

Center for the Analysis of Commercialism in Education

University of Wisconsin-Milwaukee

P.O. Box 413

Milwaukee, WI 53201

414-229-2716

Companies and Organizations Involved in Schoolhouse
Commercializing Activities

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

<http://www.scholastic.com/aboutscholastic/products/schlgroup/smp.htm>

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: rmangle@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.

Toll Free: 1 87SCREENAD.
Fax: (905) 799-0081.
E-mail: geordie@ftn.net
<http://www.screenad.com>

Youth News Network
7575 Trans-Canada Hwy, suite 500
Montreal, Quebec
H4T 1V6
Phone: 877-599-7700
Fax: 514-332-4988
<http://www.ynn.ca/>

ZapMe! Corporation
3000 Executive Parkway Suite150
San Ramon, CA 94583
Phone: 925-543-0300
Fax: 925-543-0301
E-mail: info@zapme.net
<http://www.zapme.com>

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

E-mail: INFO@LeonaGroup.com
<http://www.leonagroup.com>

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.psgroup.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@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

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>

