



Smart business. Smart schools.™

## **2009/2010 Sponsorship Opportunities – UPDATE January 8, 2010**

We are pleased to share with you CASBO's Sponsorship Opportunities still available for this year. There are still opportunities open and we hope you will take the time to consider sponsorship.

With the generous support of event sponsors, CASBO has enjoyed a long tradition of successful conferences and meetings. Your support of CASBO events enables the association to expand its resources and to offer members the most comprehensive offerings of professional development programs for school business officials.

CASBO's sponsorship program provides you and your company with the very best opportunity for high visibility with the business leaders of the California public schools and community colleges. Your sponsorship is an investment in your business and will bring you great exposure.

CASBO offers an exciting and multifaceted program designed to deliver to associate members a variety of opportunities for increased participation. We look forward to working with you this year!

### **Our 2009/2010 Sponsors Include:**

**ASCIP**

**American Fidelity**

**Best Best & Krieger**

**California Financial Services**

**Delta Dental Plan of California**

**Digital Schools of California**

**Echo Pacific Construction, Inc.**

**EPIC**

**Keenan and Associates**

**Lozano Smith**

**Medical Billing Technologies, Inc.**

**Miller Brown & Dannis**

**Orbach Huff & Suarez LLP**

**PFM Financial Services**

**School Innovations & Advocacy**

**School Services of California**

**Sehi Computers**  
**Sodexo**  
**Southwest School & Office Supply**  
**Total School Solutions**  
**Valic**  
**Virco**  
**Zuk Financial Services**

### **How to secure a sponsorship**

Please note that this year all sponsorships are available to all associate members. Please submit your sponsorship request to Molly McGee Hewitt via e-mail at [molly@casbo.org](mailto:molly@casbo.org). Include in your e-mail, name, title, name of your business/organization, the event/item you wish to sponsor and the sponsorship fee. If you wish to fax your sponsorship or send by U.S. mail, a form is attached for your use. Sponsorships are not final until confirmed by CASBO.

Confirmation of your sponsorship will be sent to you via e-mail along with additional information.

### **AVAILABLE SPONSORSHIPS**

#### **2010 CASBO Annual Conference and California School Business Expo**

April 16-19, 2010  
Sacramento, CA

The conference and expo are the premiere opportunities for companies to reach the California school market. As a result, associate members value the opportunity to engage in sponsorships and unique advertising activities at these events.

We are pleased to offer several new sponsorship opportunities for the 2010 CASBO Annual Conference and California School Business Expo.

Sponsorship benefits for all opportunities listed below include recognition:

- On CASBO Web page dedicated to annual conference activities.
- In program book distributed at conference (if commitment received by February 15, 2010).
- On general thank-you sign at conference registration area.

Art direction and product procurement for all items listed below is managed by CASBO in order to ensure efficiency, effectiveness and consistent application of the association's branding standards.

## ***Sponsorship Opportunities:***

### **NEW! Conference Scholarships**

Multiple sponsorships available: \$500, \$1,000, \$1,500, \$2,000, \$2,500, \$3,000, \$3,500, \$4,000, \$5,000

There has never been a time before when this sponsorship was so needed! So many districts have cut all professional development from budgets. Your sponsorship of one or more of these scholarships would enable a school business official to receive training that would benefit their district!

To assist CASBO members in attending the conference during these challenging economic times, CASBO will offer scholarships to members. The scholarships will cover conference registration fees. Members wishing to apply for a scholarship may apply online. Criteria will include CASBO membership and current employment in school business. A committee of CASBO officers, annual conference committee members and staff will evaluate each applicant.

Sponsorship benefits include:

- Thank you signage at conference registration area and in conference publication.
- Invitations to reception for board of directors, officers, past presidents and scholarship recipients at CASBO office during conference.

### **NEW! Conference Sponsorships**

In addition to specific item sponsorships, we have created four categories of sponsorships available to support and enhance the annual conference.

#### **Diamond Sponsors (\$10,000+)**

Sponsorship benefits include:

- Thank you signage at conference registration area and in conference publications.
- (4) Invitations to the President's Leadership Recognition Dinner and specialized events.
- Business promotional materials (one-page flysheet not to exceed 8.5"x11", printed by the sponsor and provided to CASBO by the established deadline) may be included in conference bags given to all registrants (advertising specialty items may not be used).
- (2) Tickets and introduction and table-tent recognition at ticketed luncheon events.
- Table-tent recognition at R&D breakfasts.
- Recognition and special seating at general sessions.
- Participation and introduction in grand opening activity of the California School Business Expo.
- Diamond Sponsor badge ribbon and specialized sign in expo booth.

### **Ruby Sponsors (\$5,000-\$9,999)**

Sponsorship benefits include:

- Thank you signage at conference registration area and in conference publications.
- (2) Invitations to the President's Leadership Recognition Dinner and specialized events.
- Business promotional materials (one-page flysheet not to exceed 8.5"x11", printed by the sponsor and provided to CASBO by the established deadline) may be included in conference bags given to all registrants (advertising specialty items may not be used).
- Introduction and table-tent recognition at ticketed luncheon events.
- Recognition at general sessions.
- Ruby Sponsor badge ribbon and specialized sign in expo booth.

### **Sapphire Sponsors (\$2,500 - \$4,999)**

Sponsorship benefits include:

- Thank you signage at conference registration area and in conference publications.
- (1) Invitation to the President's Leadership Recognition Dinner and specialized events.
- Business promotional materials (one-page flysheet not to exceed 8.5"x11", printed by the sponsor and provided to CASBO by the established deadline) may be included in conference bags given to all registrants (advertising specialty items may not be used).
- Introduction and table-tent recognition at ticketed luncheon events.
- Recognition at general sessions.
- Sapphire Sponsor badge ribbon and specialized sign in expo booth.

### **Contributing Sponsors (\$1,000-\$2,499)**

Sponsorship benefits include:

- Thank you signage at conference registration area and in conference publications.
- Introduction and table-tent recognition at ticketed luncheon events.
- Recognition at general sessions.
- Sponsor badge ribbon and specialized sign in expo booth.

### **Second general session speaker**

Sole sponsor at \$12,000

CASBO general sessions are widely recognized as key educational elements of the annual conference. Each session features a high-profile keynote speaker and innovative activities to educate and inform our conference attendees.

Sponsorship benefits include:

- Thank-you signage at entrance of general session banquet room.
- Company representative will introduce speaker.
- Company logo projected on large screens if received by established deadline.
- (4) Lunch tickets.

### **Copy Machines**

Sole sponsor to supply copy machines at registration and handout distribution areas. Copy machines are available at the registration area and in the handout distribution area for presenters' needs.

Sponsorship benefits include:

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

### **Exhibit booth gift cards**

(2) Sponsors at \$1,000 each

Conference attendees crowd the exhibit hall during the closing minutes of the California School Business Expo with hopes of winning gift cards ranging in value from \$50 to \$100. The cards are displayed in the CASBO booth during the show hours.

Sponsorship benefits include:

- Thank-you signage with company name or logo near the prize display if received by established deadline.
- Gift cards placed in card with company name or logo if received by established deadline.
- Thank-you announcement made in exhibit hall prior to and at the closing of the prize drawing.

### **President's Leadership Recognition Dinner, Friday, April 16, 2010**

This annual event is attended by approximately 200 association leaders and honors their work during the prior year.

### ***Social Functions***

#### **Dessert in exhibit hall, Sunday, April 18, 2010**

(2) Sponsors at \$3,000 each

This popular treat will be offered in the expo hall during dedicated exhibit hours on Sunday afternoon.

Sponsorship benefits include:

- Thank-you signage at each break area.

## **Casino Night and Cabaret, Sunday, April 18, 2010**

This popular event follows the California School Business Expo opening and features wine tasting, casino action and dancing.

### **Casino**

Sole sponsor at \$9,500

Sponsorship benefits include:

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

### **Band**

Sole sponsor at \$8,500

Sponsorship benefits include:

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

### **Refreshment/Beverages**

Sole sponsor at \$8,500

Sponsorship benefits include:

- Thank-you signage at designated area of the banquet room.
- Thank-you announcement during event by CASBO representative.

*Contact Molly McGee Hewitt at the CASBO office for information or to reserve a sponsorship. She can be reached at (916) 447-3783, ext. 2246, or [molly@casbo.org](mailto:molly@casbo.org).*