CASBO

Sponsorship & Advertising Opportunities



2026 - 2027

Partner with the Leaders Shaping California's Schools

CASBO connects you with more than **30,000** school business professionals responsible for managing California's **$117 billion** TK–14 public education system.

30K
PROFESSIONALS

$117B
MANAGED ANNUALLY

Build relationships with the professionals who evaluate, recommend, and implement solutions across California's school districts and county offices.

Why CASBO?

- A nearly **100-year** legacy as the trusted authority in California school business
- Direct access to decision-makers and influencers
- Multiple touchpoints across events, digital, and content
- Year-round presence with California's school business leaders

Connect Face-to-Face with California's School Business Leaders »





Who You'll Reach

California's School Business Decision-Makers

CASBO's audience spans the full spectrum of school business leadership, from executive decision-makers to technical specialists.

EXECUTIVE LEADERSHIP

High-level decision-makers responsible for district strategy, budgets, and approvals.

- Chief Business Officials (CBOs)
- Assistant Superintendents of Business
- Directors of Fiscal Services and Finance

FUNCTIONAL & DEPARTMENT LEADERS

Professionals managing key operational areas and evaluating solutions

- HR, Payroll, Risk Management
- Purchasing & Procurement
- Facilities, Nutrition, Transportation

OPERATIONAL & TECHNICAL PROFESSIONALS

Day-to-day implementers and influencers of systems and services

- Analysts, specialists, technicians
- Coordinators and administrative support roles
- County office and district staff

30K
Professionals

1.3K
C-Level Executives

1.1K
Public Education Agencies



DISCIPLINE AREAS

Accounting	Financial Services	Risk Management
Charter School	Human Resources	Special Education
Chief Business Officials (CBOs)	Maintenance & Operations	Technology
Child Nutrition	Payroll	Transportation
Executive Assistants	Purchasing	
Facilities	Retiree	

Ways to Engage with CASBO Members

CASBO offers multiple pathways to connect with school business professionals at every stage of their decision-making process.

SIGNATURE EVENTS

High-visibility opportunities with broad, statewide reach:

- Annual Conference & Expo
- CBO Symposium (invitation-only)
- Women in Leadership

IDEAL FOR: Brand awareness, lead generation, product visibility

LEADERSHIP & EXECUTIVE ENGAGEMENT

Target senior leaders and decision-makers in focused settings:

- CBO Symposium
- Executive sessions and networking

IDEAL FOR: Relationship building, high-value conversations

PROFESSIONAL DEVELOPMENT & COMMUNITY EVENTS

Engage professionals actively learning, evaluating, and networking:

- Regional Section Events

IDEAL FOR: Thought leadership and local alignment



THOUGHT LEADERSHIP & CONTENT

Position your organization as a trusted partner:

- Magazine advertising
- Sponsored content
- Case studies and articles
- Program guide placements

IDEAL FOR: Credibility, education, and influence

DIGITAL & YEAR-ROUND ADVERTISING

Stay visible beyond events with consistent, scalable reach:

- Website advertising (100K+ annual impressions)
- Email newsletter (15K+ members)
- Dedicated sponsor emails

IDEAL FOR: Ongoing visibility, campaign amplification





2026-2027
CASBO Events At-A-Glance

★ Signature Events ★

EVENT	TYPE	AUDIENCE	SIZE	DATE	LOCATION
CBO Symposium	Executive (invite only)	CBOs & senior leaders	400	November 19 - 20, 2026	Pasadena
Women in Leadership Conference	Leadership Development	Emerging leaders	200	February 25-26, 2027	Irvine
2027 CASBO Conference & School Business Expo	Flagship Conference	Decision-makers	2,000	April 7 - 9, 2027	Sacramento
2026-27 Board of Directors Leadership Meeting	Executive	Organizational leadership		June 2027	TBD

Regional Events

Single-day, in-person training and networking for school business professionals across all disciplines



SECTION		DATE	LOCATION
6	Central	September 25, 2026	Wyndham Visalia Hotel
7	Tri-Counties	September 28, 2026	The Cliffs Hotel & Spa
9	Eastern	October 2, 2026	West End Education Services Center
3	North Bay	October 9, 2026	Sonoma County Office of Education
2	Sacramento	October 16, 2026	DoubleTree, Sacramento
10	San Diego/Imperial	October 16, 2026	Town and Country Resort
1	Shasta Cascade	October 16, 2026	Tehama County Department of Education
8	Southern	October 16, 2026	Torrance Cultural Arts Center
9	Eastern	October 21, 2026	Orange County Department of Education - Boardroo
4	Central Bay	October 22, 2026	RoundHouse Market & Conference Center
5	South Bay	October 28, 2026	San Mateo County Office of Education
10	San Diego/Imperial	November 5, 2026	Imperial County Office of Education

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CBO Symposium

November 19 - 20, 2026 | *The Langham, Pasadena*

CASBO

executive decision-makers | **400 attendees** | high access networking

Where California's Top School Business Leaders Connect

An invitation-only, executive-level forum designed for California's top school business leaders. This focused, multi-day experience fosters strategic discussion, peer collaboration, and insight on the most pressing issues impacting school finance, operations, and leadership.

Attendance is exclusive to CASBO Partners and Associate Members through event sponsorship.

WHY SPONSOR

- **Exclusive Access**
  Invitation-only audience of top decision-makers
- **Meaningful Engagement**
  Smaller setting enables deeper conversations
- **Credibility & Trust**
  Position your organization as a strategic partner
- **High Visibility**
  Limited sponsors, higher visibility per partner
- **Direct Connections**
  Engage attendees on-site and follow-up with pre- and post-event attendee lists

IDEAL FOR:

- Building relationships with senior leaders
- Strategic conversations vs. high-volume lead generation
- Positioning as a trusted, long-term partner

EVENT OVERVIEW

- Multi-day, in-person experience
- Leadership-focused, curated program
- Dedicated sponsor table for on-site engagement
- Event badges and access for sponsor representatives

WHO YOU'LL REACH

- Chief Business Officials (CBOs)
- Superintendents and executive leadership
- Assistant Superintendents of Business
- Senior decision-makers and budget owners

Connect directly with the individuals who set strategy, control budgets, and make final purchasing decisions.



RESERVE YOUR SPONSORSHIP TODAY:

Lori Smith, Conference & Events Director
lsmith@casbo.org | (916) 504-2241



CBO Symposium

November 19 - 20, 2026 | *The Langham, Pasadena*

CASBO

Sponsorship Opportunities & Deliverables

OPPORTUNITY	DESCRIPTION	COST	QTY
Aspiring CBO Cohort writer for the day	Four (4) complimentary event badges	$15,000	1
Badging/Lanyards	• Co-branded with CASBO • Four (4) complimentary event badges	$15,000	SOLD OUT
Folio	• Co-branded with CASBO - black • Four (4) complimentary event badges	$15,000	SOLD OUT
Professional Headshots	• Sponsor's logo on signage • Four (4) complimentary event badges	$15,000	1
Wi-Fi Access	• Wi-Fi password is the sponsor's name • Four (4) complimentary event badges	$15,000	SOLD OUT
Event App Sponsor	• Rotating banner ad on the event app • Four (4) complimentary event badges	$15,000	1
Event Sponsor	Two (2) complimentary event badges	$9,000	SOLD OUT



Included Sponsor Benefits

BENEFIT	DESCRIPTION
On-Site Presence	Sponsor table with two chairs
Event Access	Complimentary badges
Brand Visibility	Recognition on signage and website
Post-Event Follow-Up	Attendee list (name/title/district)

Interested? Secure your sponsorship today:

Lori Smith, Conference & Events Director | lsmith@casbo.org | (916) 504-2241

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Women in Leadership

February 25-26, 2027 | *Marriott Irvine Spectrum*

rising leaders | 200 attendees | build early brand loyalty

Developing the Next Generation of School Business Leaders

A dynamic, one and a half days leadership experience designed to elevate emerging school business professionals. Through engaging sessions and peer-driven dialogue, participants build confidence, strengthen connections, and develop the skills needed to advance into future leadership roles.

Attendance for CASBO Partners and Associate Members is available exclusively through event sponsorship.

WHY SPONSOR

- **Early Relationship Building**
  Connect with professionals early in their career journey
- **High Engagement Environment**
  Smaller setting encourages meaningful interaction and connection
- **Brand Affinity**
  Align your organization with leadership growth and professional development
- **Community Connection**
  Be part of a supportive, collaborative experience

IDEAL FOR:

- Building long-term brand loyalty
- Supporting emerging leaders
- Thought leadership and brand alignment
- Relationship-driven engagement

EVENT OVERVIEW

- 1.5 day in-person conference
- Leadership-focused sessions and discussions
- Strong peer networking and interaction

WHO YOU'LL REACH

- Entry- to mid-level professionals
- Managers and directors
- Emerging leaders preparing for advancement
- Professionals seeking leadership development

Connect with rising professionals who have influence on decisions today and will lead them tomorrow.



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Women in Leadership

February 25-26,2027 | *Marriott Irvine Spectrum*

CASBO

Sponsorship Opportunities & Deliverables

OPPORTUNITY	DESCRIPTION	COST	QTY
Event Sponsor	• Pre-Event email representing sponsors • Recognition on signage, emails, and website • Acknowledgement during event • Ability to participate in the social time, dinner, and meeting • Two (2) complimentary event badges	$15,000	2
Tote	• Co-branded with CASBO for all attendees • Recognition on signage and website • Two (2) complimentary event badges	$10,000	1
Coffee Sponsor	• Recognition on signage and website • Two (2) complimentary event badges	$8,000	1
Giveaway Item (notebook/tumbler)	• Co-branded with CASBO for all attendees • Recognition on signage and website • Two (2) complimentary event badges	$8,000	2



Included Sponsor Benefits

BENEFIT	DESCRIPTION
On-Site Presence	Participate in event with attendees
Event Access	Complimentary badges
Brand Visibility	Recognition on signage and website
Post-Event Follow-Up	Attendee list (name/title/district)

Interested? Secure your sponsorship today:

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CASBO Con

April 7 – 9, 2027 | *Sacramento Convention Center*

all level school business | **2,000+ attendees** | maximum visibility & lead generation

The Largest Gathering of School Business Leaders in California

California's premier annual gathering of school business professionals, bringing together leaders across all disciplines to explore solutions, share insights, and connect with peers. This multi-day conference delivers high-impact learning, extensive networking, and exposure to the latest innovations shaping public education operations.

Sponsorships are available exclusively to CASBO Partners and Associate Members.

WHY SPONSOR

- **Maximum Exposure**
  Reach a large, statewide audience across multiple roles and disciplines
- **High-Value Engagement**
  Connect with attendees through sessions, networking, and exhibit presence
- **Multiple Touchpoints**
  On-site, digital, and pre/post-event visibility opportunities
- **Action-Oriented Audience**
  Attendees are actively exploring solutions and making decisions

IDEAL FOR:

- Brand awareness at scale
- Lead generation and pipeline development
- Showcasing products and solutions
- Connect with existing customers

EVENT OVERVIEW

- Multi-day, in-person conference and expo
- **200+** speakers and sessions
- **400+** exhibitors and solution providers
- High-traffic exhibit and networking environment

WHO YOU'LL REACH

- Directors and department leaders
- Mid-level managers
- Emerging leaders and future decision-makers
- Coordinators and administrative support staff

Connect with a statewide audience actively seeking solutions and making purchasing decisions.



RESERVE YOUR SPONSORSHIP TODAY:

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lsmith@casbo.org | (916) 504-2241



CASBO Con

April 7 – 9, 2027 | *Sacramento Convention Center*

CASBO

Sponsorship Opportunities & Deliverables

OPPORTUNITY	DESCRIPTION	COST	QTY
Conference Bag	Logo on conference bag for all attendees	$15,000	SOLD OUT
Registration Badging Stations	• Logo on cube structure near registration • Logo on faceplate of IPADS at registration	$15,000	SOLD OUT
Beverage Travel Tumbler	Logo tumbler for all attendees	$15,000	SOLD OUT
Badge Lanyards	Logo on lanyards for all attendees	$15,000	SOLD OUT
Elite – Premier Visibility	• Virtual ribbon cutting at 1st General Session • Two (2) comp President's dinner reservations • Onsite logo recognition	$12,000	1
Branded Relaxation Patio	Branded coffee station with logo on coffee sleeves	$12,000	1
Casino Night (April 8, 2027)	Logo on signage, table tents, poker chips, and playing cards	$12,000	1
High Value	• Two (2) comp President's Dinner reservations • Onsite logo recognition	$10,000	3
CBO Networking Luncheon (April 8, 2027)	• 5-minute intro at start of event to share industry insights and company's priorities • Sponsor recognition signage • (1) comp lunch ticket	$10,000	1
1st General Session - Keynote (April 7, 2027)	Logo prominently displayed across event and session signage, and via gobo projection on venue walls	$8,000	4
2nd General Session - Keynote (April 8, 2027)	Logo prominently displayed across event and session signage, and via gobo projection on venue walls	$8,000	4
3rd General Session - Keynote (April 9, 2027)	Logo prominently displayed across event and session signage, and via gobo projection on venue walls	$8,000	4
Notebook with Pen	Logo on notebook and pen for all attendees	$7,500	SOLD OUT
Post-It Booklet	Logo on notepad for all attendees	$7,500	1
Transportation Sponsor	Logo on bus and onsite signage	$6,000	1
CBO Educational Session	Logo on signage in high traffic CBO room	$6,000	1
Step Challenge	Logo on signage, registration, and app mention	$6,000	1
President's Leadership Recognition Dinner (April 6, 2027)	• Sponsor logo on signage and in dinner program • One (1) comp President's Dinner reservation	$5,500	~~4~~ 2 left!
Capitol Tour Sponsor	Logo on signage and branded water bottles	$5,500	1
Hospitality Suites (April 8, 2027)	Logo on signage	$1,500-3,500	10
Golf Tournament* (April 6, 2027)	Multiple opportunities to sponsor the tournament, breakfast, lunch, drinks, tee box, hole, swag bag, etc.	varies	multiple

**For a full list of golf tournament opportunities, please contact Michelle Neto, Sr. Manager, Governance: mneto@casbo.org*

Sponsors will get access to attendee lists including names, titles, & district names only.

Interested? Secure your sponsorship today:

Lori Smith, Conference & Events Director | lsmith@casbo.org | (916) 504-2241

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Section Fall Education Events

September - November 2027 | *various locations*

regional decision-makers | **50-200 attendees** | local access & relationship building

Statewide Reach Through Local Connection

CASBO's 10 regional sections host in-person events across California, bringing together school business professionals for networking, learning, and collaboration. These single-day events are key touchpoints for local decision-makers managing school business operations at district and county level.

Included Benefits

OPPORTUNITY	DESCRIPTION
Exhibitor **$600**	• Sponsor table at event • Two (2) complimentary event badges
High Value Event Sponsor **$2,500**	• Sponsor table at event • 2-minute speaking opportunity during event • Two (2) complimentary event badges • Logo on signage • Recognition on website and emails*

Exhibitor & sponsor capacity is limited and varies by location

WHO YOU'LL REACH

- Chief Business Officials
- Directors & managers across finance, HR, & operations
- Buyers & procurement professionals
- Business managers & specialists
- Charter school & county office leaders

Connect locally.
Build relationships.
Grow your presence statewide.



	SECTION	DATE	LOCATION
6	Central	September 25, 2026	Wyndham Visalia Hotel
7	Tri-Counties	September 28, 2026	The Cliffs Hotel & Spa
9	Eastern	October 2, 2026	West End Education Services Center
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9	Eastern	October 21, 2026	Orange County Department of Education
4	Central Bay	October 22, 2026	RoundHouse Market & Conference Center
5	South Bay	October 28, 2026	San Mateo County Office of Education
10	San Diego/Imperial	November 5, 2026	Imperial County Office of Education



RESERVE YOUR SPONSORSHIP TODAY:

Michelle Neto, Sr. Manager, Governance
mneto@casbo.org | (916) 504-2254



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ADVERTISING

Extend Your Reach Beyond Events

Sponsorship connects you in person. Advertising keeps you visible year-round.

CASBO's advertising channels ensure your brand stays in front of California's school business professionals across the platforms they rely on for insights, resources, and decision-making.

Why Advertise with CASBO

TRUSTED INDUSTRY LEADER

Founded in 1928, CASBO is the authoritative voice for California school business, trusted by Chief Business Officials and senior leaders statewide.

99

YEARS OF INDUSTRY LEADERSHIP

Who You'll Reach

Gain visibility among the **30,000** school business professionals responsible for managing California's **$117 billion** public education system.

From executive leadership to operational teams, CASBO connects you with the individuals who:

- Evaluate solutions
- Influence purchasing decisions
- Implement programs across districts and county offices



Build a year-round presence with CASBO advertising.

Explore channel opportunities on the following pages.



California School Business Magazine

CASBO

Tell Your Story Through Trusted Industry Content

CASBO's award-winning quarterly publication delivers insights on key school business issues, providing opportunities beyond traditional advertising through sponsored content, advertorials, and case studies that position your organization as a trusted industry voice.

» REVIEW PAST ISSUES: **casbo.org/magazine**

CHANNEL SNAPSHOT

- **800+** local education agency distribution
- **1,500** print circulation
- **15,000** digital circulation
- Bonus distribution at flagship events

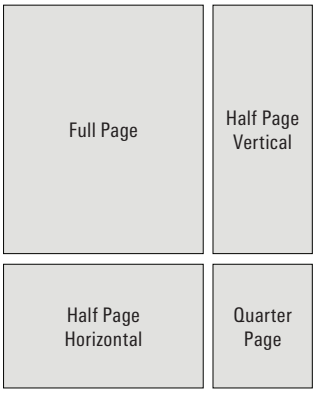
Editorial Calendar

ISSUE	DELIVERY	AD DEADLINE	THEME
Fall 2026	September	July 15, 2026	Leading through change
Winter 2026	December	October 15, 2026	Power of community
Spring 2027	March	January 15, 2027	Inside School business
Summer 2027	June	April 15, 2027	Building skills for what's next

POSITION	SPECS	MEMBER RATE per issue	ANNUAL 4 issues per year
Advertorial full page + online news article	350 words in magazine and up to 1,500 words online at casbo.com/articles	$2,500	$8,000 annual *$2,000 savings*
Back & Inside Cover	9.25" w x 12.25" h *(artwork will be trimmed at 9 x 12)*	$2,500	$9,000 annual *$1,000 savings*
Full Page *Bleed or Float*	Bleed: 9.25" w x 12.25" h *(artwork will be trimmed at 9 x 12)* Float: 8" w x 10.25" h	$2,000	$7,000 annual *$1,000 savings*
Half Page *Horizontal or Vertical*	Horizontal: 8" w x 5" h Vertical: 3.875" w x 10.25" h	$1,500	$5,500 annual *$500 savings*
Quarter Page	3.875" w x 5" h	$1,000	$3,500 annual *$500 savings*

Secure Position +15% surcharge

- All ads must be sent as 350 PPI Adobe Acrobat PDF files in CMYK with fonts and images embedded.
- Final artwork should be sent to Association Outsource Services, Inc. Contact Emily Nowels at (916) 961-9999 or advertising@casbo.org to coordinate.
- Please include your pre-press person's contact information in case of problems with the artwork.
- To measure digital performance, please send a tracked link with UTM parameters to receive analytics in your GA4 account. For assistance with UTMs and GA4, see Google Analytics directions.



Advertorial example





Interested? Secure your advertisment today:

Emily Nowels, Association Outsource Services, Inc. (AOS) | advertising@casbo.org | (916) 961-9999

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CASBO Con 27
Program Guide

CASBO

Stay Visible During CASBO's Largest Event

The official guide for CASBO Con helps attendees navigate sessions, exhibitors, and event activities, making it a high-impact placement for exhibitors looking to reinforce their presence at conference.

CHANNEL SNAPSHOT

- **2,000** print circulation
- **1,500** digital circulation
- Distributed to event attendees



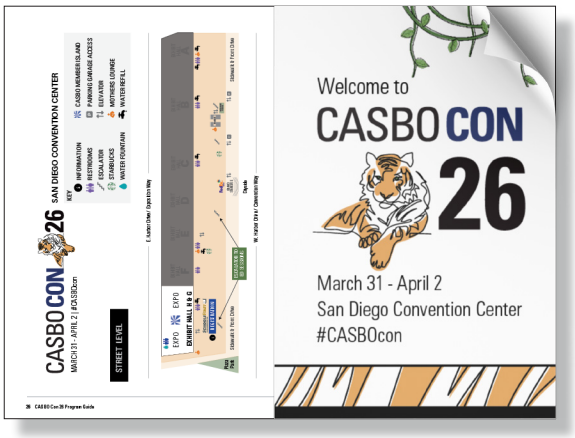


IDEAL FOR:

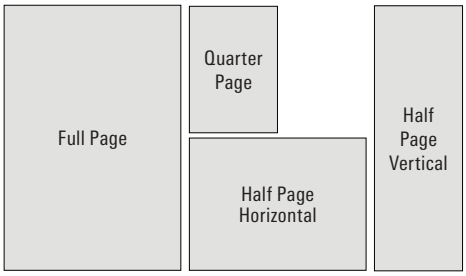
- Reinforcing event presence
- Driving traffic to your booth

CASBO CON 27

April 7 - 9, 2027
Sacramento Convention Center



POSITION	SPECS	MEMBER RATE (1) issue
Back & Inside Cover	6.25" w x 9.25" h *(artwork will be trimmed at 6 x 9)*	$2,500
Full Page Float	5.375" w x 8.375" h	$2,000
Half Page *Horizontal or Vertical*	Horizontal: 5.375" w x 4.03" h Vertical: 2.53" w x 8.375" h	$1,500
Quarter Page	2.53" w x 4.033" h	$850



Ad Deadline: January 30, 2027

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CASBO Insights Newsletter

Reach Decision-Makers Directly in Their Inboxes

CASBO's twice-monthly newsletter delivers timely updates across professional development, advocacy, and industry news—placing your message directly in front of an engaged audience.

CHANNEL SNAPSHOT

- **15,000** digital circulation
- **34%** open rate



IDEAL FOR:

- Direct-to-inbox access to engaged professionals
- Promoting content, events, or resources
- Driving traffic to landing pages and campaigns

Editorial Calendar (1st & 3rd Thursday of each month)

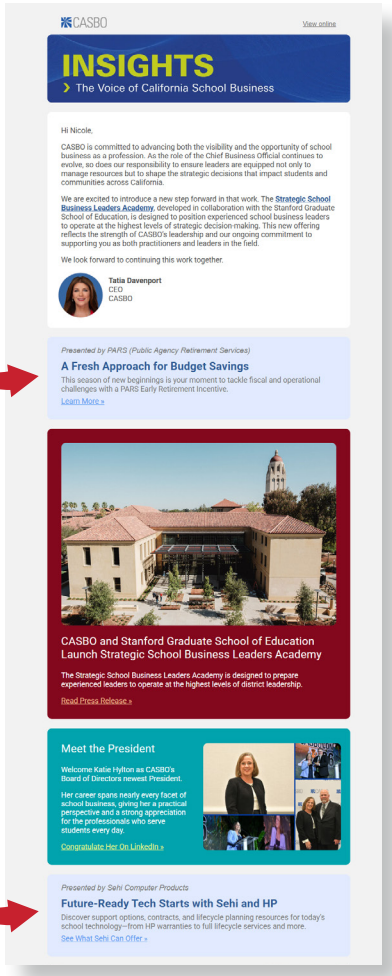
ISSUE	AD DEADLINE
7/2/2026	6/18/2026
7/16/2026	7/2/2026
8/6/2026	7/23/2026
8/20/2026	8/6/2026
9/3/2026	8/20/2026
9/17/2026	9/3/2026
10/1/2026	9/17/2026
10/15/2026	10/1/2026
11/5/2026	10/22/2026
11/19/2026	11/5/2026
12/3/2026	11/19/2026
12/17/2026	12/3/2026
1/7/2027	12/17/2026
1/21/2027	1/7/2027

ISSUE	AD DEADLINE
2/4/2027	1/21/2027
2/18/2027	2/4/2027
3/4/2027	2/18/2027
3/18/2027	3/4/2027
4/1/2027	3/18/2027
4/15/2027	4/1/2027
5/6/2027	4/15/2027
5/20/2027	5/6/2027
6/3/2027	5/20/2027
6/17/2027	6/3/2027
7/1/2027	6/17/2027
7/15/2027	7/1/2027
8/5/2027	7/15/2027
8/19/2027	8/5/2027

TEXT AD SPECS	(1) ISSUE	(3) ISSUES	12 ISSUES (*annual*)
• Company Name • Headline (up to 10 words) • Description (up to 20 words) • URL	$600	$1,600 *$200 savings*	$5,000 *$1,000 savings*

YOUR AD HERE

YOUR AD HERE



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CASBO Website

Stay Visible Where Professionals Go To Learn & Engage

CASBO.org is a central hub for training, certification, advocacy, and resources, making it a high-value destination for reaching school business professionals.

CHANNEL SNAPSHOT

- **118,000** active users
- **100,000** annual ad impressions
- **5.5 minutes** time spent
- Limited sponsor rotation (max 5)



IDEAL FOR:

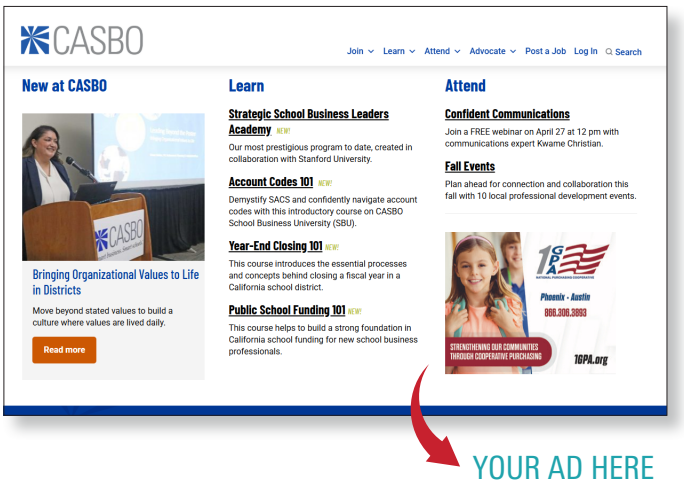
- Ongoing brand awareness
- Reaching users actively seeking information and solutions
- Driving consistent traffic and engagement

Editorial Calendar

MONTH	RUN DATES	DEADLINE
July 2026	7/1 - 7/30	June 22, 2026
August 2026	8/1 - 8/31	July 20, 2026
September 2026	9/1 - 9/30	August 24, 2026
October 2026	10/1 - 10/31	September 21, 2026
November 2026	11/1 - 11/30	October19, 2026
December 2026	12/1 - 12/31	November 23, 2026
January 2027	1/1 - 1/31	December 18, 2026
February 2027	2/1 - 2/28	January 19, 2026
March 2027	3/1 - 3/31	February 16, 2026
April 2027	4/1 - 4/30	March 22, 2026
May 2027	5/1 - 5/31	April 19, 2026
June 2027	6/1 - 6/30	May 17, 2026

44%

WEB TRAFFIC GROWTH
increase from 2025-2026



YOUR AD HERE

POSITION	SPECS	(1) month	(3) months	(12) months (annual)
Square Ad	300 w x 250 h pixels	$750	$2,000 *$250 savings*	$7,500 *$1,500 savings*

All ads must be sent as JPG or PNG files in RGB with fonts and images embedded and sent to Association Outsource Services, Inc.
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revised 10.28.26

CASBO
Dedicated Sponsor Email - $2,500

Deliver Your Message Directly to CASBO's Audience

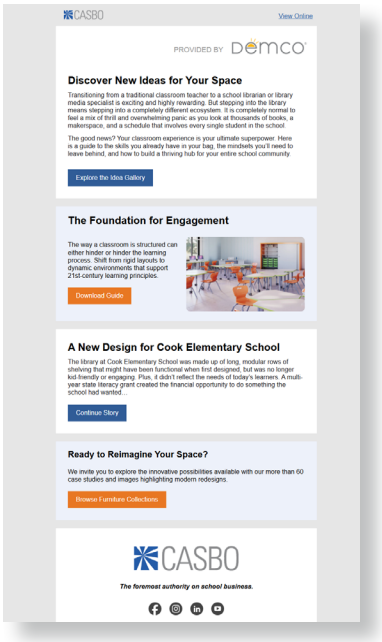
A dedicated email gives your organization 100% share of voice, allowing you to promote content, events, or resources directly to school business professionals.

CHANNEL SNAPSHOT

- **15,000+** recipients
- Exclusive placement:
  (1) sponsor per email
  (1) dedicated send per month
- Custom-designed email

IDEAL FOR:

- Campaign & event launches
- Thought leadership
- Lead generation & awareness



Email Requirements:

- **PURPOSE AND RELEVANCE:** Emails must offer clear value such as promoting upcoming webinars, tools, funding opportunities, or educational resources.
- **LENGTH AND FORMAT:** Submit content as a Word or Google Doc. Recommended length is 3-4 modules each with 25-100 words and a link or call to action. Include a subject line and preheader.
- **LAYOUT:** Up to four modules can be provided (*see sample below*).
- **TONE AND VOICE:** Content should be professional and informative. Avoid excessive sales language.
- **DESIGN ASSETS:** CASBO formats the final email in our template. You may include one high-res logo and an optional banner image (600px wide).
- **SCHEDULING:** Emails are scheduled based on availability in CASBO's communications calendar. Timing cannot be guaranteed.
- **SPONSOR LABELING:** We will add "Provided by [SponsorName]" to the email subject and body.

RUN DATE	DEADLINE
July 14, 2026	June 30, 2026
August 11, 2026	July 28, 2026
September 8, 2026	August 25, 2026
October 13, 2026	September 29, 2026
November 10, 2026	October 29, 2026
December 8, 2026	November 20, 2026

RUN DATE	DEADLINE
January 12, 2027	December 21, 2026
February 9, 2027	January 29, 2027
March 9, 2027	February 23, 2027
April 13, 2027	March 30, 2027
May 11, 2027	April 27, 2027
June 8, 2027	May 25, 2027

Review and Approval

All submissions are reviewed for alignment with CASBO's editorial and sponsorship standards. Submission does not guarantee publication. We reserve the right to request revisions or decline content at any time.

Submission Guidelines

- **Emails:** Submit the full email content with subject line, preheader, call-to-action, and any image files
- **Submit via:** Nicole Grialou, ngrialou@casbo.org

Interested? Secure your sponsored email today:

Emily Nowels, Association Outsource Services, Inc. (AOS) | advertising@casbo.org | (916) 961-9999

CASBO
Sponsor Case Study - $2,500

Showcase Real-World Impact

Position your organization as a trusted partner by sharing a compelling success story tailored to school business professionals. Through CASBO's editorial expertise and deep understanding of school business challenges, your impact is translated into a compelling narrative that highlights outcomes, practical solutions, and measurable results.

CHANNEL SNAPSHOT

- **500**-word professionally written case study
- Published on CASBO.org
- Shareable PDF asset

What's Included:

- **GUIDED INTERVIEW:**
  30-minute interview with CASBO's industry expert and magazine writer to capture your story, insights, and outcomes
- **PROFESSIONALLY WRITTEN CASE STUDY:**
  A 500-word narrative highlighting the challenge, solution, results, and key takeaways
- **EDITORIAL DEVELOPMENT:**
  Draft review and feedback process, followed by a finalized, polished piece
- **MULTI-CHANNEL DISTRIBUTION:**
  Designed PDF for sharing and sales use, plus a web article on casbo.org for extended visibility

IDEAL FOR:

- Thought leadership
- Case study promotion
- Building credibility through storytelling and practical insights





Interested? Secure your case study today:

Emily Nowels, Association Outsource Services, Inc. (AOS) | advertising@casbo.org | (916) 961-9999

ASSOCIATE MEMBERSHIP

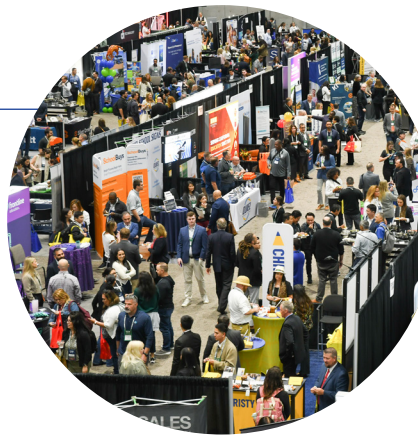
CASBO

Associate Membership

$1,500 Annually, July 1 – June 30

Less than the cost of a single non-member CASBO conference badge

A cost-effective entry point for organizations looking to connect with California's school business leaders. Associate Membership provides access to CASBO's statewide network, professional development resources, and exclusive sponsorship and advertising opportunities.



Membership Benefits

Annual Conference & Expo Access

- Priority networking with 2,000+ attendees, the largest gathering of California school business professionals
- Advance booth selection for the CASBO Expo
- $500 discount on one 10'x10' exhibit booth
- (3) Three complimentary exhibitor badges (*$3,000 value*)
- Discounted pricing on additional exhibitor badges

School Business Insights

- Subscription to *California School Business* magazine Legislative briefings and exclusive policy webinars.
- Direct advocacy opportunities with state lawmakers.
- Access to Selling to School Business sales course – a self-paced, micro-certification designed to help vendors build trust and navigate the education marketplace.
- Monthly Industry Insider newsletter with news and hot topics for private sector.

Awareness & Visibility

- Listing in the CASBO Buyer's Guide (*1,500+ annual views*).
- Eligibility to advertise across CASBO's print, digital, and in-person platforms.
- Access to sponsorship opportunities for premier events (exclusive to members) — Annual Conference & Expo, CBO Symposium, Women in Leadership Conference, and Regional Section Fall Education Events.

Thought Leadership Opportunities

- Submit proposals for CASBO Con educational sessions (*$500 value*).
- Opportunity to serve on CASBO's Associate Member Committee or apply for volunteer leadership roles.
- Join the CASBO Speaker's Bureau to expand your influence.

» Become a CASBO Associate Member and unlock access to year-round visibility, connections, and opportunity.

Interested? Secure your membership today:

membership@casbo.org | (916) 447-3783

revised 10.28.26