



2011/2012 SPONSORSHIP GUIDE

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

WELCOME



2011/2012 Sponsorship Opportunities

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 March 1, 2012.

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.

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2011/2012 Sponsor Honor Roll

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

May
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

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. **Jeanette Garcia, Fagan Friedman & Fulfrost LLP**

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

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! **Fagan Friedman & Fulfrost, LLP**

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

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

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- 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 5th Floor Sacramento, CA 95814
Fax 916-447-3794
Email: jgood@casbo.org
Questions? Call Judy Good at 916-447-3783 ext. 2256