

csbaaec **Virtual**

2020 Sponsorship Guide | aec.csba.org



See & be seen!

New virtual sponsorship opportunities inside!

2019: Number of Attendees

3,500

Attendees Role

Board Member **44%**
Superintendent **11%**
Other **45%**

Years on Governance Team

One year or less **20.9%**
Two to four years **19.85%**
Five years or more **59.19%**

District Categorization

Rural **31.25%**
Small **34.19%**
Suburban **40.44%**
Urban **12.87%**
County Office of Education **4.04%**

AEC App

62% downloaded and used the AEC App to navigate conference.
76% were actively engaged through the AEC App for the duration of conference.

How attendees navigated conference in 2019

76.84% used the AEC App
52.57% used the pocket program
6.62% used aec.csba.org
15.81% used on-site signage





2020 Sponsorships

Build brand awareness with school governance teams and top-level district administrators during CSBA's Virtual Annual Education Conference by reserving one of these opportunities today!

Naming Rights

\$20,000 (1 available)



All aspects of the virtual AEC conference will be "presented by" your company with name and/or logo placement throughout the entire conference. Sponsorship includes:

- » Logo and/or company name listed as "presented by" throughout the entire virtual AEC conference
- » Clickable link embedded for attendees to research your company and visit your website page
- » (1) full conference registration
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage and slides everywhere where applicable

Branded Page

\$10,000 (multiple available)



Your company can choose a full page on the virtual AEC platform website that could be "brought to you by." This page can be customized with a color scheme, imagery or other custom branding for that page. Sponsorship includes:

- » Specifically branded AEC page of company's choosing
- » Clickable link embedded in to page for attendees to research your company and visit your website page
- » (1) one-day registration
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage and slides everywhere where applicable

This year's general session speakers



Leslie Odom, Jr.
Multifaceted Tony and Grammy Award-winning performer



Jason Dorsey
President of The Center for Generational Kinetics



Hadi Partovi
CEO of the education nonprofit Code.org, tech entrepreneur and investor

Social Media Naming Sponsor

\$10,000



CSBA's social media feed will be updated live and embedded to the AEC Virtual homepage. All sessions, breakouts, and other AEC activity will be shared and up to date throughout the conference. Give your company naming rights to the social feed and be seen and shared daily. Sponsorship includes:

- » Social Media naming rights
- » Company listing in Virtual AEC agenda
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage
- » Logo listed on "Thank you to our Sponsors" webpage and slides everywhere where applicable

*Available only to CSBA business affiliates or business partners. **Available only to CSBA business affiliates at the Professional level and above or business partners.



Strand Sponsorship

~~\$7,500 (6 available)~~ — **5 remaining**

This year's strands are: Advocacy, engagement and community relations; Equity, opportunity and access; ~~Funding, finance~~ **SOLD** and facilities; Leadership through governance, Innovation and student achievement; and Wellness, school climate and safety. Sponsorship includes:

- » Company logo embedded on virtual sessions pertaining to strand
- » (1) one-day conference pass
- » Provide a two to three-minute recorded company introduction at one of the conference general sessions
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage and slides (everywhere where applicable)

Delegate Assembly** \$5,000

Brand your company's name with CSBA's Delegate Assembly. The Delegate Assembly is a link in the association's governance structure. They work with local districts, county offices, the Board of Directors and Executive Committee to ensure the association reflects the interests of school districts and county offices of education throughout the state. Sponsorship includes:

- » Company listing in Virtual AEC agenda
- » (1) one-day conference pass
- » Two to three-minute company introduction
- » Company logo embedded in to Delegate Assembly presentation everywhere where applicable
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage and slides (everywhere where applicable)

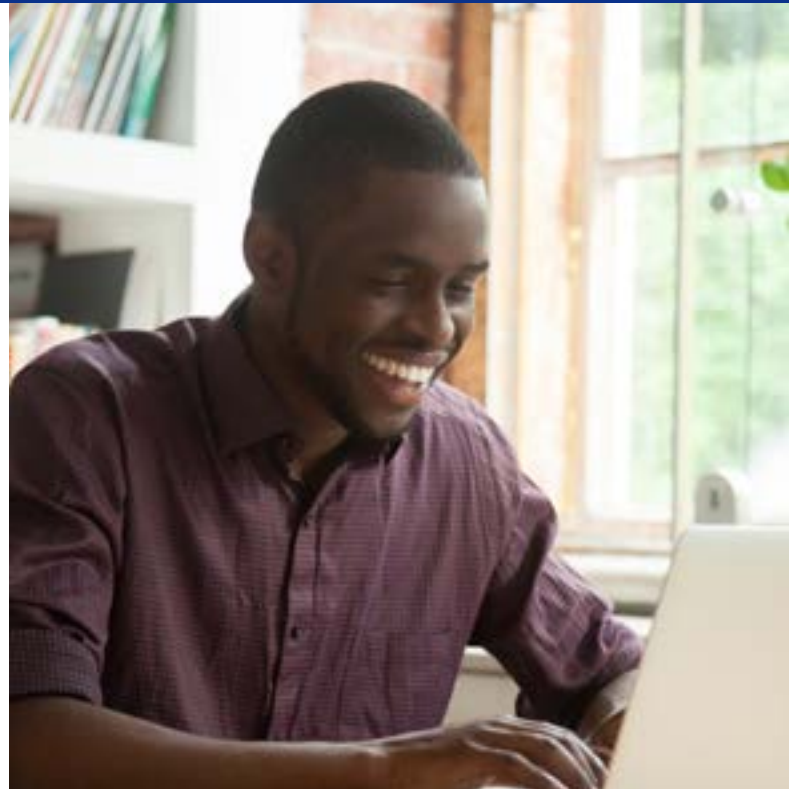
Commercial Break

\$5,000 (multiple available)



See and be seen. Share a recorded one-minute commercial video of your company or product that will be played before a session begins. Sponsorship includes:

- » Commercial placement before a proposed session that cannot be skipped
- » Company listing in Virtual AEC agenda
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage and slides (everywhere where applicable)



Masters in Governance (MIG) Alumni Virtual Reception and Brown Bag Lunch* \$4,000

MIG alumni are invited to a virtual bag lunch reception. Showcase your company as a leader in education by sharing valuable information with our alumni about your company or product. Sponsorship includes:

- » Company listing in Virtual AEC agenda
- » Company logo embedded in to reception presentation where applicable
- » Opportunity to provide a one to two-minute presentation about your company or product
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on "Thank you to our Sponsors" webpage and slides (everywhere where applicable)

Banner Ads \$3,000 per ad (multiple available)

Showcase your company logo throughout the virtual AEC conference platform webpages. Sponsorship includes:

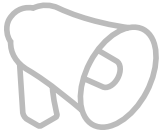
- » Clickable banner ad logo to your company website
- » Banner ad rotation on platform webpages (rotation depended on how many sponsors received)



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Event Sponsorship \$3,000 (multiple available)



Showcase your company through sponsorship of one of these events: Executive Assistants Program, Student Entertainment or Student Board Member Program. Sponsorship includes:

» Company listing in Virtual AEC agenda

- » Company logo embedded in to event presentation where applicable
- » Provide a two to three-minute company introduction
- » One-day conference pass
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)

Golden Bell Awards Sponsorship*

\$3,000 (multiple available) — **Going Fast**



In its 41st year, this program promotes excellence in education by recognizing outstanding programs in school districts and COEs. Put your company front and center as more than 500 district members will view this brand new virtual event. See all categories at awards.csba.org/golden-bell. Sponsorship includes:

- » Company sponsorship recognition on Golden Bell webpage
- » Scheduled virtual photo opportunity with winning district for promotion
- » Recorded ceremony will be sent to each winning district to view with their board members and team
- » Company recognition presented during Awards ceremony and one-minute speaker presentation recognizing the winning sponsored district
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)



Guest Blog on AEC Virtual Homepage

\$3,000 (multiple available)



Feature your company, product or team with updated blog content rotated on our Virtual AEC homepage. Sponsorship includes:

- » Featured area on AEC homepage to showcase blog content
- » Content to be rotated/updated as often as sponsor wants (content delivered by sponsor)
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)



Night Owl Café

\$3,000 (2 available)



An after hours event for attendees to receive a sneak peek to the next day's agenda offerings and/or a review of the breakout sessions. The Night Owl Café will also consider showcasing a local Sacramento comedian for the evening's entertainment.

Sponsorship includes:

- » Two minute welcome introducing their company and AEC emcee
- » Company listing in Virtual AEC agenda
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)

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Recharge Station \$3,000 (multiple available) NEW!

During a break in sessions, sponsors can offer a “recharge” or “moment of movement” for attendees. This would include a note from our sponsor along with a quick video or tutorial to encourage attendees to get up from their seat and move their body. Sponsorship includes:



- » One minute company introduction + introduction of the selected “move your body” video courtesy of sponsor
- » Company listing in Virtual AEC agenda
- » Logo embedded in to presentation
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)

Sunrise Start \$3,000 (2 available) NEW!



Kick off the morning by inviting attendees to join your team for a wellness session. This can include meditation, chair exercises, yoga, or brain teasers to get ready for the AEC Virtual conference experience. Sponsorship includes:

- » 30-minute pre-recorded or live morning session with attendees
- » Company listing in Virtual AEC agenda
- » Logo embedded in to presentation
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)

Board Member of the Year Award

\$2,000 (1 available) NEW!

Increase your visibility by sponsoring the Board Member of the Year award during our General Session. This highly attended event will include a speech from the CSBA President and more. Sponsorship includes:

- » Two minute recording introducing your company and event emcee
- » Company listing in Virtual AEC agenda
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)

Daily Door Prize \$2,000 (multiple available) NEW!

All attendees will be assigned a number in our database. Each morning, CSBA staff will “spin the wheel” of numbers and the member who corresponds with the number on the prize wheel will win a prize from one of our sponsors (number of winners is determined by number of sponsors). Sponsorship includes:



- » Company listing in Virtual AEC agenda
- » Sponsored prize and winner announced by emcee
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)

EduLab Session

\$2,000 (3 available) — **2 remaining**

Showcase your company’s latest trends by hosting a recorded 15-minute presentation and live Q&A. Sponsorship includes:

- » Logo and company name on recorded presentation
- » Live Q&A opportunity with attendees
- » Listing in Virtual AEC agenda
- » Sponsor logo showcased (or highlighted) in all AEC email announcements and social media (where applicable)
- » Logo listed on “Thank you to our Sponsors” webpage and slides (everywhere where applicable)



To secure a sponsorship,

or for specific details about sponsorship deliverables, contact **Nicole Delos Reyes** at 916-669-3275 or ndreyes@csba.org today!

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Sponsorship application & contract

Naming Rights \$20,000

Branded Page \$10,000

Social Media Naming Sponsor \$10,000

Strand Sponsorship* \$7,500

- Advocacy, engagement and community relations
- Equity, opportunity and access
- ~~Funding, finance and facilities~~ **SOLD**
- Leadership through governance
- Innovation and student achievement
- Wellness, school climate and safety

Delegate Assembly & Reception \$5,000

Commercial Break \$5,000

Masters in Governance (MIG) Alumni Virtual Reception and Brown Bag Lunch* \$4,000

Banner Ads \$3,000 per ad (multiple available)

Event Sponsorship* \$3,000

- Executive Assistants Program
- Student Board Member Program
- Student Entertainment

Golden Bell Awards Sponsorship** \$3,000

Category Name:

Guest Blog on AEC Virtual Homepage \$3,000

Night Owl Café \$3,000

Recharge Station \$3,000

Sunrise Start \$3,000

Board Member of the Year Reception Event \$2,000

Daily Door Prize \$2,000

Edulab Session Sponsorship* \$2,000

Session time:

Other (as approved by CSBA)

Total amount sponsored \$

CONTACT NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: _____

CELL: _____

FAX: _____

EMAIL: _____

I (we) certify the foregoing information is correct and authorize CSBA to invoice my (our) company for the sponsored amount of \$_____ and activate participation upon application approval.

Signature

Date

