

CASBO CON 26

MARCH 31-APRIL 2, 2026 | SAN DIEGO CONVENTION CENTER



#CASBOCON26

SPONSORSHIP GUIDE

CASBO Con is California's premier event for school business leaders



PUT YOUR BRAND IN FRONT OF CALIFORNIA'S SCHOOL DECISION-MAKERS

Gain high-impact visibility with more than 2,500 influential attendees through signage, digital promotion, and exclusive access to attendee lists before and after the event. Connect with the professionals who influence purchasing decisions and drive innovation in California's schools.



casbo.org/con26

CASBO CON 26

SPONSORSHIP OPPORTUNITIES



Maximize Your Brand's Impact by Aligning with Premier Experiences



Sponsorships are available exclusively to CASBO Partners and Associate Members.

Opportunity	Benefit	Commitment
Elite – Premier Visibility	Virtual ribbon cutting at 1st General Session. Two (2) comp President's dinner reservations	One (1) at \$12,000
High-Value	Two (2) comp President's Dinner reservations	Three (3) at \$10,000 each
Monday, March 30		
President's Leadership Recognition Dinner	Sponsor recognition at dinner and in dinner program. One (1) comp President's Dinner reservation	2 (2) at \$5,500 each
Tuesday, March 31		
Women in Leadership: Networking Coffee	5-minute intro comments at start of event to share 2025-26 industry insights and company priorities and high visibility session signage.	Two (2) at \$6,000 each SOLD
CBO Educational Sessions	Sponsor recognition signage in high traffic CBO room.	One (1) at \$6,000
1st General Session - Keynote	Sponsor recognition during event and high visibility session signage.	Four (4) at \$5,000 each
Wednesday, April 1		
2nd General Session – Keynote	Sponsor recognition during event and high visibility session signage.	Four (4) at \$5,000 each
CBO Networking Luncheon	Intro at start of event; 5 minutes to share 2025-26 industry insights and your company's priorities, Sponsor recognition signage and comp lunch ticket.	One (1) at \$10,000

SECURE YOUR VISIBILITY TODAY: Lori Smith, Conference and Events Director (916) 504-2241 | lsmith@casbo.org

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A LA CARTE SPONSORSHIPS



Elevate Your Brand with Memorable Touchpoints



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Opportunity	Benefit	Commitment
Registration Badging Stations	Sponsor recognition signage on standalone cube structure near registration and faceplate of iPADS at registration.	Two (2) at \$12,000 SOLD
Branded Relaxation Patio with views of the San Diego Bay	High visibility brand exposure and coffee station with branded coffee sleeves.	One (1) at \$12,000 SOLD
Step Challenge	Sponsor recognition signage	\$6,000
Beverage Travel Tumbler	Logo recognition on tumbler	One (1) at \$12,000 SOLD
Badge Lanyards	Logo recognition on lanyards	One (1) at \$12,000 SOLD
Conference Bag	Logo recognition on bag	One (1) at \$12,000 SOLD
Notebook with Pen	Logo recognition on notebook	One (1) at \$7,500 SOLD
Program Guide Advertisement	1/4 page, 1/2 page, full page, back or inside full cover options for placement	\$850 - \$2,500 SOLD
Wednesday, April 1		
Casino Night	High visibility brand exposure on signage, poker chips, and playing cards	\$6,000 SOLD

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