

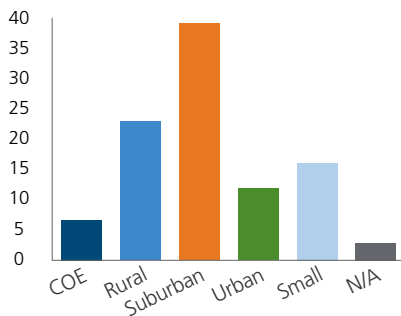
# AEC 2023

## SPONSORSHIP GUIDE

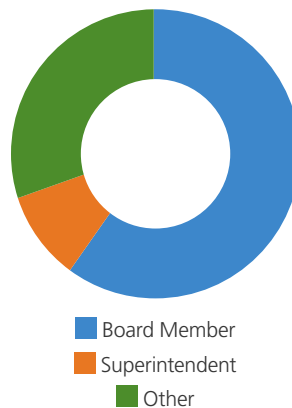
**NOV. 30 – DEC. 2 | SAN FRANCISCO**

CSBA's Annual Education Conference and Trade Show is one of the largest preK-12 education conferences in the state, drawing **more than 4,000 conference participants**. Get noticed this year!

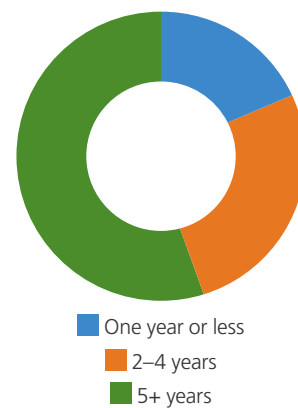
**DISTRICT CATEGORIZATION**



**ATTENDEES ROLES**



**YEARS ON THE GOVERNANCE TEAM**



**ALLOW OUR EXPERT TEAM TO PUT TOGETHER A SPONSORSHIP PLAN THAT WILL GET YOU NOTICED,** at any budget level. Choose your package and add-on deliverables to help showcase your brand.

# CHOOSE A SPONSORSHIP PACKAGE!

BENEFITS	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Digital branding signage at host hotel or conference center where applicable	*			
AEC app banner ad	*			
Enhanced exhibitor listing on app	*	*		
Company push notification on app	*	*		
Provide a company introduction at one of the conference general sessions (limited availability)	1-2 minute live	1-minute pre-recorded video		
Full-conference AEC registration passes	2	1		
Sponsorship add-on credit	\$1,500	\$1,000	\$500	
Sponsor recognition on applicable AEC pre-event marketing including emails, social media and website	*	*	*	
One-day conference AEC registration passes			1	1
Sponsor recognition on applicable AEC on-site marketing including the ad reel shown during general sessions and meter panel signage	*	*	*	*
Opportunity to participate in AEC app gamification	*	*	*	*
Company name and link listed on the <a href="#">sponsor page</a> on the AEC website.	*	*	*	*
AEC opt-in attendee list	*	*	*	*

**👉 NOT A BUSINESS AFFILIATE? JOIN TODAY OR TRY US OUT!** While anyone can access our sponsorship opportunities, CSBA Business Affiliates and Business Partners have access to the full range of options available including an exhibitor booth on the Trade Show Floor. Learn more about how to join as a [Business Affiliate](#) or test the waters as a sponsor to showcase your brand to our members.

For more information, contact Nicole Delos Reyes at [sponsor@csba.org](mailto:sponsor@csba.org).

# SPONSORSHIP ADD-ONS

## **Spotlight luncheon — \$5,000 (one available)**

Network with our members at the Spotlight Luncheon. Sponsorship includes a 2-3 minutes company introduction, two meal tickets and a marketing table. Luncheon speaker to be announced.

## **Conference lanyard — \$5,000 (one available)**

Put your company logo on one of the most visible items at the event given to each attendee, the official conference lanyard.

## **Pre-conference notepad and pen — \$5,000 (one available)**

Put your company logo on a notepad and pen given to each attendee at pre-conference workshops.

## **Conference badge — \$3,000 (one available)**

Include your company logo, printed in black and white on the attendee badge opposite the CSBA logo.

## **Headshot lounge — \$3,000 (one available)**

Invite attendees to capture a new headshot image for their personal files with an app notification thanking your company.

## **Pre-conference luncheon event — \$3,000 (multiple available)**

Network with our members by sponsoring one of our pre-con lunch events. Includes one-minute company introduction.

## **Individual program event or award sponsorship \$3,000 (multiple available)**

Sponsor one of our AEC events, awards or conference strands. Choices include the Executive Assistant Training Program and Reception, Board Member of the Year Award, Student Entertainment, one of the five official conference strands and more. Contact [sponsor@csba.org](mailto:sponsor@csba.org) for the full list of options.

## **Bookstore bag — \$3,000 (one available)**

Add your company logo to the AEC bookstore bag.

## **Hotel branding — \$2,500+ (multiple available)**

The host hotel offers several branding options in prominent locations optimized for the most impressions. Learn more by emailing [sponsor@csba.org](mailto:sponsor@csba.org).



For more information, contact Nicole Delos Reyes at [sponsor@csba.org](mailto:sponsor@csba.org).

### **Snack break — \$2,500 (multiple available)**

Treat attendees to a snack and drink on the Trade Show Floor while branding your company.

### **Charging station — \$2,500 (two available)**

Your company's name and message wrapped on one of the charging stations.

### **Table Talk Workshop\* — \$2,500+ (multiple available)**

Connect with attendees from across the state in an informal and conversational small group setting on the Trade Show Floor. \* *Must adhere to CSBA requirements for Table Talks. Must be a CSBA Business Partner or Affiliate.*

### **App banner ads — \$2,500 (multiple available)**

Create a clickable banner ad that rotates on the top of the exhibitor page of the conference app.

### **App push notifications — \$1,500 (limited number available)**

Share details/reminders with AEC attendees with a push notification.

### **Additional branding opportunities — \$1,500+ (multiple available)**

Contact [sponsor@csba.org](mailto:sponsor@csba.org) to create a custom package that fits your budget.



## **GOLDEN BELL AWARD SPONSORSHIPS**

**\$5,000 (multiple available)** *Can be purchased separately from the packages above. Available only to CSBA Business Partners and Affiliates.*

In its 44th 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 attendees gather to give congratulations to winners.

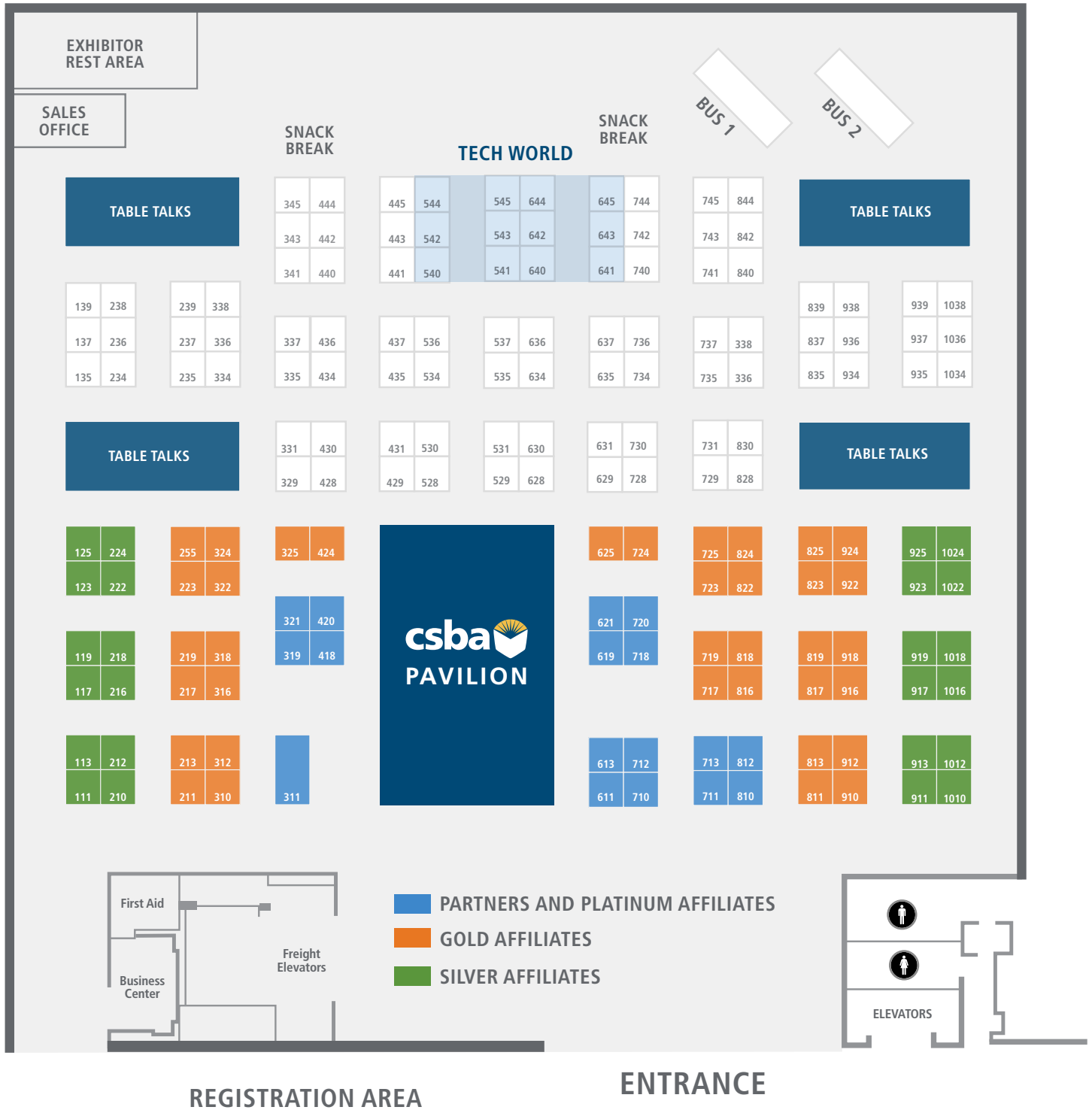
#### **Sponsorship includes:**

- ▶ Company logo listed on all related signage
- ▶ Company sponsorship recognition on the AEC app
- ▶ One printed over-sized check with your company name/logo for presentation
- ▶ Photo opportunity with winning district
- ▶ Two complimentary tickets to the Golden Bell Awards ceremony
- ▶ Company recognition presented during the awards ceremony, and a one-minute speaker presentation recognizing the winning sponsored district
- ▶ Company sponsorship recognition on the Golden Bell webpage

#### **Sponsorship categories:**

- ▶ Alternative Education
- ▶ Career Technical Education
- ▶ Civic Education
- ▶ Closing the Opportunity Gap
- ▶ Community Schools through Partnerships and Collaboration
- ▶ Curriculum and Instruction through the California Standards Implementation
- ▶ Early Childhood Education
- ▶ English Learners/Biliteracy
- ▶ Climate Change Innovation
- ▶ Equity and Access
- ▶ Expanded Learning and Engagement
- ▶ Innovation in the Time of Crises
- ▶ Family/Student/Community Engagement
- ▶ Professional Development and Teacher Recruitment/Retention
- ▶ School Culture & Safety
- ▶ Social/Emotional Health/ Wellness
- ▶ Special Education
- ▶ Student Support Services
- ▶ Systems of Support
- ▶ Technology Innovation

# AEC 2023 TRADESHOW FLOORPLAN



For more information, contact Nicole Delos Reyes at [sponsor@csba.org](mailto:sponsor@csba.org).

# SPONSORSHIP APPLICATION



**PACKAGE CHOICE:**    **Platinum** — \$10,000    **Gold** — \$7,500    **Silver** — \$5,000    **Bronze** — \$2,500

**OPTIONAL ADD-ONS:**

<b>Spotlight luncheon</b> — \$5,000	<b>Hotel branding</b> — \$2,500+
<b>Conference lanyard</b> — \$5,000	<b>Snack Break</b> — \$2,500
<b>Pre-conference notepad/pen</b> — \$5,000	<b>Charging station</b> — \$2,500
<b>Headshot lounge</b> — \$3,000	<b>Table Talk Workshop</b> — \$2,500
<b>Conference badge</b> — \$3,000	<b>App banner ads</b> — \$2,500
<b>Pre-conference luncheon event</b> — \$3,000 Luncheon name: _____	<b>App push notifications</b> — \$1,500
<b>Individual program event or award sponsorship</b> — \$3,000 Event name: _____	<b>Additional branding opportunities</b> — \$1,500+
<b>Bookstore bag</b> — \$3,000	<b>Golden Bell Awards sponsorship</b> — \$5,000 Category name: _____

**Total sponsored \$**

## SPONSORSHIP CONTRACT

Return completed form to [sponsor@csba.org](mailto:sponsor@csba.org).

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

On behalf of the company listed above, I certify the foregoing information is correct and authorize CSBA to invoice the company listed above for the sponsored amount of \$\_\_\_\_\_ and activate participation upon application approval.

Signature

Date