



Smart business. Smart schools.™

Sponsorship Guide 2018-19

Welcome

In our ongoing commitment to keeping our valued partners and sponsors *front of mind* with our school business community of K-12 districts and community colleges, CASBO is pleased to present the *2018-19 fiscal year* guide to sponsorship opportunities.

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

CASBO EVENT SPONSORSHIPS

“POSITION YOUR COMPANY *FRONT OF MIND* WITH THE
DECISION MAKERS IN CALIFORNIA'S SCHOOLS FOR
HIGH LEVEL VISIBILITY & UNPRECEDENTED ACCESS”

Seal the Deal

Sponsorships are available to CASBO Partners and Associates *only*.
All other companies must join CASBO to participate.

Join at www.casbo.org/join for online application and benefits information.

Contact

Tricia Meister
Partnerships & Sponsorships Manager
California Association of School Business Officials
1001 K Street, 5th Floor
Sacramento, CA 95814
www.casbo.org

tmeister@casbo.org
(916) 504-2253 direct

2018-19 Events List

<u>EVENT</u>	<u>Dates</u>	<u>Page</u>
CASBO CBO Boot Camps	October 18 - 20, 2018 January 31- February 2, 2019	3
CASBO CBO Symposium	November 15 -16, 2018	4 - 5 SOLD OUT
CASBO Annual Conference & California School Business Expo	April 15 -18, 2019	6 - 9
CASBO Board of Directors Leadership Training & Dinner	TBD [June]	10
CASBO Executive Leadership Forum	TBD [July]	10 - 11
Additional Sponsorships	<i>by request</i>	11



CASBO CBO Boot Camps

- **Thursday, October 18 – Saturday, October 20, 2018 (Fall)**
Hyatt Regency Sacramento, CA
- **Thursday, January 31 – Saturday, February 2, 2019 (Winter)**
Sheraton San Diego Hotel & Marina, San Diego, CA

As the name implies, CBO Boot Camp is an intensive two-and-a-half-day training program for new and aspiring CBOs. In addition to highly motivated future leaders of California districts, the biggest names in California education circles are speaking at the event.

AUDIENCE: New & Aspiring CBOs
ATTENDEES: 80 per venue

Sponsor Benefits:

- *Recognition in program materials & Thank-you signage at both events*
- *Two [2] complimentary event registrations to each boot camp*
- *Additional benefits are bulleted in the individual sponsorship opportunities below.*

CBO Boot Camp Sponsorship opportunities include: [8 sponsorships]

Sponsorship includes both CBO Boot Camps

~~Boot Camp Padfolio~~ [California Financial Services]

- *Sponsor's logo adorns the attendee padfolio*

Commitment: \$5,000

Thursday Luncheon

Commitment: \$5,000

~~Thursday Evening Dinner with Guest Speaker~~ [VALIC]

Commitment: \$7,000

Friday Luncheon

Commitment: \$5,000

~~Friday Refreshment Break~~ [Keenan & Associates]

Commitment: \$3,000

~~CBO Networking Roundtable~~ [Dale Scott & Co.]

Commitment: \$7,000

Saturday Brunch

Commitment: \$5,000

Wi-Fi Hot Spot [Colbi Technologies]

- *Wi-Fi instruction card includes sponsor's logo*

Commitment: \$5,000



CASBO CBO Symposium **SOLD OUT**

- **Thursday, November 15 – Friday, November 16, 2018**
Hyatt Regency, Monterey, CA

CBO Symposium, a much-anticipated annual event, is a conduit for relaying the most current and critical information to the state’s chief business officials.

It’s where CBOs:

- Get the news on coming changes that will impact school business
- Address crucial questions on political trends
- Come to network with their peers and sponsors

AUDIENCE: CBOs, Superintendents, Directors; qualified school business leaders

ATTENDEES: 400+

It’s also one of CASBO’s most highly regarded professional development events, *held by invitation only. Registration for this event is available only for qualified school business officials.*

Partners and Associates may attend only if they are a sponsor of this event.

Please note that sponsorships are limited and sell out quickly.

Sponsor Benefits:

- **Assigned 6’ exhibit table available on two floors in foyer area,** adjacent to the event’s meeting rooms and functions
- *Event registrations [number of company registrations varies per sponsorship]*
- *Sign recognition and acknowledgment in event program and materials.*
- *Additional benefits are bulleted in the individual sponsorship opportunities below.*

CBO Symposium Sponsorship opportunities include: [28 sponsorships] **SOLD OUT**

Badging [TerraVerde Energy]

- *Sponsor’s logo adorns the participant badges*
- *Two [2] complimentary event registrations*

Commitment: \$5,500

Symposium Folio [School Services]

Sponsor’s logo adorns the attendee symposium folio

- *Four [4] complimentary event registrations.*

Commitment: \$11,000

Amenity

- *Two [2] complimentary event registrations*

Commitment: ~~Seven [7]~~ at \$5,500 each

[1. Keenan & Associates; 2. Colbi Technologies; 3. Southwest School & Office Supply; 4. RBC Capital Markets; 5. California Schools VEBA; 6. Sodexo; 7. SPURR]

~~Thursday CBO Symposium Reception~~

- *Two [2] complimentary event registrations*

Commitment: ~~Five [5]~~ at \$5,500 each

[1. American Fidelity; 2. Sourcewell; 3. Forecast5 Analytics, Inc.; 4. Climatec; 5. Raymond James]

~~Friday General Session Breakfast [CITI]~~

- *Four [4] complimentary event registrations*

Commitment: \$11,000

~~Friday Closing Session Luncheon~~

- *Two [2] complimentary event registrations*

Commitment: ~~Two [2]~~ at \$5,500 each

[1. Office DEPOT; 2. Christy White Associates]

~~CBO Mentor-Mentee [School Innovations & Achievement]~~

- *Four [4] complimentary event registrations*

Commitment: \$11,000

~~Wi-Fi Hot Spot [California Financial Services]~~

- *Two [2] complimentary event registrations*
- *Wi-Fi instruction card includes sponsor logo*

Commitment: \$5,500

~~Professional Headshots [The KYA Group]~~

Attendees have an opportunity to update their professional photograph; makeup artistry available to enhance photo outcome.

- *Four [4] complimentary event registrations*

Commitment: \$11,000

~~The CASBO SWAG Bag [ENGIE Services U.S.]~~

Attendees will be greeted with a fabulous welcome bag chock full o' goodies to enjoy!

- *Your company logo embellishes the welcome message in each bag*
- *Four [4] complimentary event registrations*

Commitment: \$11,000

~~Event Sponsor~~

- *Two [2] complimentary event registrations*

Commitment: ~~Seven [7]~~ at \$5,500 each

[1. STIFEL; 2. Dannis Woliver Kelley; 3. ForeFront Power; 4. KNN Public Finance; 5. Public Financial Management, Inc.; 6. Isom Advisors; 7. Jones Hall]



CASBO Annual Conference & California School Business Expo

- **Monday, April 15 – Thursday, April 18, 2019**
San Diego Convention Center, San Diego, CA

Selecting a sponsorship opportunity related to CASBO’s Annual Conference & California School Business Expo, *puts your business front and center at the state’s premier school business event.*

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 school-related products and services exhibition.

AUDIENCE: CBOs, Superintendents, Directors & Aspiring Leaders
ATTENDEES: 1700+ attendees, 200+ speakers, and 800+ exhibitor attendees; 2700+

Sponsor Benefits:

- *Recognition in registration guide, program book, event app and conference signage*
- *Specialized ‘sponsor’ booth and thank you signage*
- *Additional benefits are bulleted in the individual sponsorship opportunities below.*

NOTE: Hospitality Suite Sponsors - information and contracts available in January 2019

CASBO Annual Conference & California School Business Expo **Sponsorship opportunities include:**

Event Sponsorships

Diamond [Keenan & Associates]

Participation at Grand Opening Ceremony of the California School Business Expo

- *Two [2] complimentary President’s Leadership Recognition Dinner reservations*
- *Sponsor logo appears in conference related emails to membership and attendees*

Commitment: \$12,000

Ruby

- *Two [2] complimentary President’s Leadership Recognition Dinner reservations*
- *Sponsor logo appears in conference related emails to membership and attendees*

Commitment: \$7,000

Sapphire

- *One [1] complimentary President’s Leadership Recognition Dinner reservations*
- *Sponsor logo appears in conference related emails to membership and attendees*

Commitment: \$5,000

Registration [Climatec]

- *Sponsor logo featured on conference registration page on CASBO.org*
- *Prominent signage with sponsor's logo incorporated in registration counter design*

Commitment: \$10,000

Badging Kiosk [Borrego Solar]

- *Sponsor logo featured on conference registration page on CASBO.org*
- *Prominent signage with sponsor's logo incorporated in badging kiosks*

Commitment: \$10,000

Mobile Event App

Innovative *conference* app features the latest information about the CASBO annual conference; includes schedule of events, workshops, speaker listing, *active* community page and more.

- *Make a strong impression with rotating ad & promoted posts on the community page*
- *Featured Sponsor on email sent to all attendees announcing download availability,*

Commitment:

Associates: \$6, 000 each

CASBO Partners: \$3, 500 each

[PARTNERS: 1. TerraVerde Energy; 2. Sourcewell; 3. Keenan & Associates]

CBO 'Workshop Strand'

Your company stands out as a CASBO *professional development* supporter.

- *Sponsor logo on workshop strand room signage*
- *Sponsor company mentioned by moderator at start of sessions*
- *Ability to place branded notepads & materials*

Commitment: \$5,000

CBO 'Luncheon' [ENGIE Services U.S.]

- *Up to four [4] company staff receive tickets to attend luncheon*
- *Thank You signage with your company logo at event entrance*

Commitment: \$5,000

NEW Professionals Mixer

Host event and network with those new to school business—the *future leaders of school business*.

Commitment: \$5,000

Expo Grand Opening Refreshment

Provide food and drinks for attendees during *Grand Opening* evening of Expo

- *Sponsor logo on card provided to attendees*

Commitment: **Two [2]** at \$5,000 each

Expo Afternoon Refreshment Break (1:45 pm – 3:45 pm)

Provide snacks for attendees during *designated time* on second day of Expo.

- *Sponsor logo on card provided to attendees*

Commitment: **Two [2]** at \$5,000 each

REFRESH Station

Provide essential service for conference attendees; a respite spot to recharge mobile devices and their owners.

- *Sponsor logo on card provided to participating attendees*

Commitment: \$4,000 each

General Session Sponsorships

General Session Speaker

Funds ‘high profile keynote speaker’ at key education and networking event.

- *Sponsor logo projected on screens during event*

Commitment:

First General Session: One [1] at \$12,000 – [Sold – AMC]

Second General Session: ~~Two [2]~~ One [1] at \$6,000 each [1. VALIC]

CASBO 2019 Economic Summit – 3rd General Session Luncheon

- *Up to four [4] company staff receive tickets to attend luncheon*
- *Sponsor logo projected on screens during event*
- *Thank You signage with your company logo at event entrance*

Commitment: **Two [2]** at \$8,000 each

À la carte Conference Sponsorships

~~Attendee Conference Bag~~ [Stifel]

- *Sponsor logo prominently displayed on premium attendee bag*

Commitment: \$15,000

~~Badge Holders~~ [Colbi Technologies]

- *Sponsor logo on attendee badges worn at all conference venues*

Commitment: \$7,000

~~Beverage Travel Tumbler~~ [Sehi Computer Products]

- *Sponsor logo displayed on mug*

Commitment: \$10,000

CASBO Island Gift Cards

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 & sponsor receives acknowledgment*

Commitment: varied sponsorships available –\$2,000; \$1,500; \$1,000

~~Compact Folding Bag~~ [American Fidelity]

- *Sponsor logo on eye catching reusable bag*

Commitment: \$6,000

Lapel Pins

Lapel pins featuring the conference logo are a popular CASBO tradition, collectible and distributed to all attendees.

- *Pins are attached to Welcome message on card stock with sponsor logo*

Commitment: \$5,000

~~Notepads & Pens~~ [Office DEPOT]

- *Sponsor logo on cover of notepads*

Commitment: \$7,000

~~Post-it Booklet~~ [Tyler Technologies]

- *Sponsor logo on cover of booklet*

Commitment: \$5,000

Wi-Fi Hot Spot

Provide essential service for conference attendees.

- *Wi-Fi instruction card includes sponsor's logo*

Commitment: **Three [3]** at \$5,000 each

~~Photo Booth @Expo & Two Evening Social Events~~ [Southwest School & Office Supply]

Provide a souvenir for attendees

- *Sponsor logo on photo card provided to participating attendees*

Commitment: \$6,000

President's Leadership Recognition Dinner Sponsorships [5 sponsorships]

Dinner sponsor benefits:

- *Thank You signage at dinner & mention in dinner program*

Reception Entertainment – comedian, music, etc.

Commitment: **Two [2]** at \$3,000 each

Dinner Refreshments

Commitment: \$5,500

Networking Hour Refreshments – [Sold – AMC]

Commitment: \$5,000

~~Dinner Centerpieces~~ [VALIC]

Commitment: \$2,500

Dinner Photographer

- *Company logo on photos provided to attendees at event*

Commitment: \$2,000



Smart business. Smart schools.™

2019 CASBO Board of Directors Leadership Training & Dinner

- **Friday, June 7 & Saturday, June 8, 2019**
The Ritz Carlton, Lake Tahoe, Truckee,

Sponsors **network with the CASBO Board and Senior Staff** during the retreat lunch, special retreat activity, and dinner; attendance at board meeting the next day is optional. Board Leadership Training is reserved for board members *only*. Sponsors gain direct access to this select, small group and along with it the opportunity to spotlight your company's important role in the school business industry.

Event Sponsor

Sponsorship of this event includes recognition for providing the costs for the training, materials, Friday dinner and social, plus guest amenities.

- Two [2] registration to the event

Commitment: **Three [3]** sponsors at \$3,000 each



Smart business. Smart schools.™

2019 CASBO Executive Leadership Forum

- **Friday & Saturday, July 2019 [TBD; mid to late July]**
Location - TBD

This leadership event is an exclusive, *invitation-only* opportunity for select CASBO member leaders to come together for two days to attend dynamic and empowering professional development programs, network with CASBO colleagues and peers, and learn what's ahead for CASBO.

Invitees include section leadership, state professional council chairs, select committees, our Board of Directors, and key staff members. We anticipate 100 leaders in attendance at this event. Sponsors gain direct access to this select group and along with it the opportunity to spotlight your company's important role in the school business industry.

The sponsor benefits are unmatched and include:

- *Recognition in event materials and the Californian School Business News [newsletter]*
- *Special Thank You signage and more*
- *Additional benefits are bulleted in the individual sponsorship opportunities below.*

2019 CASBO Executive Leadership Forum opportunities include: *[9 sponsorships]*

Tote Bag & Welcome Package [Colbi Technologies]

- Sponsor logo adorns the attendee bag
- Sponsor Welcome Letter [or flyer] may be included
- Sponsor may include a free giveaway item from your company if desired
- Includes two [2] registrations to Leadership Forum

Commitment: \$3,000

Amenity

Amenity sponsors play an important role at the event. These sponsorships help to pay for materials, special giveaways, breaks and special features.

- Sponsor receives special sign recognition
- Includes one [1] registration to Leadership Forum

Commitment: ~~Four [4]~~ Two [2] at \$2,000 each **[1. American Fidelity; 2. Southwest School & Office Supply]**

Wi-Fi Hot Spot [Keenan & Associates]

- Sponsor logo appears on Wi-Fi access instructions card distributed to attendees
- Includes one [1] registration to Leadership Forum

Commitment: \$2,000

Professional Development Speaker

Underwrite a *subject-matter expert* and provide invaluable *thought leadership* to enhance the attendee experience.

- Includes one [1] registration to Leadership Forum

Commitment: ~~Two [2]~~ at \$2,000 each **[1. Office DEPOT; 2. VALIC]**

Friday Networking Hour

- Includes two [2] registrations to Leadership Forum

Commitment: \$3,000

Additional CASBO Sponsorship Opportunities Available

If interested in additional sponsorships, please contact us to discuss.

10.29.18