



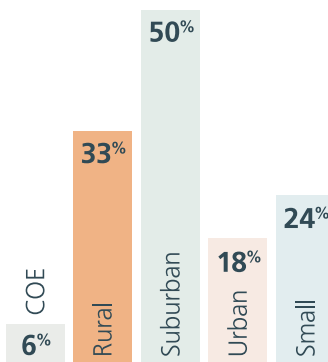
CSBA Annual Education Conference and Trade Show
Dec. 3-5 ■ San Diego, CA

Sponsorship Guide

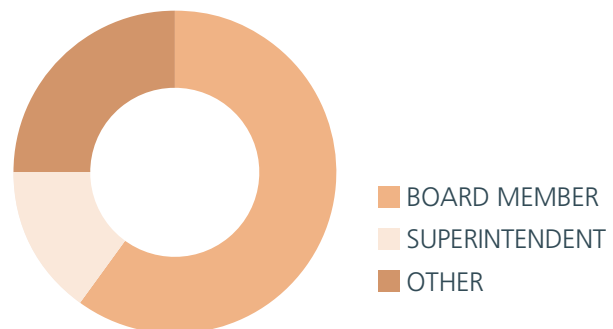


CSBA's Annual Education Conference and Trade Show (AEC) is one of the largest preK-12 education conferences in the state, drawing nearly 4,000 participants.

District categorization



Attendee's roles



Allow CSBA's expert team to put together a sponsorship plan that will get your company noticed, at any budget level. Choose a package and add-on deliverables to help showcase your brand.

First, choose a sponsorship package!

Benefits

	Champion \$10,000	Advocate \$7,500	Contributor \$5,000	Supporter \$2,500
AEC app banner ad	*			
Company push notification on app	*			
Enhanced exhibitor listing on app	*	*		
Provide a company introduction at one of the conference General Sessions (limited availability)	1-2 minute live	1-minute pre-recorded video		
Sponsor recognition on applicable AEC pre-event marketing including emails and social media	*	*		
Full-conference AEC registration passes	3	2	1	
Complimentary AEC Meal Function Ticket, pending availability at time of commitment	3	2	1	
AEC opt-in attendee list	*	*	*	
Verbal recognition from stage during a General Session	*	*	*	*
Sponsor recognition on applicable AEC marketing including the ad reel shown during General Sessions and onsite signage	*	*	*	*
Opportunity to participate in AEC app gamification	*	*	*	*
Company name and link listed on the sponsor page on the AEC website.	*	*	*	*
Sponsor recognition listed in AEC digital pocket program (sponsorship must be secured by Oct. 1 for inclusion)	*	*	*	*

🔑 NOT A BUSINESS AFFILIATE? JOIN TODAY OR TRY OUT A SPONSORSHIP! While anyone can access CSBA's sponsorship opportunities, 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 California's education leaders.

For more information, contact Matt Dirks at sponsor@csba.org.

California School Boards Association | 3251 Beacon Blvd., West Sacramento, CA 95691 | www.csba.org

Next, choose an add-on sponsorship opportunity

Premier showcase booth — Custom pricing *(multiple available)*

Position your brand at the center of attention with an expanded, high-impact booth designed for visibility, engagement, and premium interaction. This larger footprint allows for immersive displays, meeting space, and standout branding within a high traffic environment. For more information, contact sponsor@csba.org.

CSBA-hosted meal function — \$5,000 *(multiple available)*

Network with conference attendees at one of the CSBA-hosted meal functions. Sponsorship includes a two-minute company introduction, two meal tickets and a marketing table. Contact sponsor@csba.org for full list of meal function offerings.

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.

Convention Center WiFi & landing page — \$5,000 *(one available)*

Reach CSBA members at the San Diego Convention Center each time they log on to WiFi on their computers and devices. Users can even be directed to your website or a url of your choosing after they log in.

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

Add your company logo to the AEC conference bag.

Strand sponsorship — \$5,000 *(multiple available)*

Sponsor one of the AEC strands with recognition and signage leading toward key sessions. Contact sponsor@csba.org for the full list of strands.

Charging stations — \$5,000 *(one available)*

Your company's name and message wrapped on two prominent charging stations.



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Add-on sponsorship opportunities *(continued)*

Headshot lounge — \$4,000 *(one available)*

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

Conference badge — \$3,500 *(one available)*

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

Trade Show Floor pillars — \$3,000 + costs *(4 available)*

Make a bold visual impact by transforming prominent structural pillars on the Trade Show Floor into fully branded experiences customized to your design. This high-visibility opportunity puts your brand directly in attendee sightlines within the exhibit hall.

Hotel room drop — \$3,000 + costs *(limited available)*

Deliver your message directly to select attendees of your choosing by placing branded materials at the door or inside their hotel room (host hotel only) for maximum visibility and engagement outside of conference hours.

USB flash drives — \$3,000 *(one available)*

Make an impression that will last by putting your logo on one of the most popular and visible giveaways used by AEC attendees and guests alike. Sponsorship includes: one 10MB file insert. (Item to be co-branded with CSBA, produced by CSBA)

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

Sponsor one of the AEC events or awards during a General Session. Contact sponsor@csba.org for the full list of options.

Branded pen — \$3,000 *(one available)*

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



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Add-on sponsorship opportunities *(continued)*

Conference water bottles (sponsor provided) — \$3,000 (one available)

Keep attendees refreshed while putting your brand in their hands throughout the event with sponsor provided reusable water bottles distributed on-site near prominent sponsor branded hydration stations.

Additional branding opportunities — \$2,500+ (multiple available)

Contact sponsor@csba.org to create a custom package that fits your budget.

Hotel and Convention Center branding — \$2,500+ (multiple available)

The host hotel offers several branding options in prominent locations optimized for the most impressions. Contact sponsor@csba.org to learn more.

App banner ad — \$2,500 (multiple available)

A clickable banner ad that manually rotates on the top of the exhibitor page of the conference app.

Morning refreshments — \$2,500 (multiple available)

Treat attendees to morning refreshments hosted on the Trade Show Floor while showcasing your company.

App enhanced exhibitor listing — \$2,000 (limited number available)

Include your company's full listing on the app including additional videos, handouts, social media handles and more.

App push notification — \$2,000 (limited number available)

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



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Sponsorship opportunities

Golden Bell Awards Reception & Ceremony



Category sponsorship — \$5,000 (multiple available)

In its 47th year, this program promotes excellence in education by recognizing outstanding programs in school districts and county offices of education. Put your company front and center as more than 700 attendees congratulate winners. Visit awards.csba.org for the full list of options. 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 local educational agency
- ▶ Two complimentary tickets to the Golden Bell Awards Reception & Ceremony
- ▶ Company recognition presented during the awards ceremony, and a one-minute speaker presentation recognizing the winning sponsored LEA
- ▶ Company sponsorship recognition on the Golden Bell webpage

Add-ons — \$3,000 (multiple available)

Contact sponsor@csba.org for details on add-on offerings.

- ▶ Photo booth
- ▶ Napkins
- ▶ Backdrop
- ▶ Registration desk
- ▶ Program
- ▶ Cocktail table centerpieces
- ▶ Branded desserts

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Sponsorship application



Package choice

Champion — \$10,000

Advocate — \$7,500

Contributor — \$5,000

Supporter — \$2,500

Optional add-ons

Premier showcase booth — \$ _____

CSBA-hosted meal function — \$5,000

Meal function: _____

Conference lanyard — \$5,000

Convention Center WiFi & landing page — \$5,000

Conference bag — \$5,000

Strand sponsorship — \$5,000

Charging stations — \$5,000

Headshot lounge — \$4,000

Conference badge — \$3,500

Trade Show Floor pillars — \$3,000 + costs

Hotel room drop — \$3,000 + costs

USB flash drives — \$3,000

Individual event or award — \$3,000

Event/award: _____

Branded pen — \$3,000

Conference water bottles — \$3,000 (sponsor provided)

Additional branding opportunities — \$2,500+

Hotel and Conference Center branding — \$2,500+

App banner ad — \$2,500

Morning refreshments — \$2,500

App enhanced exhibitor listing — \$2,000

App push notification — \$2,000

Golden Bell Awards Reception & Ceremony

Category sponsorship — \$5,000

Category: _____

Add-ons

Photo booth — \$3,000

Napkins — \$3,000

Backdrop — \$3,000

Registration desk — \$3,000

Program — \$3,000

Cocktail table centerpieces — \$3,000

Branded desserts — \$3,000

Total sponsored \$ _____

Sponsorship contract

Return completed form to sponsor@csba.org.

CONTACT NAME: _____ **TITLE:** _____

COMPANY NAME: _____ **COMPANY WEBSITE:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

BUSINESS PHONE: _____ **EMAIL:** _____

On behalf of the company listed above, I certify this 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