

CASBO Partnership Program



Smart Partners
Smart Schools



Become a trusted advisor ... join the network today!

casbo.org





Premier Plus Partnership - \$35,000 Annually

Select the full package of marketing and advertising opportunities to give your company high-level access to the CASBO network of school business professionals.

Benefits

Exclusive opportunities to:

- Present CASBO-promoted educational content and webinars to our community of 24,000+ customers
- Present workshops at the CASBO Annual Conference
- Submit professional development articles to CASBO publications
- Participate in CASBO Professional Development Programs

First rights* to:

- Selection of CASBO annual event sponsorships
 - ✓ \$10,000 event allowance for sponsorships
- Selection of CASBO Annual Conference booth space
 - ✓ Credit for one premium in-line 10'x10' exhibit space
 - ✓ Associate member discount applies to purchase of second 10x10 booth

Year-long visibility and recognition at CASBO statewide events and on the CASBO website

Exclusive use of the CASBO Premier Plus Partner brand indicia

"By invitation only" access to two CASBO Annual Conference events:

- Four invitations to President's Leadership Recognition Dinner to honor the year's outstanding leaders
- Partners Meeting to receive program updates and advisories, connect with CASBO partners and key staff, and collaborate on ways to enhance the partnership experience

Advertisements in CASBO publications:

- Full-page color ad in our "Annual Conference Program Guide"
- Half-page color ad in four issues of "California School Business" (quarterly magazine)
- Block color ad in two consecutive issues (one-month period) of "California School Business News" (bi-monthly newsletter)
- Web-brick color ad for 12 consecutive months on our website
- Web-banner white ad year-round on our website
- Listing in our online Buyers Guide

Company employees receive memberships with opportunities to participate on CASBO committees and access to CASBO publications

* First rights occur as follows:

*Strategic Alliance Partners:
before Premier Plus Partners*

*Premier Plus Partners:
after Strategic Alliance Partners
and before Premier Partners*

*Premier Partners:
after Premier Plus Partners
and before Associate Members*



CASBO also offers a Board-approved, long-term Strategic Alliance Partnership to existing partners on a case-by-case basis. If your company wants to play an even more prominent role at CASBO, please let us know – we'll be happy to discuss the features and benefits of this distinctive partnership level with you!



Premier Partnership - \$15,000 Annually

Select a robust package of marketing and advertising opportunities to promote your company's services and engage with school business professionals.

Benefits

Exclusive opportunities to:

- Present CASBO-promoted educational content and webinars to our community of 24,000+ customers
- Present workshops at the CASBO Annual Conference
- Submit professional development articles to CASBO publications
- Participate in CASBO Professional Development Programs

First rights* to:

- Selection of CASBO annual event sponsorships
- Selection of CASBO Annual Conference booth space
 - ✓ One regular in-line 10'x10' exhibit space included
 - ✓ Associate member discount applies to purchase of second 10x10 booth

Year-long visibility and recognition at CASBO statewide events and on the CASBO website

Exclusive use of the CASBO Premier Partner brand indicia

"By invitation only" access to two CASBO Annual Conference events:

- Two invitations to President's Leadership Recognition Dinner to honor the year's outstanding leaders
- Partners Meeting to receive program updates and advisories, connect with CASBO partners and key staff, and collaborate on ways to enhance the partnership experience

Advertisements in CASBO publications:

- Full-page color ad in our "Annual Conference Program Guide"
- Half-page color ad in one issue of "California School Business" (quarterly magazine)
- Block color ad in two consecutive issues (one-month period) of "California School Business News" (bi-monthly newsletter)
- Web-brick color ad for three consecutive months on our website
- Web-banner white ad year-round on our website
- Listing in our online Buyers Guide

Company employees receive memberships with opportunities to participate on CASBO committees and access to CASBO publications

CASBO partners serve as *thought* leaders for our members by sharing valuable information that promotes their professional development. As a trusted advisor, your company receives exclusive and first rights to promotional opportunities to ensure that your message reaches our members directly.

"Partnering with CASBO provides our organization with opportunities to shape the course of school business. Those who once were prospects are now friends and trusted colleagues."

DAVID CREECH, MBA, VICE PRESIDENT
AIG RETIREMENT SERVICES

CASBO partners are carefully vetted to ensure they are of the utmost value to school business leaders and are committed, both individually and, on occasion, in synergy with other CASBO partners, to providing solutions to the challenges our members face.



Become a year-round CASBO partner to play a critical role within our school business network ... and build strong, lasting relationships with California's K-14 decision makers!



To learn more about our Partnership Program, contact:

Tricia Meister
Partnerships & Sponsorships Manager
tmeister@casbo.org
(916) 447.3783, ext. 2253

"Our philosophy, 'an educated client is the best client,' syncs perfectly with CASBO's program, which provides us multiple opportunities to deliver relevant, practical information and advice to school leadership."

RICK BROWN, PH.D., PRESIDENT,
TERRAVERDE ENERGY



By the numbers

70%

of attendees decide or influence purchasing

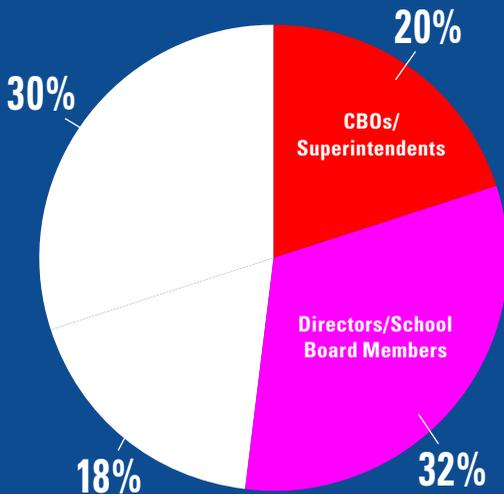
1,500+

Attendees

150+

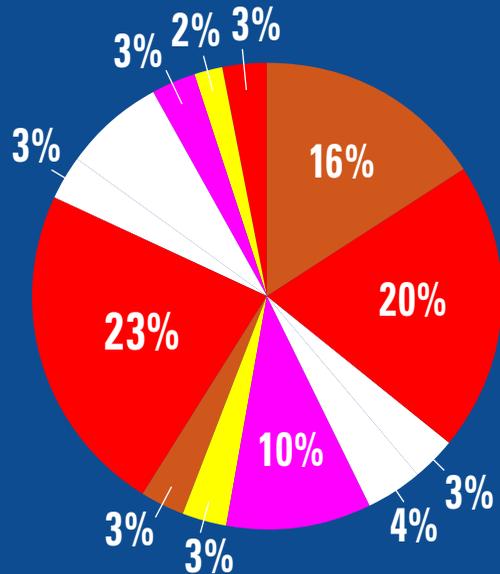
Workshops & Presentations

Purchasing power



Final Decision **20%**
Strongly Influence **32%**
Provide Input **18%**
Do Not Influence **30%**

Business disciplines



Accounting **16%**
CBO/Superintendent **20%**
Child Nutrition **3%**
Facilities **4%**
Financial Services **10%**
Human Resources **3%**
Maintenance & Operations **3%**
Other **23%**
Payroll **3%**
Purchasing **7%**
Risk Management **3%**
Technology **2%**
Transportation **3%**

Reserve your exhibit space today: (775) 392.3065 | expo@casbo.org

Visit casbo.org > Learn + Grow > Events > Annual Conference to learn more.