



*Smart business. Smart schools.™*

## Sponsorship Guide 2019-20

### 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 2019-20 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.

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### CASBO EVENT SPONSORSHIPS

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

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### 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](http://www.casbo.org/join) for online application and benefits information.

### Contact

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## 2019-20 Events List

<u>EVENT</u>	<u>Dates</u>	<u>Page</u>
CASBO School Business 360	October 24 - 26, 2019 (Fall) January 16 - 18, 2020 (Winter)	3
CASBO CBO Symposium	November 21 - 22, 2019	4 - 5 <b>SOLD OUT</b>
CASBO Annual Conference & California School Business Expo	March 29 - April 1, 2020	6 - 10
CASBO Board of Directors Leadership Training & Dinner	June 5-6, 2020	11 <b>SOLD OUT</b>
CASBO Executive Leadership Forum	Late July 2020	11 - 12 <b>2 Remain</b>
Additional Sponsorships	<i>by request</i>	12

# CASBO School Business 360

- **Thursday, October 24 – Saturday, October 26, 2019 (Fall)**  
Hyatt Regency Sacramento, CA
- **Thursday, January 16 – Saturday, January 18, 2020 (Winter)**  
San Diego Marriott Mission Valley

As the name implies, CASBO School Business 360 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:** 70 per venue

## Sponsor Benefits:

- Recognition in program materials & Thank-you signage at both events
- Two [2] complimentary event registrations to each event
- Asterisk item below includes 3-5-minute PD focused introduction by sponsor

## CASBO School Business 360 Sponsorship opportunities include: [8 sponsorships]

Sponsorship includes both events

### ~~Padfolio~~ [Sold – KeyAnalytics/CFS]

- Sponsor's logo brands the attendee padfolio

Commitment: \$6,000

### **Thursday Luncheon\***

Commitment: \$6,000

### **Thursday Evening Dinner with Guest Speaker \***

Commitment: \$8,000

### ~~Friday Luncheon\*~~ [Sold – Colbi Technologies]

Commitment: \$6,000

### ~~Friday Refreshment Break\*~~ [Sold – Forecast5Analytics, Inc.]

Commitment: \$4,000

### **Friday Evening Networking Reception\***

Commitment: \$8,000

### **Saturday Brunch\***

Commitment: \$6,000

### ~~Wi-Fi Hot Spot~~ [Sold – Keenan & Associates]

- Wi-Fi instruction card includes sponsor's logo & Password is sponsor company name

Commitment: \$6,000

# CASBO CBO Symposium **SOLD OUT**

- **Thursday, November 21 – Friday, November 22, 2019**  
Newport Beach Marriott Hotel & Spa, Newport Beach, 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.

## **Sponsor Benefits:**

- 6’ exhibit table available 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:** [~~26 sponsorships~~] **SOLD OUT**

### **Badging** [~~Sold – TerraVerde Energy~~]

- Sponsor’s logo brands the participant badges
- Two [~~2~~] complimentary event registrations

Commitment: \$6,500

### **Symposium Folio** [~~Sold – School Services of California, Inc.~~]

- Sponsor’s logo brands the attendee symposium folio
- Four [~~4~~] complimentary event registrations.

Commitment: \$12,000

### **Amenity**

- Two [~~2~~] complimentary event registrations

Commitment: ~~Seven~~ [~~7~~] at \$6,500 each [~~Sold - 1. KeyAnalytics/CFS; 2. ForeFront Power; 3. Sodexo; 4. Isom Advisors; 5. KYA Group; 6. Dale Scott & Company; 7. RBC Capital Markets~~]

### **Thursday CBO Symposium Reception**

- Two [~~2~~] complimentary event registrations

Commitment: ~~Five~~ [~~5~~] at \$6,500 each

[~~Sold - 1. American Fidelity; 2. STIFEL; 3. Colbi Technologies; 4. Forecast5 Analytics, Inc.; 5. KNN Public Finance~~]

**Friday General Session Breakfast** [Sold – CITI]

Four [4] complimentary event registrations

Commitment: \$12,000

**Friday Closing Session Luncheon**

- Two [2] complimentary event registrations

Commitment: ~~Two [2]~~ at \$6,500 each [Sold - 1. Direct Energy Business; 2. Horace Mann]

**CBO Mentor-Mentee** [Sold – SI&A]

- Four [4] complimentary event registrations

Commitment: \$12,000

**Wi-Fi Hot Spot** [Sold – Sourcewell]

- Two [2] complimentary event registrations
- Wi-Fi instruction card includes sponsor logo & Password is sponsor company name

Commitment: \$7,000

**The CASBO SWAG Bag** [Sold – ENGIE]

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
- May include a piece of collateral provided by Sponsor
- Four [4] complimentary event registrations

Commitment: \$12,000

**Event Sponsor**

- Two [2] complimentary event registrations

Commitment: ~~Six [6]~~ at \$6,500 each

[Sold - 1. Raymond James & Associates; 2. Christy White Associates; 3. CISCO; 4. CLIMATEC; 5. Calif. Schools VEBA; 6. Keenan & Associates]



## CASBO Annual Conference & California School Business Expo

- **Sunday, March 29 – Wednesday, April 1, 2020**  
Palm Springs Convention Center, Palm Springs, 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:** 1500+ attendees, 200+ speakers, and 800+ exhibitor attendees; 2700+

### Sponsor Benefits:

- Recognition in registration guide, program book, event app, logo projected during keynotes and conference signage located in high visibility areas
- 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 2020*

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

#### Event Sponsorships

##### **Diamond** [Sold – Keenan & Associates]

- Participation at Grand Opening Ceremony of the California School Business Expo
- Four [4] 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** [Sold – ENGIE]

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

Commitment: \$5,000

**Registration** [Sold – CLIMATEC]

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

Commitment: \$11,000

**Badging Kiosk**

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

Commitment: \$11,000

**CBO ‘Luncheon’ Speakers** [Sold – Amazon Business]

- Up to four [4] company staff receive tickets to attend luncheon
- Five-minute introductory Welcome remarks at luncheon
- Thank You signage with your company logo at event entrance

Commitment: \$7,000

**Conference Sponsorship: ‘Welcome a Professional Council/Strand Luncheon’**

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

Commitment: \$5,000 per PC/Strand Luncheon

Select One:

MONDAY, March 30: Purchasing; HR/Retiree; Child Nutrition; Payroll

TUESDAY, March 31: Career/Leadership; Risk Management.

**Conference Sponsorship: Professional Council/Strand Workshop Rooms**

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: \$6,000 per strand

Select a Strand: *Accounting; Career; CBO; Charter Schools; Child Nutrition; Facilities; Financial Services; Human Resources; Maintenance & Operations; Payroll; Purchasing; Retiree; Risk Management; School Business Best Practices; Special Education; Technology; Transportation*

**Expo ‘Grand Opening Reception’ Sponsor**

Festive event with refreshments served to attendees during *Grand Opening* evening of Expo

- Sponsor logo on card provided to attendees

Commitment: Two [2] One [1] at \$6,000 each [1. SchoolsFirst FCU; 2.                     ]

### **Expo ‘Afternoon Reception’ Sponsor**

Perk up the afternoon with refreshments served to attendees during *designated time* from 1:45 pm to 3:45 pm on second day of Expo.

- Sponsor logo on card provided to attendees

Commitment: ~~Two [2]~~ at \$6,000 each

### **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 [1. TerraVerde Energy; 2. Sourcewell; 3. Horace Mann;           ]

### **Relaxation Area [Sold – REC Solar]**

Provide fun and relaxation for conference attendees. A spot to play games & network; branded with your company logo

- Sponsor logo on card provided to attendees

Commitment: \$3,000

### **Tech Charging Station**

Provide essential service for conference attendees. A spot to recharge mobile devices; located in convention center lobby adjacent to registration.

- Sponsor logo on card provided to attendees
- Prominent branding on charging station tower

Commitment: ~~Two (2)~~ at \$4,000 each [Sold - 1. American Fidelity 2. Keenan & Associates]

## **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  
[Sold - 1. AIG Retirement Services; 2.           ]

### **Third General Session Speakers - “CASBO 2020 Economic Summit Luncheon”**

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

Commitment: **Two [2]** at \$6,000 each



### **Reserved Seating at First & Second General Sessions**

Provides high visibility with CASBO Leadership. Seats reserved for your company staff adjacent to CASBO Board and Honorees. Your company logo adorns the Board and Honorees reserved signage.  
Commitment: \$3,000 per session

### **Evening ‘Networking’ Sponsorships**

Funds lively, well-attended evening social events.

- Sponsor Thank You signage & Recognition Announcement by CASBO representative at event

Commitment:

CASBO Activity Night: ~~Two [2]~~ One [1] at \$6,000 each [Sold – Interface]

Gala Cabaret & Casino Night: Two [2] at \$6,000 each

### **À la carte Conference Sponsorships**

#### **~~Attendee Conference Bag~~ [Sold – STIFEL]**

- Sponsor logo prominently displayed on premium attendee bag

Commitment: \$16,000

#### **~~Badge Holders~~ [Sold – Colbi Technologies]**

- Sponsor logo on attendee badges worn at all conference venues

Commitment: \$8,000

#### **~~Beverage Travel Tumbler~~ [Sold – Sehi Computer Products]**

- Sponsor logo displayed on beverage cup

Commitment: \$11,000

#### **~~Notepads & Pens~~ [Sold – Office Depot]**

- Sponsor logo on cover of notepads

Commitment: \$7,500

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

Provide a souvenir for attendees

- Sponsor logo on ad card provided in attendees bags, on photo stock, plus venue signage

Commitment: \$6,000

#### **~~Post-It Booklet~~ [Sold – Tyler Technologies]**

- Sponsor logo on cover of booklet

Commitment: \$6,000

#### **Water Station Branded Water Cups**

Cups located at water stations in various locations at the conference

- Sponsor logo on disposable water cups

Commitment: \$5,000

### **Wi-Fi Hot Spot**

Provide essential service for conference attendees.

- Wi-Fi instruction card includes sponsor's logo

Commitment: **Two [2]** ~~Three [3]~~ at \$6,000 each [1. CDW-G; 2. \_\_\_\_\_; 3. \_\_\_\_\_]

### **President's Leadership Recognition Dinner Sponsorships** [5 sponsorships]

#### *Dinner sponsor benefits:*

- Thank You signage at dinner & mention in dinner program

### **Reception Entertainment**

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

### **Signature Beverage** *served during Reception*

Commitment: \$5,500

### ~~**Networking Hour Refreshments**~~ [Sold – AMC]

Commitment: \$5,000

### ~~**Dinner Centerpieces**~~ [Sold – AIG Retirement Services]

Commitment: \$2,500

### ~~**Dinner Photographer**~~ [Sold – Keenan & Associates]

- Your Company Logo on photos provided to attendees at event

Commitment: \$2,000

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## 2020 CASBO Board of Directors Leadership Training & Dinner

**SOLD OUT**

- **Friday, June 5 – Saturday, June 6, 2020**  
Embassy Suites by Hilton, San Luis Obispo, CA

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 \$4,000 each  
[1. Forecast5 Analytics, Inc; 2. SchoolsFirst FCU; 3. Colbi Technologies]



## 2020 CASBO Executive Leadership Forum

- **Late July 2020 (Thursday & Friday)**  
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 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.

## **2020 CASBO Executive Leadership Forum opportunities include:** [9 sponsorships]

### **~~Tote Bag & Welcome Package~~** [Sold – Colbi Technologies]

- Sponsor logo adorns the attendee bag
- Sponsor Welcome Note
- 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. Forecast5 Analytics, Inc.; 3. [REDACTED]; 4. [REDACTED]]

### **~~Wi-Fi Hot Spot~~** [Sold – Keenan & Associates]

- Wi-Fi instruction card includes sponsor logo & Password is sponsor company name
- 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

[Sold – 1. KYA Group; 2. Office Depot]

### **~~Friday Networking Hour~~** [Sold – Horace Mann]

- Includes two [2] registrations to Leadership Forum

Commitment: \$3, 000

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## **Additional CASBO Sponsorship Opportunities Available**

We always welcome creative sponsorship ideas.

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