



CLCS Vendor Guide Benefits

The Charter School Market

Charter schools are free public schools of choice that have the ability to deliver tailored educational programs to meet the specific needs of the communities they serve. Their unique operational autonomy typically enables them to make supply-chain purchasing decisions based on their needs and priorities. As such, charter schools represent a unique market segment for product and service providers that wish to expand their K-12 business. By the start of the 2007 school year there will be approximately 142 public charter schools serving more than 58,000 students (approximately 8% of all public school students) across the state of Colorado.

Strategic Contact with Charter Schools

As a participant of the Vendor Guide program, you will receive contact information for all of the Colorado League of Charter Schools' member schools. This contact information includes existing schools, schools approved to open but not yet in operation, as well as groups planning or those interested in opening a charter school. This contact information will provide you with valuable access to charter schools, planning groups and steering committees that may need the services you provide. League staff will also be happy to provide Vendor Guide participants with technical assistance in strategically contacting schools according to the schools' need and service/product provided.

Annual Conference Exhibit

In the fall, the Colorado League of Charter Schools hosts its 2-day annual conference for member schools and others interested in the charter school movement both statewide and nationally. At this event, Vendor Guide participants who elect to register as an exhibitor will have the opportunity to present information to charter school leaders about the services they provide. Vendor Guide program participants receive significant discounts on sponsorships and exhibitor opportunities. In addition, each participant will receive a ¼ page B&W ad in the conference program.

Sponsorship Opportunities

Vendor Guide participants will also have the opportunity to sponsor or co-sponsor several annual League events. Companies that sponsor events benefit by being more visible at events such as our annual conference through hanging banners, receiving air time during general sessions, and handing out promotional materials. You will be provided with advance notification of these events, so that you can plan your sponsorship calendar accordingly. If you choose not to sponsor, the event will be opened up to the general public for sponsorship.

Web Site Presence

The Colorado League of Charter Schools' Web site includes the Vendor Guide with vendor contact information, a Web link to each vendor's website, a brief description of the services provided, as well reference listings. Information on the Web site gives charter schools access to vital contact information and an overview of the services vendors provide. Visit www.coloradoleague.org/vendor_guide_list.htm for more information.

Newsletter Presence

Every month (aside from July) the League publishes an E- Newsletter that is distributed to our membership. This newsletter features 1-2 Vendor Guide participants per month and provides our readership with vendor contact information and a brief summary of that vendor's services/products. Appearances in the E-Newsletter will be determined by the order in which the Vendor Guide participants enrolled.

Peer Interaction & Networking Opportunities

As a member-directed organization, the Colorado League of Charter Schools offers many opportunities for networking and peer interaction. Those participating in the Vendor Guide program will have the opportunity to

attend the many workshops, trainings, and conferences conducted by the League. Vendors can register for these events at a reduced rate offered only to member schools as well as Vendor Guide participants.

Advocacy

The League has full time staff devoted to promoting the interests of charter schools and thus promoting the longevity and success of the movement as a whole in Colorado. These efforts are devoted primarily to state legislative affairs, by lobbying members of the Colorado General Assembly (GA), and their staff, as well as efforts to influence Colorado Department of Education (CDE) programs and State Board of Education rulings and policies. Through these League actions, vendors who serve charter schools can be assured that there will be a thriving charter school market in future years.

Contact

For more information about the Vendor Guide Program, please contact Marco Rafanelli, Director of Member Business Services at (303) 989-5356, ext. 108, or mrafanelli@coloradoleague.org.