



Sponsorship Guide 2021-22

Welcome

In our ongoing commitment to keeping our valued partners and sponsors *front of mind* with our school business community of K-12 local education agencies, CASBO is pleased to present the *2021-22 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.

All events listed herein are subject to change due to state and federal COVID-19 regulations and restrictions.

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 Associate Members *only*.
All other companies must join CASBO to participate.

Contact

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2021-22 Events List

<u>Event</u>	<u>Dates</u>	<u>Page</u>
2021 CBO Symposium	November 18 – 19, 2021 <i>in person</i>	3 - 5
2022 School Business 360	TBD 2022 <i>In person [updated from virtual 1/22]</i>	6
2022 Annual Conference & California School Business Expo	March 29 – April 1, 2022 <i>in person</i>	7 - 11
2022 Executive Leadership Forum	May 5 – 6, 2022 <i>in person</i>	12
Board of Directors Leadership Training & Dinner	June 3 - 4, 2022 <i>in person</i>	13
Micro-Summit Series	Various Dates TBD <i>virtual</i>	14
Business Executives Leadership Programs	Starts January 2022 Starts March 2022 <i>in person</i>	15
Payroll Essentials Training Programs	Multiple Dates 2021-22 <i>see sponsorship listing for complete list of virtual & in-person dates</i>	16
Transportation Leadership Academy Graduation Ceremonies	December 2021 (<i>date TBD</i>) May 2022 (<i>date TBD</i>) <i>in person</i>	17



2021 CBO Symposium
Thursday, November 18 – Friday, November 19
Newport Beach Marriott Hotel & Spa

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 latest news on coming changes that will affect school business
- Address crucial questions on political trends
- Gather to network with their peers and sponsors

AUDIENCE: Qualified school business leaders serving in the role of CBO, superintendent, assistant superintendent, executive-level director

NO. OF ATTENDEES: 400+

CBO Symposium is one of our most highly regarded professional development events. Held *by invitation only*, registration for this event is available only to qualified school business officials. Attendance by service/product providers is available only through paid sponsorship.

SPONSORSHIP BENEFITS:

- One (1) 6’ exhibit table
- Complimentary event registrations for your staff (*number varies per sponsorship and includes persons staffing your table*)
- Logo recognition on casbo.org event web page(s) (*with link to your website*)
- Logo recognition in digital/print materials (*if applicable*)
- Pre- and post-event attendee lists
- Additional specific benefits presented in the individual sponsorship opportunities listed in the next section.

SPONSORSHIP OPPORTUNITIES (26 AVAILABLE): SOLD

SYMPOSIUM FOLIO

- Sponsor's logo brands the attendee symposium folio
- Logo recognition in promotional email communications
- Ability to post sponsor video on casbo.org event web page(s)
- Four [4] complimentary event registrations

Commitment: One [1] at \$12,000 **[SOLD: KeyAnalytics]**

FRIDAY GENERAL SESSION BREAKFAST

- Logo recognition in promotional email communications
- Ability to post sponsor video on casbo.org event web page(s)
- Four [4] complimentary event registrations

Commitment: **One [1] available** at \$12,000 **[SOLD: Johnson Controls]**

WI-FI HOT SPOT

- Logo recognition in promotional email communications
- Ability to post sponsor video on casbo.org event web page(s)
- Wi-Fi password is the sponsor's name
- Four [4] complimentary event registrations

Commitment: One [1] at \$12,000 **[SOLD: AP Keenan]**

PROFESSIONAL HEADSHOTS

- Logo recognition in promotional email communications
- Ability to post sponsor video on casbo.org event web page(s)
- Four [4] complimentary event registrations

Commitment: **One [1] available** at \$12,000 **[SOLD: ENGIE]**

CBO MENTOR-MENTEE

- Logo recognition in promotional email communications
- Ability to post sponsor video on casbo.org event web page(s)
- Four [4] complimentary event registrations

Commitment: One [1] at \$12,000 **[SOLD: SI&A]**

BADGING/LANYARDS

- Sponsor's logo displayed on participant badges & lanyards
- Two [2] complimentary event registrations

Commitment: One [1] at \$8,000 **[SOLD: COLBI]**

FRIDAY CLOSING SESSION LUNCHEON

- Two [2] complimentary event registrations

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

[SOLD: [1] Sitelogs; [2] Eric Hall & Associates, Inc.]

THURSDAY CBO SYMPOSIUM RECEPTION

- Two [2] complimentary event registrations

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

[SOLD: [1] SchoolsFirst FCU; [2] Stifel; [3] Cisco*; [4] Climatec; [5] KYA]

EVENT SPONSOR

- Two [2] complimentary event registrations

Commitment: ~~Thirteen [13]~~ at \$7,500 each

[SOLD: [1] American Fidelity; [2] CA Schools VEBA; [3] Raymond James; [4] Isom Advisors; [5] Equitable; [6] KNN Public Finance; [7] TerraVerde Energy; [8] Christy White, Inc.*; [9] CITI; [10] IQAir Foundation; [11] Forecast5 Analytics [12] X; [13] X]



2022 School Business 360

TBD 2022

In person Event *[venue TBD]*

As the name implies, School Business 360 is an all-encompassing training program for new and aspiring CBOs. In addition to highly motivated future leaders of California LEAs, the biggest names in California education circles present at this event.

AUDIENCE: New and aspiring CBOs

NO. OF ATTENDEES: 70-100

SPONSORSHIP BENEFITS:

- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Logo recognition in promotional email communications
- Logo recognition in event digital/print materials *(if applicable)*
- Acknowledgment in social media post(s) with company tag *(if available)*
- Acknowledgment in event introduction
- Pre- and post-event list of attendees

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

Commitment: Five [5] available at \$4,000 each

CASBO
2022
Annual Conference

March 29 – April 1, 2022 | SAFE Credit Union Convention Center

Annual Conference & California School Business Expo
Tuesday, March 29 – Friday, April 1, 2022
SAFE Credit Union Convention Center - Sacramento

Selecting a sponsorship opportunity at our 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 gain access to the school industry's most valuable audience at California's largest school business-related expo, it will also provide valuable support to our key professional development event.

AUDIENCE: CBOs, superintendents, directors, aspiring leaders and more
NO. OF ATTENDEES: 1500+ (attendees) | 200+ (speakers) | 800+ (exhibitors) | 2500+ (total)

SPONSORSHIP BENEFITS:

- Logo recognition on casbo.org event web page(s) *(with link to your website)*
- Logo recognition in digital/print registration booklet and program guide *(if applicable)*
- Logo recognition in event mobile app and on onscreen at General Sessions
- Logo recognition on high-visibility-area event venue signage
- Specialized sponsor booth and thank-you signage
- Pre- and post-event attendee list
- Additional benefits as designated within the Sponsorship Opportunities section.

SPONSORSHIP OPPORTUNITIES:

MAJOR EVENT SPONSORSHIPS

PINNACLE

- Logo recognition in all event promotional email communications
- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Four [4] complimentary President's Leadership Recognition Dinner reservations

Commitment: One [1] available at \$12,000 **[SOLD: AP Keenan]**

PLATINUM

- Logo recognition in all event promotional email communications
- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Two [2] complimentary President's Leadership Recognition Dinner reservations

Commitment: One [1] available at \$7,000 **[SOLD: CDW-G]**

ELITE

- Logo recognition in all event promotional email communications
- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- One [1] complimentary President's Leadership Recognition Dinner reservation

Commitment: One [1] available at \$5,000 **[SOLD: ENGIE]**

INDIVIDUAL EVENT SPONSORSHIPS

PROFESSIONAL COUNCIL WORKSHOPS

- **NEW This Year!** One time slot dedicated exclusively to networking (*no workshop will be in session during this time*)
- Logo thank-you signage at workshop entrance
- Acknowledgment in workshop introductions
- Ability to place branded materials in workshop (*notepads, pens, etc.*)

Commitment: One [1] available per workshop discipline at \$5,000 each:

Accounting | **CBO-SOLD -Amazon Business** | **Charter Schools-SOLD -Horace Mann** | Child Nutrition | **Facilities - SOLD - Blach Construction** | Financial Services | Human Resources | Maintenance & Operations | Payroll | Purchasing | Retiree | Risk Management | School Business Best Practices | Special Education | Transportation

PROFESSIONAL COUNCIL LUNCHEONS

- Four [4] complimentary tickets to your sponsored Professional Council luncheon
- Five-minute introduction in which you may share 2021-22 industry insights and your company's priorities
- Logo thank-you signage at luncheon entrance
- Logo recognition in luncheon promotional email communications (*if applicable*)

Commitment: One [1] available per luncheon at \$6,000 each:

March 30: Human Resources & Payroll- SOLD: Oracle | Risk Management

March 31: CBO-SOLD: KeyAnalytics | Financial Services - SOLD: GoFan

PRESIDENT'S LEADERSHIP RECOGNITION DINNER

- Logo thank-you signage at entrance
- Logo recognition in dinner program

Commitment:

Dinner Underwriter: Four [4] available at \$7,000 each

Dinner Sponsor: ~~Four [4]~~ Three [3] available at \$4,000 each **[SOLD: Office Depot]**

FIRST GENERAL SESSION KEYNOTE SPEAKER - [Dr. J.P. Pawliw-Fry](#)

- Logo recognition onscreen before and after event and at time of speaker introduction
- Acknowledgment during event

Commitment: ~~Four [4]~~ Three [3] available at \$7,000 each **[SOLD: [1] Office Depot]**

SECOND GENERAL SESSION KEYNOTE SPEAKER – [Dr. Joe Sanfelippo](#)

- Logo recognition onscreen before and after event and at time of speaker introduction
- Acknowledgment during event

Commitment: ~~Four [4]~~ Three [3] available at \$7,000 each **[SOLD: [1] Forecast5 Analytics]**

THIRD GENERAL SESSION SPEAKER PANEL (*Economic Summit Breakfast*)

- Four [4] complimentary breakfast reservations
- Acknowledgment during event
- Logo recognition onscreen before and after event
- Logo thank-you signage at event entrance

Commitment: Two [2] available at \$7,000 each

AFTERNOON NETWORKING: EXPO DESIGNATED HOURS

No other events will be in session

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

EVENING NETWORKING: EXPO GRAND OPENING RECEPTION

No other events will be in session

Commitment: ~~Four~~ [4] Three [3] available at \$6,000 each **[SOLD: Office Depot]**

EVENING NETWORKING: NEW PROFESSIONALS MIXER

- Logo recognition in mixer promotional email communication
- Serve as event host, with complimentary attendance for any of your staff

Commitment: One [1] available at \$5,000 **[SOLD: Amazon Business]**

EVENING NETWORKING: WEDNESDAY SOCIAL EVENT

- Logo thank-you signage at event entrance
- Acknowledgment during event

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

EVENING NETWORKING: THURSDAY SOCIAL EVENT

- Logo thank-you signage at event entrance
- Acknowledgment during event

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

EVENING NETWORKING: HOSPITALITY SUITES

Sold separately. Details and contracts available January 2022.

Partners receive first rights to selection; event allowances not applicable.

A LA CARTE SPONSORSHIPS

REGISTRATION

- Logo recognition on casbo.org event registration page *(with link to your website)*
- Logo recognition in registration promotional email communications:
 - Initial registration-open announcement
 - Last-day early-bird registration reminder
 - Last-day regular registration reminder
- Prominent logo incorporation in registration counter design

Commitment: One [1] available at \$11,000 **[SOLD: SchoolsFirst FCU]**

BADGING STATION(S)

- Logo recognition on casbo.org event registration web page *(with link to your website)*
- Prominent logo incorporation in badging station(s) design

Commitment: One [1] available at \$11,000 **[SOLD: Climatec]**

RELAXATION AREA

- Logo recognition on signage at relaxation area entrance
- Logo recognition on game item provided to attendees

Commitment: One [1] available at \$5,000 **[SOLD: Staples]**

TECH CHARGING STATION

- Logo recognition on signage at charging station area

Commitment: ~~Two~~ [2] available at \$4,000 each [**SOLD: Staples X 2 solo branding**]

SOUVENIR PHOTO BOOTH *(at Expo, Wednesday & Thursday Evening Social Events)*

- Logo thank-you signage at venue

Commitment: One [1] available at \$6,000 [**SOLD: Southwest School & Office Supply**]

MOBILE APP

- Rotating ads & promoted posts on app community page
- Logo recognition on mobile app available promotional email communication

Commitment: \$6,000 (Associate Members) [**SOLD: [1] DLR Group**]

\$3,500 (Partners) [**SOLD: [1] American Fidelity; more available**]

ATTENDEE CONFERENCE BAG

- Logo recognition on premium attendee bag

Commitment: One [1] available at \$16,000 [**SOLD: Stifel**]

BADGE LANYARDS

- Logo recognition on attendee badge lanyards *(required to be worn at all venues)*

Commitment: One [1] available at \$8,000 [**SOLD: COLBI**]

BEVERAGE TRAVEL TUMBLER

- Logo recognition on beverage travel tumbler

Commitment: One [1] available at \$11,000 [**SOLD: Sourcewell**]

CASBO ISLAND GIFT CARDS

Gift cards valued from \$50 to \$100 distributed at the Expo.

- Multiple acknowledgments during Expo

Commitment: Two [2] available:

~~One~~ [1] at \$3,000 [**SOLD: Amazon Business**] & ~~One~~ [1] at \$2,500 [**SOLD: CDW-G**]

NOTEPADS & PENS

- Logo recognition on cover of notepads

Commitment: One [1] available at \$7,500 [**SOLD: Sourcewell**]

POST-IT BOOKLET

- Logo recognition on booklet cover

Commitment: One [1] available at \$6,000 [**SOLD: Tyler Technologies**]

WI-FI HOT SPOT

Commitment: Four [4] available at \$6,000 each [**SOLD: CDW-G***]



2022 Executive Leadership Training

Thursday, May 5 - Friday, May 6

Renaissance Esmeralda Indian Wells, CA

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

You'll 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. Your sponsorship helps us provide the costs of the training, materials, lunch and social, and guest amenities.

AUDIENCE: Board of Directors, section leadership, state Professional Council chairs, select committee members, key staff members.

NO. OF ATTENDEES: 100+

SPONSORSHIP BENEFITS:

- Two [2] complimentary event registrations
- Acknowledgment during the event

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

Commitment: ~~Nine [9]~~ Five [5] available at \$5,000 each

[SOLD: [1] American Fidelity; [2] Horace Mann; [3] Forecast5 Analytics; [4] Office Depot; [5] _____; [6] _____; [7] _____; [8] _____; [9] _____]



**2022 Board of Directors
Leadership Training & Dinner**
Friday, June 3 - Saturday, June 4
Hyatt Regency Huntington Beach Resort & Spa

This is a unique opportunity to network with our board members and senior staff during a social event training activity and dinner.

You'll 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.

Your sponsorship helps us provide the costs of the training, materials, dinner and social, and guest amenities.

AUDIENCE: Board members & executive staff
NO. OF ATTENDEES: 20

SPONSORSHIP BENEFITS:

- Two [2] complimentary event registrations
- Acknowledgment during the event

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

Commitment: ~~Three [3]~~ One [1] available at \$5,000 each
[SOLD: [1] AP Keenan; [2] Forecast5 Analytics; [3] _____]



2021-22 Micro-Summit Series

Various Dates TBD

Virtual

Our Micro-Summit Series delivers speakers assembled from a cadre of experienced CASBO member leaders presenting on specialized school business topics. Potential topics include charter schools, facilities, human resources, risk management, technology and transportation.

AUDIENCE: Any school business professional seeking pinpoint training on a specialized topic

NO. OF ATTENDEES: 50–125 each summit

SPONSORSHIP BENEFITS:

- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Logo recognition in promotional email communications
- Acknowledgment in social media post(s) with company tag *(if available)*
- Acknowledgment in event introduction
- Pre- and post-event attendee lists

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

Commitment: One [1] available per summit at \$5,000 each



2022-23 Business Executives Leadership Program & Graduation Ceremonies

Session Beginning January 2022 | Sonoma COE

Session Beginning March 2022 | Venue TBD

The Business Executives Leadership (BEL) program is a multi-week learning opportunity designed to ensure the success of future CBOs. The 15-week program spans 12 months, and our approach to training combines the experience and expertise of our seven partner organizations, each with a long history of successfully providing training to school business staff.

Experienced and practicing CBOs, as well as other education professionals, have worked to develop and deliver the curriculum, with training hosted by a volunteering county office of education.

AUDIENCE: School business professionals who are spiring CBOs and fiscal directors

NO. OF ATTENDEES: 35 each BEL session

SPONSORSHIP BENEFITS:

- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Logo recognition in promotional email communications
- Acknowledgment in introduction at first session of program
- Acknowledgement in social media post(s) with company tag *(if available)*
- Two [2] graduation ceremony reservations
- Five-minute introductory welcome remarks at graduation ceremony
- Post-event attendee list

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

Commitment: Two [2] available at \$10,000 each



2021-22 Payroll Essentials Training Program

September 13, 14 & 15, 2021 | Contra Costa COE

October 18, 19 & 20, 2021 | Tulare COE

November 9, 15 & 16, 2021 | Virtual

February 16, 17 & 18, 2022 | Virtual

March 14, 15 & 16, 2022 | Twin Rivers USD

April 11, 12 & 13, 2022 | Orange County DOE

May 17, 19 & 20, 2022 | Virtual

Our Payroll Essentials training program is an intensive two-and-a-half-day training event that's designed for current and aspiring school business professionals working in the discipline of payroll who want to get first-rate payroll skills or even go the distance to become CASBO-certified.

With this training, attendees become proficient in their understanding of payroll-related computation from gross to net; federal, state and local statutes, rules and regulations; education code, labor law and tax administration; and retirement systems requirements.

AUDIENCE: School business professionals working in the payroll discipline

NO. OF ATTENDEES: 30 (each virtual session) | 23 (each in-person session)

SPONSORSHIP BENEFITS:

- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Logo recognition in promotional email communications
- Acknowledgment in introduction at first session of program
- Acknowledgement in social media post(s) with company tag *(if available)*
- Post-event attendee list

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

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



Transportation Leadership Academy Graduation Ceremonies

December 2021 *(date TBD)* | Orange County *(venue TBD)*

May 2022 *(date TBD)* | Sacramento *(venue TBD)*

Our Transportation Leadership Academy (TLA) is designed for school business professionals aspiring to or already working in a transportation management or leadership role who are interested in earning a CASBO Director of Transportation Certification.

This intensive program is held one weekend each month for 10 months and offers a collegial and cooperative atmosphere intended to provide the education and networking needed to gain an understanding of the dedication, care and compassion necessary for leadership, as well as the tools necessary to thrive beyond the academic environment.

AUDIENCE: School business professionals aspiring to or already working in a transportation management or leadership role

NO. OF ATTENDEES: 35 each TLA graduation ceremony

SPONSORSHIP BENEFITS:

- Logo recognition with link to website and/or ability to post sponsorship video on casbo.org event web page(s)
- Two [2] graduation ceremony reservations
- Five-minute introductory welcome remarks
- Post-event attendee list

SPONSORSHIP OPPORTUNITIES:

EVENT SPONSOR

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

All events listed herein are subject to change due to state and federal COVID-19 regulations and restrictions.

Have an idea for a CASBO Sponsorship? Let us know!

We always welcome creative sponsorship ideas!

