchoolLife.net
E-mail: bryant@koz.com
http://schoollife.net

ScreenAd Digital Billboards, Inc.
12 Automatic Rd, Suite 102,
Brampton, Ontario L6S 5N3.
Canada.
Phone: (905) 799-2332.
Privatization

Management of schools or school programs by private for-profit corporations or other non-public entities.

**Advanced Staff Leasing, Inc.**

4407 W. St. Joseph  
Lansing, MI 48917  
Phone: 517-321-5700  
Fax: 517-321-4501  
[http://www.advanceteam.com](http://www.advanceteam.com)

**Advantage Schools, Inc.**

60 Canal Street  
Boston MA 02114  
Phone: (617) 523-2220  
Toll Free: (888) 292-2344  
Fax: (617) 523-2221  
[http://www.advantage-schools.com](http://www.advantage-schools.com)

**Association of Educators in Private Practice**

N7425 Swityke Rd.
Watertown, WI 53094
Phone: 800-252-3280
Fax: 414-669-8280
E-mail: AEPP@execpc.com
http://www.aepp.org

**Beacon Education Management, LLC**
112 Turnpike Road, Suite 107
Westborough, MA 01581
Phone: 508-836-4461
Toll Free: 800-789-1258 ext. 14
Fax: 508-836-2604
E-mail: info@beaconedu.com
http://www.beaconedu.com

**Charter Schools Administrative Services**
20755 Greenfield Rd. Suite 300
Southfield, MI 48075
Phone: 248-569-7787

**Edison Schools (formerly Edison Project)**
521 Fifth Avenue
15th Floor
New York, NY 10175
Phone: (212) 419-1600
E-mail: vworthingt@newyork.edisonproject.com
http://www.edisonproject.com

**Excel Education Centers, Inc.**
1040 Whipple St. Suite 401
Prescott, AZ 86305
Phone: 520-778-5764
Toll free: 800-417-9036
http://www.excel.apscc.k12.az.us

**Helicon Associates**
P.O. Box 1014
Flat Rock, MI 48134
http://www.summit-academy.com

**The Leona Group**
4660 South Hagadorn Road, Suite 500
East Lansing, MI 48823-5353
Phone: 517-333-9030
Fax: 517-333-4559
Malone Management
1750 Woodworth St. N.E.
Grand Rapids, MI 49525
Phone: 616-364-9464

Montessori Charter School of Flagstaff
1000 E. Appellation
Flagstaff, AZ 86004
Phone: 520-774-8685

Mosaica Education
4040 Civic Center Dr. Suite 200
San Rafael, CA 94903
415-491-1305
FAX: 415-491-1309
E-mail: partner@mosicaeducation.com
http://www.mosicaeducation.com

National Heritage Academy
989 Spaulding Ave. S.E.
Grand Rapids, MI 49546
Phone: 616-222-1700
Toll Free: 800-699-9235
E-mail: info@heritageacademies.com
http://www.heritageacademies.com

Public Strategies Group, Inc.
275 E. 4th Street Suite 710
St. Paul, MN 55101
Phone: 651-227-9774
Fax: 651-292-1482
E-mail: reinvent@PSGrp.com
http://www.ppsgrp.com

The TesseracT Group, Inc.
3800 W. 80th St. Suite 1400
Minneapolis, MN. 55431
Phone: 612-837-8700
SABIS School Network
6385 Beach Rd.
Eden Prairie, MN 55344
Phone: 612-829-9352
http://www.sabis.net

Sylvan Learning Systems, Inc.
1000 Lancaster St.
Baltimore, MD 21202
Phone: 410-843-8000
Fax: 410-880-8717
http://www.educate.com

US Charter Schools
E-mail: uscharterschools@wisted.org
http://www.uscharterschools.org/

Victory Schools, Inc.
666 5th Ave. 37th Floor
New York, NY 10103

Fundraising

Companies that offer products to be sold by members of a school community to raise money for school equipment, activities, or supplies.

Freedom Industries
Computers for Education
1800 Freedom Ave
Murfreesboro TN 37133-7005
Phone: 800-444-4488
Fax: (615) 895-9041

Lasting Impressions
2nd & Elm Streets
Natoma, KS 67651-9707
Toll Free: 888-847-4309
Fax: (785) 885-4780
E-mail: sales@photofundraising.com
http://www.photofundraising.com

Market Day
555 West Pierce Road, Suite 200
Itasca, IL 60143-2647
Phone: 800-253-8169
http://www.marketday.com

Otis-Spunkmeyer, Inc.
Toll Free: 888-ASK-OTIS
http://www.spunkmeyer.com

Plantation Peanuts
P. O. Box 128
Wakefield, Virginia 23888 USA
Toll Free: 800-233-8788
E-mail: info@plantationpeanuts.com
http://www.plantationpeanuts.com

Rah-Rah apparel
P.O. Box 694
Sparks, NV 89432
Fax: 702-359-3292
E-mail: jetty@RAH-RAH.com
http://www.rah-rah.com

Superior Fundraising, Inc.
4584 Austin Blvd.
Island Park, New York 11558
Phone: 1-800-526-1740
Toll Free: 800-526-1740
Fax: 1-516-889-0120
E-mail: info@superiorfundraising.com
http://www.superiorfundraising.com

World’s Finest Chocolate Inc.
4801 South Lawndale
Chicago IL 60632-3062
Phone: 800-932-3863
http://www.wfchocolate.com

Youth Marketing

Companies that develop advertising targeted at children, collect market data on young consumers, or train others in marketing to children.
Brunico Communications, Inc.
Los Angeles CA
Phone: 888-KIDSMAG, (213) 966-9100
Fax: (213) 852-0223
http://www.kidscreen.com

International Quality and Productivity Center

150 Clove Road
P.O. Box 401
Little Falls, New Jersey 07424-0401
Phone: 1-800-882-8684
Fax: 1-973-256-0205
E-mail: info@iqpc.com
http://www.iqpc.com

Kids Marketing
PO Box 66128
1355 Kingston Rd.
Pickering, Ontario,
CANADA L1V 6P7
Phone: (905) 839-0020
E-mail: hello@kidsmarketing.com
http://www.kidsmarketing.com

Kidsay
Education Market Resources, Inc.
924-A East Park Street
Olathe, Kansas 60061
Phone: (913) 768-6700
Toll Free: 800-871-8555
Fax: (913) 768-6889
E-mail: info@kidsay.com
http://www.kidsay.com/homentsc.htm

React Network
711 Third Avenue
New York, NY 10017
http://www.react.com

Saatchi and Saatchi Advertising Worldwide
375 Hudson Street
New York, NY 10014-3620
Phone: 212-463-2000
E-mail: marketing@saatchi.co.uk
http://www.saatchiny.com
Others

Companies and organizations that are involved in promoting market-driven education reform, investment in the "education industry," or business involvement in schools.

CEO Forum
1001 6th St. NW Suit 900 E
Washington DC 20001
Phone: (202) 393-1010, (202) 393-2260
Fax: (202) 393-0712
E-mail: ceoforum@ITSTRATEGIES.com
http://www.ceoforum.com

Computer Curriculum Corporation
287 Lawrence Station Rd.
Sunnyvale CA 94089
Phone: 800-227-8324
http://www.cccnet.com

Edu Venture

20 Park Plaza, Suite 833
Boston, MA 02116
Phone: 617-426-5622
Fax: 617-426-5431
E-mail: mail@eduventures.com
http://www.eduventures.com

The Institute for International Research
1549 Ringling Blvd, 5th Floor
Sarasota, FL 34236
Phone: 888-670-8200
Fax: 941-365-2507
http://www.iir-ny.com/

National Association of Partners in Education

901 North Pitt Street
Suite 320
Alexandria, VA 22314
Phone: (703) 836-4880
Fax: (703) 836-6941
E-mail: napehq@napehq.org
http://www.PARTNERSINEDUCATION.org