Companies and Organizations Involved in Schoolhouse Commercializing Activities

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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](http://www.bwcom.com)

**Enterprise for Education**
E-mail: service@entfored.com
[http://www.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](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](http://www.scholastic.com))

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

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

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@mosaicaeducation.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.psgrp.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: uscharter.schools@wested.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
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