

LOCAL SPONSOR  
EDUCATION SERIES

# 2019 Workbook



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## Welcome to the Local Sponsor Education Series Workbook!

We created this workbook to help guide you through the different videos included in the Local Sponsor Education Series, our new tool for communicating important information you need to run your Bee program.

Each section of the workbook includes an in-depth look at the topics we cover in each video within the Local Sponsor Education course, available when you log in at [www.spellingbee.com](http://www.spellingbee.com). We have also put together more interactive areas where you can incorporate information specific to your local program and a notes section at the end of each section for your convenience.

We hope this workbook and the accompanying video series will be a resource for you throughout the planning process for your Final Local Bee and beyond! As always, if you have any questions or suggestions, please email me directly at [nicole.dittoe@scripps.com](mailto:nicole.dittoe@scripps.com)

Thank you for everything you do as a local sponsor of the Scripps National Spelling Bee!

Sincerely,



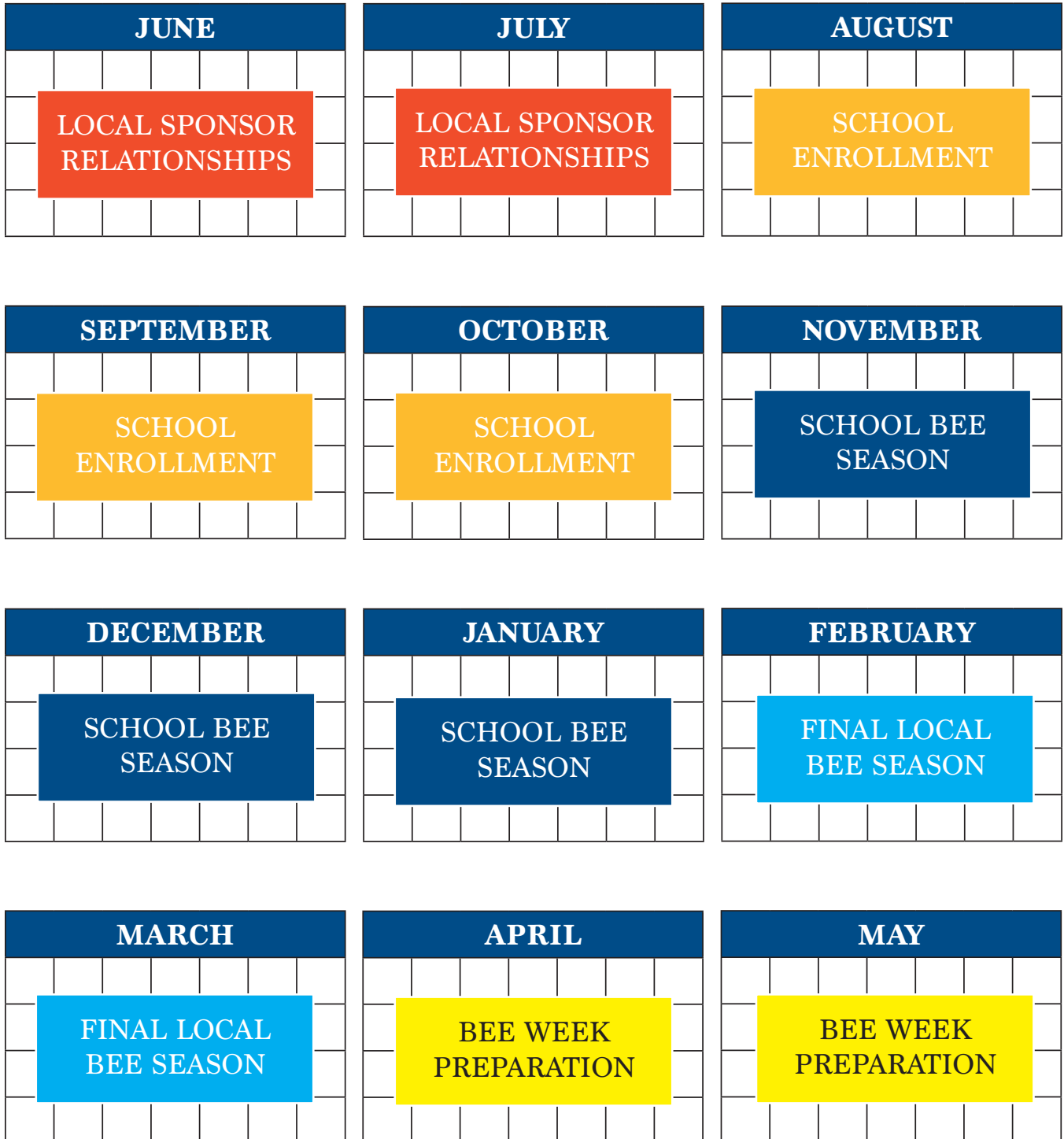
Nicole Dittoe  
Manager, Local Sponsorship  
Scripps National Spelling Bee



# HOW THE BEE WORKS

## An Overview of the Scripps National Spelling Bee

Below is a high-level overview of the focus of our national office during each month of the year.



## June and July

The Bee works with local area sponsors throughout the summer months to ensure regions across the country have spelling bee programs. This is also when the school classroom and competition materials are developed for distribution in the fall.

### *During the summer months, you should...*

- Return your signed sponsorship agreement by early July.
  - Complete your Program-Specific Form.
  - Confirm Final Local Bee date and any intermediary spelling bee dates, if applicable.
- 

## August, September, October and November

When the school year begins, we work with teachers and administrators at schools across the country to enroll schools in the Bee program. Classroom- and school-level study lists and competition guides are available for schools to download and use in administering their school spelling bee programs.

### *During the fall months, you should...*

- Communicate with schools in your area about enrollment.
  - Secure a pronouncer and judges for your Final Local Bee.
  - Download the ***District Pronouncer Guide*** for use in any intermediary spelling bees.
- 

## December and January

Most school-level spelling bees take place at the end of the fall and beginning of the spring semesters. Your schools will know when to hold their school spelling bees based on the deadline you provide in your Program Specific Form.

### *During the winter months, you should...*

- Download information about your Registered School Champions, if applicable.
  - Finalize plans for your Final Local Bee.
  - Look out for your Final Local Bee Kit via mail in late January or early February.
- 

## February and March

During Final Local Bee season, local area spelling bees across the country determine the spellers who will represent local sponsors during Bee Week.

### *During Final Local Bee Season, you should...*

- Provide your pronouncer with the ***Final Local Bee List*** once you receive it.
- Print placards and certificates for your bee participants.
- Reach out to local media organizations about your event.

# April and May

Once Final Local Bee season ends, our planning for Bee Week kicks into high gear. Spellers register with our national office through [spellingbee.com](http://spellingbee.com), and we use the information they provide to prepare for the week. Finally, the national finals begins, and we end the week of Memorial Day with a new national spelling bee champion!

## *During the spring months, you should...*

- Work with your champion's family to book hotel accommodations for Bee Week.
- Ensure your champion has registered for Bee Week with our office at [spellingbee.com](http://spellingbee.com).
- Spread the word about the Scripps National Spelling Bee online and through local news.

## *Notes*

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# HOW THE BEE WORKS

## Completing Your Program Specific Form

Your Program Specific Form is what the Bee uses to keep schools in your area informed about your local area spelling bee program. The more information you include in your form, the more schools will know about your program!

Let's walk through the sections of your Program Specific Form together.

### Key Contacts

Your main contact information will appear at the top of the page. To change any of this information, you can click **My Spelling Bee Program**, then **Edit My Profile**.

In this section, you should let us know if we can share your key contact's information with school coordinators who get in touch with us. There is also a box for including an additional contact's information.

### Final Local Bee

First, you will need to choose a date for your Final Local Bee from the dropdown list of Bee-sanctioned dates:

FEBRUARY						
						★
		★				★

MARCH						
						★
			★			★
	★			★		★
★		★			★	★

When choosing a date, you will want to consider the following potential scheduling conflicts:

- School breaks, including winter and spring vacation, for school districts in your area
- Potential weather disturbances based on your area's climate
- National and religious holidays
- Standardized testing dates
- Length of your spelling bee based on the number of students participating

These factors can help determine if you need to have your event later during the Final Local Bee window (if, for instance, you generally have snowy or icy conditions throughout the month of February) or if your event should take place on a weekend day versus a weekday (if you have a large number of students competing, which could cause your competition to last too late into the evening for a weekday).

In this section, you should also fill in other information about your Final Local Bee, including the name of the event, the location and time of your event and any other details you would like us to share with the schools in your area.

These additional details might include:

- instructions for parking at your event
- a link to your organization’s website with additional information about the spelling bee
- the time and location of your event’s registration
- who is allowed to attend your event
- if you will include vocabulary within your spelling bee

## Qualifying for the Final Local Bee

It is very important that your school coordinators have the correct information regarding how their school spelling bee champions will advance to your Final Local Bee.

In this section, you should begin by determining the date by which school coordinators must administer their school spelling bee and select their school spelling bee champion. Most of these school-level spelling bees take place in December and January, but we find it helpful to begin with the Final Local Bee date that you declared above and work backward based on the amount of time you will need to plan for your event.

First, determine how many levels of competition, if any, will occur between school spelling bees and your Final Local Bee. If students will compete in a **district spelling bee** before your Final Local Bee, there is one level of competition between your school-level and Final Local-level spelling bees.

If students will compete in a **district spelling bee** and then a **regional spelling bee**, there are two levels of competition between your school-level and Final Local-level spelling bees.

Once you have determined the number of levels your local area spelling bee program will contain, use the chart on the next page to work backward from your Final Local Bee Date to your School Spelling Bee Deadline.

## Registering Your School Champion(s)

If you elect to have the Bee collect your School Champion Registrations, you will need to fill out the fields to let us know:

- when school coordinators must register their champion(s) by,
- how many champions will register per school,
- if you want information for alternates,
- if school coordinators should upload a photo of the champion(s),
- what information you would like school coordinators to pass along to their champion(s) parents’,
- and up to three additional questions you would like us to ask.

If you do not want the Bee to collect your School Champion Registrations, please include instructions for how your school coordinators will register their school champion(s).

START HERE

*Final Local Bee*

WILL THERE BE AN INTERMEDIARY LEVEL OF COMPETITION?

*Next Level of Competition*  
\_\_\_\_\_

YES

NO

WILL THERE BE ANOTHER INTERMEDIARY LEVEL OF COMPETITION?

YES

NO

*Next Level of Competition*  
\_\_\_\_\_

WILL THERE BE ANOTHER INTERMEDIARY LEVEL OF COMPETITION?

YES

NO

*Next Level of Competition*  
\_\_\_\_\_

WILL THERE BE ANOTHER INTERMEDIARY LEVEL OF COMPETITION?

NO

*School Spelling Bee*

_____	FINAL LOCAL BEE DATE
_____	TIME NEEDED TO PLAN FOR FLB
_____	_____ -LEVEL BEE DATE
_____	TIME NEEDED TO PLAN FOR NEXT LEVEL OF COMPETITION
_____	_____ -LEVEL BEE DATE
_____	TIME NEEDED TO PLAN FOR NEXT LEVEL OF COMPETITION
_____	_____ -LEVEL BEE DATE
_____	TIME NEEDED TO PLAN FOR NEXT LEVEL OF COMPETITION
_____	SCHOOL SPELLING BEE DEADLINE



## Deadlines and Important Dates

In this section, you can create a list of dates and deadlines your school coordinators need to know to successfully manage their school-level spelling bee programs. This list might include:

- the deadline for school spelling bees to take place,
- the date of your Final Local Bee and any intermediary competition(s),
- the deadline for school coordinators to register their school champion(s),
- dates and deadlines pertaining to school enrollment or
- reminders for school coordinators to download school competition materials and distribute study lists to students.

This clear, concise format will help school coordinators plan ahead and see how their school spelling bee fits within your program.

## Restrictions

The Scripps National Spelling Bee’s eligibility requirements include our age/grade maximum. We do not set an age/grade minimum for the national finals.

However, you have the option to specify a minimum grade level for participation in your program. You may also determine whether previous winners of your Final Local Bee are eligible to compete in your program.

## Logos

Finally, you have the option of uploading up to two logos that will display alongside your program’s information for your school coordinators.

You may wish to upload your organization’s logo, a co-sponsor’s logo or even your spelling bee logo, if you have a specific event logo.

## Notes

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# HOW THE BEE WORKS

## Navigating the Sponsor Portal

We created the Sponsor Portal as a way for you to access everything you need to run your local area spelling bee program in one convenient location. The following sections will walk through everything you can find in the Sponsor Portal.

### **My Spelling Bee Program**

#### *Program-Specific Information*

This information will help your school coordinators plan their school spelling bees and stay in the know about the different elements of your local area program. Be sure to submit the program specific form through the two-step submission process once you have filled in everything pertaining to your spelling bee, which we covered on pages 6-9.

#### *Edit My Profile*

This section will allow you to edit important sponsor information, such as your key contact information, billing data, shipping data and the date of your Final Local Bee.

#### *Certificate/Placard Maker*

Should you wish to use our certificate/placard maker when preparing for your Final Local Bee, we've included these elements within **My Spelling Bee Program**.

The placard maker will create the competition placards for your event, allowing you to include a logo, numbering and school information taken directly from your list of enrolled schools.

The participation certificate will create a participation certificate with the sponsor name that you include, which you can then download and print for your spelling bee participants.

#### *Sponsor Payment Receipts*

When sponsor payments are due following school enrollment season, you will be able to access a receipt for your sponsorship fee.

#### *Registered School Champions*

If you choose to have the Bee collect School Champion Registrations through our system, you will be able to access all of the data collected about your area's school champions here.

#### *Sponsorship Agreement*

For your reference, your sponsorship agreement is available as a PDF for you to download and/or print.

## Communications

### *School Enrollment Communications*

We reach out to all the schools in your area that have previously enrolled in the Scripps National Spelling Bee program to let them know when enrollment is open for the new school year. You may also wish to use the **Communication Template** to encourage your schools to enroll and prepare for your local area spelling bee program.

### *Resources for Your Final Local Bee*

We have included a variety of resources to help you get the word out about your Final Local Bee and conduct your competition. In particular, you may be interested in:

- a news release template to customize and share with local media outlets,
- a script for conducting your Final Local Bee,
- instructions for using your **Final Local Bee List**
- a selection of videos, courtesy of the Bee, for use during your Final Local Bee and
- a record keeping template for your judges to use when administering your competition.

We encourage you to take a look at the materials included under **Communications** and tailor them to your spelling bee program.

## Reports

The various reports available in the **Sponsor Portal** pertain to the schools in your local area spelling bee program. We provide a variety of options for how this data is displayed and downloaded.

The **School Enrollment List** gives you two lists of schools: those who have already enrolled in your program and those who are listed as pending payment in our system. You can sort these lists by School Type, School Name, City and State, and you can also search the lists for keywords.

The **School CSV Export** generates an Excel CSV file that includes the school information fields that you select, from key contact information to enrollment status.

The **Detail Enrollment Report** includes both enrolled and pending schools with school name and main contact information.

You can access information about **Registered School Champions** following the registration deadline you set for schools.

Finally, the **School Email List** gives you a list of email addresses for the key contacts at your schools, which you can simply copy and paste to easily send email messages to all the schools in your area.

## Guides

The Bee creates two different lists of words for local area competition: the **District Pronouncer Guide** and the **Final Local Bee List**.

If your local area program includes an intermediary spelling bee between the school-level spelling bees and the Final Local Bee, you should use the **District Pronouncer Guide** to administer this spelling bee. It will be available to download in the **Guides** section on October 31. You will automatically receive copies of the **Final Local Bee List** via FedEx before the date of your Final Local Bee. It will be included alongside your **Final Local Bee Kit** with prizes from the Bee’s sponsors and information for your Final Local Bee champion about registering for Bee Week.

### School Materials

We have included copies of all the school materials that school coordinators have access to once they enroll in the Scripps National Spelling Bee program.

**These materials are included for your reference only, and we ask you do not reproduce or distribute these materials at any time.**

### Sponsor Beehive

The **Sponsor Beehive** is our monthly e-newsletter for local area sponsors. You will automatically receive each issue from August to May each year with spelling bee news and information to help you administer a successful local spelling bee program. You can access an archive of past issues here within the Sponsor Portal.

### Teacher’s Beehive

We have a similar e-newsletter for teachers that is sent out on a biweekly basis. If you would like to be included in the distribution list for the **Teacher’s Beehive**, you may enter your contact information through the **Sponsor Portal**. You can also access an archive of past issues here.

### Bee Week Information

As part of your organization’s sponsorship of your local area, you are responsible for providing your Final Local Bee champion’s hotel accommodation. You may also wish to provide financial and/or planning assistance for your champion’s travel to National Harbor, Maryland, and for additional expenses during Bee Week.

As we get closer to Bee Week, we will provide more information about how you should book your champion’s hotel accommodation and other details you should share with your champion and their family.

### Notes

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# HOW THE BEE WORKS

## Helping Your Schools Enroll

The Bee's eligibility requirements state that all national finalists must attend schools that are enrolled in the Scripps National Spelling Bee program. This rule means that any student wishing to take part in your Final Local Bee must attend a school in your territory that is enrolled with us.

When schools enroll at [spellingbee.com](http://spellingbee.com), they pay an enrollment fee and receive access to the Teacher Portal, our password-protected teachers-only area of [spellingbee.com](http://spellingbee.com) with study lists and competition materials for teachers to use when conducting a school spelling bee program.

Our enrollment period is broken up into three sections:



### **Pre-enrollment**

*April 17 to August 21, 2018*

Schools that pre-enroll reserve their space in the Bee program for \$160 per school but do not have access to 2019 materials until August 22. Each school receives 25 free Word Club Premium accounts for students to use for studying.



### **Early enrollment**

*August 22 to October 16, 2018*

Schools that register during the early enrollment period receive immediate access to all spelling bee materials and pay the discounted price of \$160 per school.



### **Regular enrollment**

*October 17, 2018 to January 30, 2019*

Schools that register during the regular enrollment period receive immediate access to all spelling bee materials and pay the regular price of \$235 per school.

If you would like to close enrollment in your area before the final enrollment deadline of January 31, 2019, simply let us know at [spellingbee.com/contact](http://spellingbee.com/contact).

We encourage you to get in touch with the schools in your area who have previously enrolled using the **Communication Template** in the **Communications** section of the Sponsor Portal. Reminding school spelling bee coordinators about your local program and the dates and deadlines associated with it will encourage them to enroll early and get a head start on their school spelling bee program!

Here are a few other ways you can share the news about school enrollment and your local area spelling bee program:

- Reaching out to representatives at school districts in your area
- Sharing enrollment information on your organization's website and social media channels
- Speaking with local TV and radio news organizations about enrollment and your program

We appreciate each and every effort you make to get schools enrolled in the spelling bee!

## Calculating Your School Credits

As recognition of the work you do with schools in your area, we are pleased to provide you with financial credits for each school that enrolls in your local program.

On February 1, 2019, we will calculate your Total Credit Earned using the following values:

*\$18 for each school enrolled in your area*

or

*\$10 for each home school family enrolled in your area*

For example, let's look at an area with 100 schools and 20 home school families and calculate its Total Credit Earned.

$$(100 \text{ schools} \times \$18) + (20 \text{ home school families} \times \$10) = \$2,000$$

In this example, the \$2,000 Total Credit Earned is greater than the Sponsor Fee of \$1,925. We would send this sponsor a check for anything the sponsor has earned in credits above \$1,925.

$$\$2,000 - \$1,925 = \$75 \text{ owed to Sponsor}$$

If the Total Credit Earned is less than the \$1,925 Sponsor Fee, the sponsor will receive an invoice for the amount owed to the Bee, and payment in full would be due by March 31, 2019. For instance, an area with 50 schools and 10 home school families would have a Total Credit Earned of less than \$1,925.

$$(50 \text{ schools} \times \$18) + (10 \text{ home school families} \times \$10) = \$1,000$$

Therefore, that area sponsor would receive an invoice for the remainder of the Sponsor Fee.

$$\$1,925 - \$1,000 = \$925 \text{ owed to the Bee}$$

Now, let's take a look at your estimated Total Credit Earned.

*Estimated Number of Enrolled Schools* \_\_\_\_\_ *x \$18 per school* = \$ \_\_\_\_\_

*Estimated Number of Home School Families* \_\_\_\_\_ *x \$10 per family* = \$ \_\_\_\_\_

*Estimated Total Credit Earned* = \$ \_\_\_\_\_

*Sponsor Fee \$1,925 - Estimated Total Credit Earned* \$ \_\_\_\_\_ = \$ \_\_\_\_\_

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**Our purpose is to help students  
improve their spelling,  
increase their vocabularies,  
learn concepts and develop  
correct English usage that will  
help them all their lives.**



[WWW.SPELLINGBEE.COM](http://WWW.SPELLINGBEE.COM)

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