



## Sponsorship Guide 2022-23

### 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 *2022-23 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

“Partnering with CASBO ensures we stay connected with the major issues impacting schools and school business. We do a better job serving schools through our partnership with CASBO and their members.”

– Brad Keenan, Vice President  
AP Keenan

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### 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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## 2022-23 Events List

| <u>Event</u>   | <u>Dates</u>                           | <u>Page</u> |
|--|--|-------------|
| <b>2022 CBO Symposium<br/>SOLD OUT</b>                         | November 17 - 18, 2022<br>Monterey, CA | 3 - 5       |
| 2023 Annual Conference &<br>California School Business<br>Expo | April 4 - 7, 2023<br>Long Beach, CA    | 6 - 12      |
| 2023-24 Board of Directors<br>Leadership Training &<br>Dinner  | June 2023<br><i>TBD</i>                | 13          |
| 2023 Executive Leadership<br>Forum                             | July 2023<br><i>TBD</i>                | 14          |



**2022 CBO Symposium**  
Thursday, November 17 – Friday, November 18  
Hyatt Regency Monterey 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.

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 and product providers is available only through sponsorship.

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+

**SPONSORSHIP BENEFITS:**

- One (1) 6’ exhibit table
- Complimentary event registrations for your staff (*number varies per sponsorship and includes personnel 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* offered in the unique sponsorship opportunities listed in the next section.

## **SPONSORSHIP OPPORTUNITIES (28 SOLD OUT):**

### **THURSDAY GENERAL SESSION BREAKFAST**

- Logo recognition in promotional email communications
- Sponsor may introduce the topic/panel for our breakfast
- Four [4] complimentary event registrations

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

### **THURSDAY LUNCHEON**

- Two [2] complimentary event registrations

Commitment: Two [2] at \$8,000 each **[SOLD: [1] CDW-G; [2] Johnson Controls]**

### **THURSDAY CBO SYMPOSIUM RECEPTION**

- Two [2] complimentary event registrations

Commitment: Six [6] at \$7,500 each

**[SOLD: [1] SchoolsFirst Plan Administration; [2] STIFEL; [3] Frontline Education; [4] CLIMATEC; [5] American Fidelity; [6] Christy White, Inc.]**

### **FRIDAY GENERAL SESSION BREAKFAST**

- Logo recognition in promotional email communications
- Sponsor may introduce the topic/panel for our breakfast
- Four [4] complimentary event registrations

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

### **FRIDAY CLOSING SESSION LUNCHEON**

- Two [2] complimentary event registrations

Commitment: Two [2] at \$8,000 each **[SOLD:[1] TerraVerde Energy; [2] KYA]**

### **BADGING/LANYARDS**

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

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

### **EVENT SPONSOR**

- Two [2] complimentary event registrations

Commitment: Eleven [11] at \$7,500 each **[SOLD: [1] Raymond James; [2] CA Schools VEBA; [3] Equitable; [4] VIRCO; [5] Isom Advisors; [6] RBC Capital Markets; [7] DLR Group; [8] KNN Public Finance; [9] CITI; [10] Dale Scott & Co.; [11] Jones Hall]**

## **PROFESSIONAL HEADSHOTS**

- Logo recognition in promotional email communications
- Four [4] complimentary event registrations

Commitment: One [1] at \$12,000 **[SOLD: The Aptus Group]**

## **SYMPOSIUM FOLIO**

- Sponsor's logo brands the attendee symposium folio
- Logo recognition in promotional email communications
- Four [4] complimentary event registrations

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

## **VENUE WI-FI ACCESS**

- Logo recognition in promotional email communications
- Wi-Fi password is the sponsor's name
- Four [4] complimentary event registrations

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

## **CASBO BUSINESS EXECUTIVES' LEADERSHIP (BEL) PROGRAM**

### **CBO PATHWAY ASPIRING CBOs AND ACCELERATED CBO PROGRAM COHORTS**

- Logo recognition in promotional email communications
- Attend Wednesday event,
  - One 6-foot table outside the room
  - 1-2 seats to observe the curriculum/content
  - Recognition and brief remarks during the learning lunch
  - Networking reception access
- Four [4] complimentary event registrations to CBO Symposium

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



## **Annual Conference & California School Business Expo**

**Tuesday, April 4 – Friday, April 7, 2023**  
**Long Beach Convention Center**

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:** 1800+ (attendees) | 200+ (speakers) | 800+ (exhibitors) | 2800+ (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 specific benefits* offered in the unique sponsorship opportunities listed in the next section.

## SPONSORSHIP OPPORTUNITIES:

### MAJOR EVENT SPONSORSHIPS

#### DIAMOND

- Logo recognition in all event promotional email communications
- Logo recognition with link to website on casbo.org event web page(s)
- Participate in Expo Grand Opening Ribbon Cutting Ceremony
- Two [2] complimentary President's Leadership Recognition Dinner reservations

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

#### RUBY

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

Commitment: One [1] available at \$7,000 **[SOLD: ENGIE]**

#### SAPPHIRE

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

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

### INDIVIDUAL SPONSORSHIPS

#### TUESDAY, APRIL 4

##### PRESIDENT'S LEADERSHIP RECOGNITION DINNER

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

Commitment:

Dinner Underwriter: Four [4] available at \$5,000 each  
**[SOLD: [1] \_\_\_\_\_; [2] \_\_\_\_\_; [3] \_\_\_\_\_; [4] \_\_\_\_\_]**

Dinner Sponsor: Four [4] available at \$2,500 each  
**[SOLD: [1] Frontline Education; [2] \_\_\_\_\_; [3] \_\_\_\_\_; [4] \_\_\_\_\_]**

## WEDNESDAY, APRIL 5

### RECONNECT & REFUEL – Morning Hosted Coffee & Continental Breakfast for All Attendees

- Logo thank-you signage
- Sponsor logo on card provided to attendees *(if applicable)*

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

### SESSIONS

- Logo thank-you signage at session venue entrance
- Acknowledgment in session introductions
- Ability to place branded materials in session venue *(notepads, pens, etc.)*

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

Accounting | **CBO [SOLD: ENGIE]** | Charter Schools | Child Nutrition | Facilities | Financial Services | Human Resources | Leadership | Maintenance & Operations | Payroll | Purchasing | Retiree | Risk Management | School Business Best Practices | Special Education | Technology | Transportation

### NETWORKING BREAKFAST: WOMEN IN LEADERSHIP

- Logo recognition in promotional email communication *(if applicable)*
- Two [2] complimentary registrations
- Five-minute introduction in which you may share 2022-23 industry insights and your company's priorities
- Signage at venue

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

### NETWORKING BREAKFAST: FIRST TIME ATTENDEE AND NEW CASBO MEMBERS

- Logo recognition in promotional email communication *(if applicable)*
- Two [2] complimentary registrations
- Five-minute introduction in which you may share 2022-23 industry insights and your company's priorities
- Signage at venue

Commitment: ONE [1] available at \$7,500

### PROFESSIONAL COUNCIL LUNCHEONS

- Two [2] complimentary registrations to your sponsored Professional Council luncheon
- Five-minute introduction in which you may share 2022-23 industry insights and your company's priorities
- Logo thank-you signage at luncheon entrance



- Logo recognition in promotional email communications *(if applicable)*

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

Luncheons TBD, e.g., Financial Services | Human Resources & Payroll | Risk Management *[to confirm end of August the specific PC luncheons & dates]*

**FIRST GENERAL SESSION KEYNOTE SPEAKER**

- Logo recognition onscreen before and after event and at time of speaker introduction
- Acknowledgment during event
- Logo recognition in promotional email communications *(if applicable)*
- Sponsor recognition in program guide

Commitment: Four [4] available at \$7,000 each **[SOLD:[1] Amazon Business; [2] \_\_\_\_\_; [3] \_\_\_\_\_; [4] \_\_\_\_\_]**

**EVENING NETWORKING: EXPO GRAND OPENING RECEPTION**

*No other events will be in session*

- Refreshments provided for attendees
- Logo thank-you signage
- Logo recognition in promotional email communications *(if applicable)*
- Sponsor logo on card provided to attendees *(if applicable)*

Commitment: Four [4] available at \$6,000 each

**EVENING NETWORKING: NEW PROFESSIONALS MIXER**

- Logo recognition in promotional email communications *(if applicable)*
- Serve as event host, with complimentary attendance for any of your staff
- Sponsor logo on card provided to attendees

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

**EVENING NETWORKING: DESSERT WITH THE CASBO PRESIDENT**

- Logo thank-you signage at event entrance
- Acknowledgment during event
- Logo recognition in promotional email communications *(if applicable)*

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

## THURSDAY, APRIL 6

### RECONNECT & REFUEL – Daily Hosted Coffee & Continental Breakfast for All Attendees

- Logo thank-you signage
- Sponsor logo on card provided to attendees *(if applicable)*

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

### SECOND GENERAL SESSION KEYNOTE SPEAKER

- Logo recognition onscreen before and after event and at time of speaker introduction
- Acknowledgment during event
- Logo recognition in promotional email communications *(if applicable)*
- Sponsor recognition in program guide

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

### PROFESSIONAL COUNCIL LUNCHEONS

- Two [2] complimentary tickets to your sponsored Professional Council luncheon
- Five-minute introduction in which you may share 2022-23 industry insights and your company's priorities
- Logo thank-you signage at luncheon entrance
- Logo recognition in promotional email communications *(if applicable)*

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

**CBO [SOLD: KeyAnalytics]** | Other luncheons TBD, e.g., Financial Services | Human Resources & Payroll | Risk Management *[to confirm end of August the specific PC luncheons & dates]*

### AFTERNOON NETWORKING: EXPO DESIGNATED HOURS

*No other events will be in session during these hours*

- Sponsor logo on card provided to attendees *(if applicable)*
- Refreshments provided to attendees
- Logo thank-you signage

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

### EVENING NETWORKING: CASINO NIGHT & DANCING

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

Commitment: Two [2] available at \$6,000 each **[SOLD:[1] LINQ [2] \_\_\_\_\_]**

### \*\*\*\*EVENING NETWORKING: ASSOCIATE MEMBER HOSPITALITY SUITES\*\*\*\*

*Sold separately. Details and contracts available January 2023.*

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

## FRIDAY, APRIL 7

### ADMINISTRATIVE PROFESSIONAL WORKGROUP

- Acknowledgment during event
- Logo thank-you signage at event entrance
- Logo recognition in promotional email communications *(if applicable)*

Commitment: One [1] available at \$3,000

### CLOSING SESSION

- 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

## A LA CARTE SPONSORSHIPS

### REGISTRATION/BADGING STATION

- 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/badging station design

Commitment: Two [2] available at \$11,000 each **[SOLD: [1] CLIMATEC; [2] SchoolsFirst FCU]**

### RELAXATION AREA

- Logo recognition on signage at relaxation area entrance
- Logo recognition on game item provided to attendees
- Sponsor logo on card provided to attendees *(if applicable)*

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

### TECH CHARGING Tables

- Logo recognition on signage at charging table area
- Sponsor logo on card provided to attendees *(if applicable)*

Commitment: Two [2] available at \$4,000 each

### SOUVENIR PHOTO BOOTH

*(At Expo, Wednesday Evening Dessert with President & Thursday Casino Night & Dancing)*

- Logo thank-you signage at venue
- Sponsor logo on card provided to attendees

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

## **MOBILE APP**

- Banner ads & promoted posts on app community page
- Logo recognition on mobile app promotional email communication
- Sponsor logo on card provided to attendees
- Sponsor logo venue signage

Commitment: \$6,000 (Associate Members)  
\$3,500 (Partners)

## **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

## **CASBO ISLAND GIFT CARDS**

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

- Multiple acknowledgments during Expo

Commitment: Two [2] available: varying amounts \$1,500 - \$3,500

## **NOTEPADS & PENS**

- Logo recognition on cover of notepads

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

## **POST-IT BOOKLET**

- Logo recognition on booklet cover

Commitment: One [1] available at \$6,000 **[SOLD: TYLER TECHNOLOGIES]**

## **VENUE WI-FI ACCESS**

- Logo recognition in promotional email communication
- Sponsor logo on card provided to attendees
- Sponsor logo venue signage

Commitment: Four [4] available at \$6,000 each



**2023 Board of Directors  
Leadership Training & Dinner**

June 2023 TBD

Location TBD

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
- Ability to participate in the social time, dinner and board meeting
- Acknowledgment during the event

**SPONSORSHIP OPPORTUNITIES:**

**EVENT SPONSOR**

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

**[SOLD: [1] AP KEENAN; [2] \_\_\_\_\_; [3] \_\_\_\_\_]**



## 2023 Executive Leadership Forum

July 2023 TBD

Location TBD

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] available at \$5,000 each

[SOLD: [1] HORACE MANN; [2] AP KEENAN; [3] American Fidelity; [4] \_\_\_\_\_;  
[5] \_\_\_\_\_; [6] \_\_\_\_\_; [7] \_\_\_\_\_; [8] \_\_\_\_\_; [9] \_\_\_\_\_]

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

We welcome creative sponsorship ideas!

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