



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 2027 | Southern California |
| 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 |
| 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 |

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



Sponsorship Opportunities & Deliverables

| OPPORTUNITY | DESCRIPTION | COST | QTY |
|--|---|----------|------------------------------|
| Aspiring CBO Cohort writer for the day | Four (4) complimentary event badges | \$15,000 | 1 |
| Badging/Lanyards | <ul style="list-style-type: none"> Co-branded with CASBO Four (4) complimentary event badges | \$15,000 | SOLD OUT |
| Folio | <ul style="list-style-type: none"> Co-branded with CASBO - black Four (4) complimentary event badges | \$15,000 | SOLD OUT |
| Professional Headshots | <ul style="list-style-type: none"> Sponsor's logo on signage Four (4) complimentary event badges | \$15,000 | 1 |
| Wi-Fi Access | <ul style="list-style-type: none"> Wi-Fi password is the sponsor's name Four (4) complimentary event badges | \$15,000 | 1 |
| Event App Sponsor | <ul style="list-style-type: none"> Rotating banner ad on the event app Four (4) complimentary event badges | \$15,000 | 1 |
| Event Sponsor | Two (2) complimentary event badges | \$9,000 | 23 9 Left! |

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) |



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Women in Leadership



February 2027 | Southern California

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



Sponsorship Opportunities & Deliverables

| OPPORTUNITY | DESCRIPTION | COST | QTY |
|----------------------------------|--|----------|-----|
| Event Sponsor | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Co-branded with CASBO for all attendees Recognition on signage and website Two (2) complimentary event badges | \$10,000 | 1 |
| Coffee Sponsor | <ul style="list-style-type: none"> Recognition on signage and website Two (2) complimentary event badges | \$8,000 | 1 |
| Giveaway Item (notebook/tumbler) | <ul style="list-style-type: none"> 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) |



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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.



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



Sponsorship Opportunities & Deliverables

| OPPORTUNITY | DESCRIPTION | COST | QTY |
|---|--|---------------|-----------------|
| Conference Bag | Logo on conference bag for all attendees | \$15,000 | SOLD OUT |
| Registration Badging Stations | <ul style="list-style-type: none"> 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 | 1 |
| Badge Lanyards | Logo on lanyards for all attendees | \$15,000 | SOLD OUT |
| Elite – Premier Visibility | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Two (2) comp President’s Dinner reservations Onsite logo recognition | \$10,000 | 3 |
| CBO Networking Luncheon (April 8, 2027) | <ul style="list-style-type: none"> 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) | <ul style="list-style-type: none"> Sponsor logo on signage and in dinner program One (1) comp President’s Dinner reservation | \$5,500 | 4 |
| 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

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 | <ul style="list-style-type: none"> Sponsor table at event Two (2) complimentary event badges |
| High Value Event Sponsor \$2,500 | <ul style="list-style-type: none"> 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 |
|---------|--------------------|---|
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| 8 | Southern | October 16, 2026 Torrance Cultural Arts Center |
| 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



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. »



ADVERTISING

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

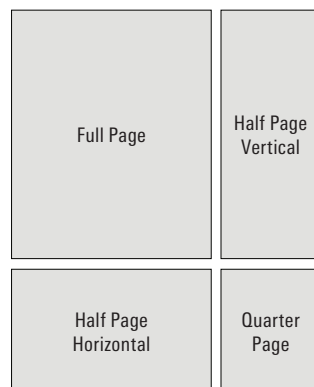
Editorial Calendar

| 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 |

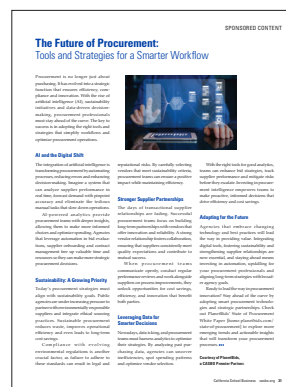
| POSITION | SPECS | MEMBER RATE per issue | ANNUAL 4 issues per year |
|---|---|-----------------------|-----------------------------------|
| Advertorial full page + online news article | 350 words in magazine and up to 1,500 words online at casbo.com/articles | \$2,500 | \$8,000 annual \$2,000 savings |
| Back & Inside Cover | 9.25" w x 12.25" h (<i>artwork will be trimmed at 9 x 12</i>) | \$2,500 | \$9,000 annual \$1,000 savings |
| Full Page <i>Bleed or Float</i> | Bleed: 9.25" w x 12.25" h (<i>artwork will be trimmed at 9 x 12</i>) Float: 8" w x 10.25" h | \$2,000 | \$7,000 annual \$1,000 savings |
| Half Page <i>Horizontal or Vertical</i> | 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 UTM's and GA4, see Google Analytics directions.



Advertorial example



Interested? Secure your advertisement today:

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

CASBO Con 27

Program Guide



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

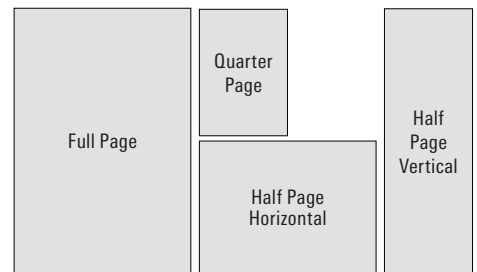
CASBO CON 27

April 7 - 9, 2027

Sacramento Convention Center



| POSITION | SPECS | MEMBER RATE (1) issue |
|--|--|--------------------------|
| Back & Inside Cover | 6.25" w x 9.25" h <i>(artwork will be trimmed at 6 x 9)</i> | \$2,500 |
| Full Page Float | 5.375" w x 8.375" h | \$2,000 |
| Half Page <i>Horizontal or Vertical</i> | 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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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

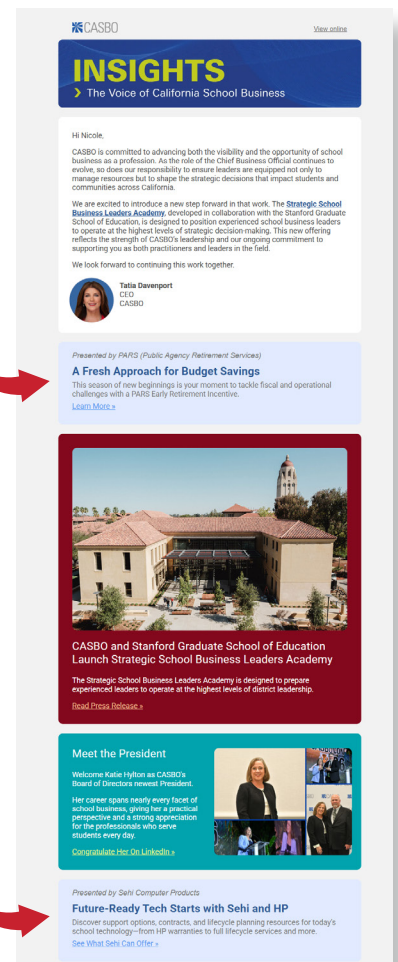
Editorial Calendar (1st & 3rd Thursday of each month)

| ISSUE | AD DEADLINE | ISSUE | AD DEADLINE |
|------------|-------------|-----------|-------------|
| 7/2/2026 | 6/18/2026 | 2/4/2027 | 1/21/2027 |
| 7/16/2026 | 7/2/2026 | 2/18/2027 | 2/4/2027 |
| 8/6/2026 | 7/23/2026 | 3/4/2027 | 2/18/2027 |
| 8/20/2026 | 8/6/2026 | 3/18/2027 | 3/4/2027 |
| 9/3/2026 | 8/20/2026 | 4/1/2027 | 3/18/2027 |
| 9/17/2026 | 9/3/2026 | 4/15/2027 | 4/1/2027 |
| 10/1/2026 | 9/17/2026 | 5/6/2027 | 4/15/2027 |
| 10/15/2026 | 10/1/2026 | 5/20/2027 | 5/6/2027 |
| 11/5/2026 | 10/22/2026 | 6/3/2027 | 5/20/2027 |
| 11/19/2026 | 11/5/2026 | 6/17/2027 | 6/3/2027 |
| 12/3/2026 | 11/19/2026 | 7/1/2027 | 6/17/2027 |
| 12/17/2026 | 12/3/2026 | 7/15/2027 | 7/1/2027 |
| 1/7/2027 | 12/17/2026 | 8/5/2027 | 7/15/2027 |
| 1/21/2027 | 1/7/2027 | 8/19/2027 | 8/5/2027 |

| TEXT AD SPECS | (1) ISSUE | (3) ISSUES | 12 ISSUES (annual) |
|--|-----------|---------------------------------|-----------------------------------|
| <ul style="list-style-type: none"> • Company Name • Headline (up to 10 words) • Description (up to 20 words) • URL | \$600 | \$1,600 <i>\$200 savings</i> | \$5,000 <i>\$1,000 savings</i> |

YOUR AD HERE

YOUR AD HERE



Final text should be sent to Association Outsource Services, Inc. Contact Emily Nowels at (916) 961-9999 or advertising@casbo.org to coordinate.

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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

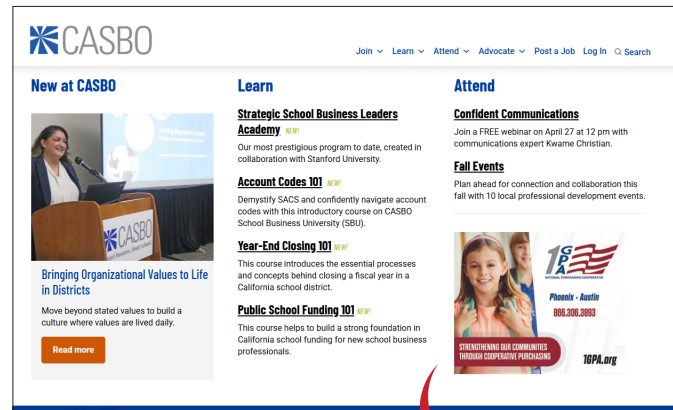
Editorial Calendar

| 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 | October 19, 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 <i>\$250 savings</i> | \$7,500 <i>\$1,500 savings</i> |

All ads must be sent as JPG or PNG files in RGB with fonts and images embedded and sent to Association Outsource Services, Inc. Contact Emily Nowels at (916) 961-9999 or advertising@casbo.org to coordinate.

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CASBO

Dedicated Sponsor Email - \$2,500



Deliver Your Message Directly to CASBO's Audience

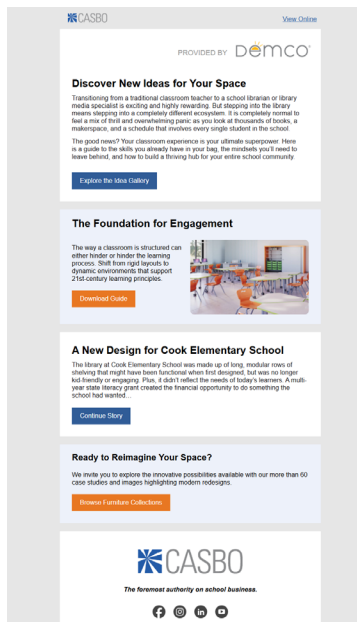
A dedicated email gives your organization 100% share of voice, allowing you to promote content, events, or resources directly to school business professionals.

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

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

\$1,500 Annually, July 1 – June 30

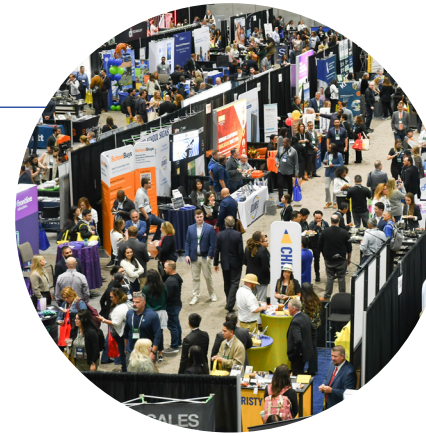
Less than the cost of a single non-member CASBO conference badge

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:

Beth Heneger, Member Engagement Manager | bheneger@casbo.org | (916) 402-9506

ASSOCIATE MEMBERSHIP