



## **2011/2012 SPONSORSHIP GUIDE**

***Innovative Sponsorships Put Your  
Business Front-of-Mind***

***January 24, 2012  
Updated Version***

WELCOME



## **2011/2012 Sponsorship Opportunities**

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In our ongoing commitment to keeping our valued partners and sponsors front-of-mind with individual members, districts and community colleges, CASBO is pleased to present this year's guide to sponsorship opportunities.

Select from among these varied, innovative sponsorship selections and put your business center stage with the decision-makers in California's schools. By partnering with CASBO, your business receives high-level visibility and unprecedented access to members and guests.

### ***Seal the Deal***

Sponsorships are available to all CASBO associate members and are easily obtained. Simply select from among the "menu" items offered at each event, list your preferred sponsorships on the worksheet we've included and call or fax the CASBO office to book your selections.

**Please submit your sponsorship requests by February 17, 2012, to be included in the conference program guide.**

*Should multiple companies seek a sponsorship opportunity, a sponsor will be selected by random drawing. Unless noted, sponsorships are designed to be hosted by a single company or business. Confirmation of your sponsorships, along with additional details, will be sent by e-mail.*

2011/2012  
SPONSORSHIP  
GUIDE

## 2011/2012 Sponsor Honor Roll

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Associate Member Committee  
American Fidelity  
ASCIP  
California Financial Services  
Dannis Woliver Kelley  
Digital Schools of California  
Image IV Copiers, Inc.  
Jeanette Garcia & Associates  
KNN Public Finance  
Keenan & Associates  
Lozano Smith  
Medical Billing Technologies  
Office Depot  
Orbach Huff & Suarez LLP  
QSS  
SAS Institute, Inc.  
Schneider Electric  
SchoolDude.com  
School Innovations & Advocacy  
School Services of California  
School Space Solutions  
Sehi Computer Products  
Smartetools  
Southwest School and Office Supply  
Sodexo School Services  
Standard Insurance  
Tax Deferred Solutions  
The Facilities Consortium  
Valic  
Virco

## **2011/12 CASBO Association Leader Training**

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June  
TBD

This event, designed for CASBO's future leaders and the up-and-coming leaders in school business, focuses on governance training and development of association executive skills.

The select group of approximately 100 that attend this informative event represent the school industry's best and brightest.

Sponsorship opportunities include:

**Meeting Bag & Amenities, \$2,500 Available**

Company logo on bag and its contents; recognition in all event materials.

**Social Hour, \$2,500 Available**

Sign recognition; acknowledgment in event program and materials; two complimentary event registrations.

**Luncheon, \$3,100 Available**

Sign recognition; acknowledgment in event program and materials; two complimentary event registrations.

## CASBO Annual Conference & California School Business Expo

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April 10-13, 2012  
San Diego Convention Center

By choosing a sponsorship opportunity related to CASBO's Annual Conference & California School Business Expo, your business will be front-and-center at the state's premier school business event that attracts more than 1,000 decision-makers from California schools.

Not only will your company achieve recognition and access to the school industry's most valuable audience, you will be supporting the association's key professional development event and have a presence at the largest schools-related products and services exhibition.

The benefits of sponsoring this event abound, including: recognition on the CASBO conference web page; recognition in conference registration guide; recognition in conference program book; thank-you sign at conference registration area. (*Commitment and payment must be received on time to be included in marketing materials*).

Sponsorship opportunities include:

Conference Scholarships for Attendees - Assorted levels **Available**

\$500, \$1,000, \$1,500, \$2,000, \$2,500, \$3,000, \$3,500, \$4,000, \$5,000

(Assists CASBO members who might not otherwise be financially able to attend).

Thank-you signage at registration area and in conference publications; invitation to exclusive reception for board members, past and present officers and scholarship recipients; sponsor ribbon on conference badges.

Diamond Event Sponsor, \$10,000 **Available**

Thank-you signage at registration area and in conference publications; four invitations to President's Dinner and private events; one-page, 8.5x11 flier printed by sponsor included in conference bag provided to all attendees - or - specialty item with company logo; two tickets, introduction and table-tent recognition at Guest Lecture Luncheon; table-tent recognition at Professional Council breakfasts; recognition and premium seating at general sessions; participation and introduction at opening of California School Business Expo; Diamond Sponsor ribbon on badges; specialized Expo booth signage.

**Ruby Sponsor, \$5,000, Available**

Thank-you signage at registration area and in conference publications; two invitations to President's Dinner and private events; one-page, 8.5x11 flier printed by sponsor included in conference bag provided to all attendees - or - specialty item with company logo; introduction and table-tent recognition at ticketed luncheons; recognition at general sessions; Ruby Sponsor ribbon on badges; specialized Expo booth signage. **Keenan & Associates**

**Sapphire Sponsor, \$2,500, Available**

Thank-you signage at registration area and in conference publications; one invitation to President's Dinner and private events; one-page, 8.5x11 flier printed by sponsor included in conference bag provided to all attendees; introduction and table-tent recognition at ticketed luncheons; recognition at general sessions; Sapphire Sponsor ribbon on badges; specialized Expo booth signage. **Schneider Electric**

**Contributing Sponsor, \$1,000 Available**

Thank-you signage at registration area and in conference publications; introduction and table-tent recognition at ticketed luncheon; recognition at general sessions; Sponsor ribbon on badges; specialized Expo booth signage. **Sponsored by The Standard**

**Second General Session Speaker, \$12,000 Available**

Funds high-profile keynote speaker at a key educational and networking event. Thank-you signage at entrance to session; introduction of speaker by company representative; company logo projected on screens during event; four tickets to Guest Lecture Luncheon.

**Conference Tote Bags, \$15,000**

Company logo on premium bag received by all conference attendees.

**Sponsored by Keenan & Associates**

**Conference Water Bottles, \$5,500**

Company logo on specialty water bottle received by all conference attendees.

**Sponsored by SEHI Computer Products**

**Guest Lecture Luncheon, \$7,500**

Sponsorship of keynote speaker at lunch event.

Thank-you signage at event entrance; introduction of speaker by company representative; company logo projected on large screens during event; four tickets to Guest Lecture Luncheon. **Sponsored by ASCIP**

**Badge Holders, \$6,000**

Company logo on badge holder worn by all participants at all venues throughout entire conference. **Sponsored by California Financial Services**

Conference Lapel Pins, \$5,000

Lapel pins featuring the conference's logo are a popular CASBO tradition. These collectible pins are distributed to all attendees. **Sponsored by American Fidelity Assurance Company**

Notepads & Pens, \$6,500

Company name and logo on each page of 5x7-inch notepad or on cover. **Sponsored by Dannis Woliver Kelley**

Mobile Computer Lab & Internet Stations, Sponsor Value \$5,000

Sponsor to provide eight computers and 10 laptops with wireless capability for attendees use. Thank-you signage with company logo on Internet kiosk panels; signage at entrance to Cyber Cafe. **Sponsored by Sehi Computers**

Copy Machines, Sponsor Value \$2,500 **Available**

Sponsor to provide two copy machines for use at registration and workshop handout distribution areas. (copy machines must have two-sided copying, sorting and stapling capabilities)

Thank-you signage near registration area and near conference session rooms.

Exhibit Booth Gift Cards, 3 sponsorship of \$1,000 each, **1 available**

Sponsorship provides gift cards valued from \$50 to \$100 to be distributed during exciting closing moments of the California School Business Expo.

Cards displayed at CASBO booth; thank-you signage with company logo near prize display; gift card distributed in a congratulatory decorative card from your business; thank-you announcements over loud speaker prior to and following prize drawing.

**Sponsored by Transfinder, SunGard**

President's Leadership Recognition Dinner Entertainment Sponsor, \$5,500 **Available**

Thank-you signage at event; two invitations to the President's Dinner.

President's Dinner Centerpieces, \$1,500

Thank-you signage at the event. **Sponsored by VALIC**

President's Dinner Photographer, \$2,500 **Available**

Thank-you signage at the event.

Band for Wednesday Social Event & Dance, \$5,500 **Available**

Follows grand opening of California School Business Expo.

Inaugural Social Event Refreshments, \$8,500

Thank-you signage at event entrance; recognition announcement at event. **Sponsored by American Fidelity**

**Gala Casino Night Venue & Materials (Thursday night) - \$9,500 Available**

This well-attended event features casino games and dancing - a conference tradition and favorite.

Thank-you signage at banquet room entrance; recognition announcement by CASBO representative during event.

**Band (Wednesday night) - \$8,500 Available**

Thank-you signage at banquet room entrance; recognition announcement by CASBO representative during event.

**Casino Night Refreshments - \$8,500 Available**

Thank-you signage at banquet room entrance; recognition announcement by CASBO representative during event.

**New Logo Room Key - \$7,000 Available**

Your logo on each annual conference room key!

**New Daily News - \$3,000 ea. (limit of 4) Available**

Each day of conference, participants will receive a daily newspaper highlighting the prior days events, news and breakthroughs!

**New Wi-Fi Hot Spot \$6,000 Available**

**New Starbucks coffee cards, Two (2) sponsors at \$5,000 each Available**

Includes company logo on card for use in conference Starbucks.

## Worksheet

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Please complete the worksheet and the 2011/2012 Sponsorship Application to identify your preferred sponsorships. Fax the completed forms to 916-447-3794 or call Judy Good at 916-447-3783 ext. 2256 to book your selections.

**CASBO Association Leader Training, May, 2012**

Meeting Bag & Amenities - \$2,500

Social Hour - \$2,500

Luncheon - \$3,100

**CASBO Annual Conference & California School Business Expo,  
April 10-13, 2012, San Diego**

Conference Scholarships - Assorted levels

- \$500
- \$1,000
- \$1,500
- \$2,000
- \$2,500
- \$3,000
- \$3,500
- \$4,000
- \$5,000

General Conference Sponsorships - Assorted levels

- Diamond Sponsors - \$10,000
- Ruby Sponsors - \$5,000
- Sapphire Sponsors - \$2,500
- Contributing Sponsors - \$1,000

Second General Session Speaker - \$12,000

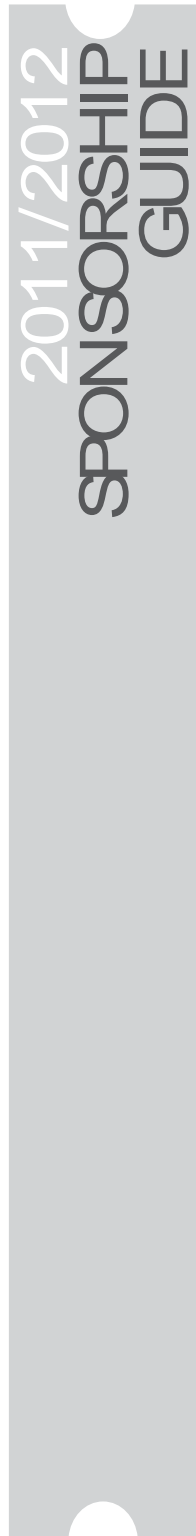
Tote Bags - \$15,000

Water bottles - \$5,500

Guest Lecture Luncheon - \$7,500

Badge holders - \$6,000

Lapel pins - \$5,000



- Notepads & pens - \$6,500
- Mobile Computer Lab & Internet Stations  
- 8 computers & 20 laptops - \$5,000
- Copy Machines - 2 machines - \$2,500
- Exhibit Booth Gift Cards  
- 3 sponsorships of \$1,000 each
- President's Dinner Entertainment - \$5,500
- President's Dinner Centerpieces - \$1,500
- President's Dinner Photographer - \$2,500
- Band for Wednesday Social Event - \$5,500
- Inaugural Social Event Refreshments - \$8,500
- Gala Casino Night Venue & Materials - \$9,500
- Band for Gala Casino Night - \$8,500
- Casino Night Refreshments - \$8,500
- Logo Room Keys - \$7,000
- Daily News  
-4 sponsorships of \$3,000 each
- Wi-Fi Hot Spot - \$6,000
- Starbucks Coffee Cards – 2 sponsors at \$5,000 ea.



Smart business. Smart schools.™

### 2011/2012 Sponsorship Application

CASBO is currently accepting sponsorships for 2011/2012. Please submit your request for sponsorships immediately to take advantage of marketing options and publications. Sponsorships will be accepted until filled.

#### General Information (please print)

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

#### Sponsorship Information

Please total all of the sponsorship choices from the worksheet and enter total here.

Total Sponsorship Amount \$ \_\_\_\_\_

#### Payment Method

Visa     MasterCard     Discover     American Express

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Name as it appears on the card \_\_\_\_\_

*I agree to pay total amount according to card issuer agreement. Cancellations are not accepted.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment enclosed (make check payable to CASBO)

Bill me. P.O. Number \_\_\_\_\_

**Please submit to:**  
**CASBO 1001 K Street 5<sup>th</sup> Floor Sacramento, CA 95814**  
**Fax 916-447-3794**  
**Email: [jgood@casbo.org](mailto:jgood@casbo.org)**  
**Questions? Call Judy Good at 916-447-3783 ext. 2256**