



December 3-5, 2020 | Anaheim Convention Center



# 2020 Sponsorship Guide

[aec.csba.org](http://aec.csba.org)

### 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](http://aec.csba.org)  
**15.81%** used on-site signage





## 2020 Sponsorships

**Think outside the booth!** Build brand awareness with school governance teams and top-level district administrators during CSBA's Annual Education Conference and Trade Show by reserving one of these opportunities today!

### CSBA Spotlight Luncheon

~~\$10,000 (1 available)~~

An annual meal function catering up to 500 people on Thursday, December 3rd with a special keynote speaker. Sponsorship includes:

- » Logo and company name on applicable signage throughout the event venue
- » Company sponsorship recognition on AEC App
- » Opportunity for display table and/or literature distribution
- » Provide a two to three-minute company introduction
- » (2) one-day conference passes
- » (4) tickets to the luncheon

### Strand Sponsorship

~~\$10,000 (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 throughout conference event venue and Trade Show Floor
- » Company sponsorship recognition on AEC App
- » (2) one-day conference passes
- » Provide a two to three-minute company introduction at one of the conference general sessions

### EduLab Session

~~\$2,000 (6 available)~~ — **5 remaining**

Showcase your company's latest trends by hosting a thirty-minute presentation and Q&A. **New this year**, the EduLab stage will be front and center on the Trade Show Floor. Utilize this space to facilitate an interactive and lively discussion while networking with our members. Sponsorship includes:

- » Logo and company name on digital screens near EduLab stage
- » Company sponsorship recognition on AEC App
- » Stage announcements from Trade Show Floor when sessions are starting

### Feature Sessions\*

~~\$15,000 (2 available)~~

Have the opportunity to host a ninety-minute session of your choice for 500 people inside a ballroom at the Anaheim Marriott. This session is longer, bigger and more interactive than anything hosted at the convention center. Draw more people in with an option to host appetizers and refreshments for guests. Sponsorship includes:

- » Company logo throughout conference event venue and Trade Show Floor
- » Company sponsorship recognition on AEC App
- » (2) one-day conference passes
- » Opportunity for display table and/or literature distribution
- » Company branding on digital screens inside ballroom



**To secure a sponsorship**, or for specific details about sponsorship deliverables, contact Andrew Exner at 916-669-3278 or [aexner@csba.org](mailto:aexner@csba.org) today!

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



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## Delegate Assembly & Reception\*\* \$10,000

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 logo throughout the event venue and digital screen slide show
- » Company sponsorship recognition on AEC App
- » (2) one-day conference passes
- » Two to three-minute company introduction
- » Opportunity for display table and/or literature distribution at the Delegate Assembly and Reception

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## Masters in Governance (MIG) Alumni Reception\*

\$10,000

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

- » Logo and company name on applicable signage throughout the event venue
- » Company sponsorship recognition on AEC App
- » Opportunity for display table and/or literature distribution in MIG alumni reception area
- » Opportunity to provide a three to five-minute presentation about your company or product

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## Golden Bell Awards Sponsorship\*

\$5,000 (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 attendees gather to express congratulations to the winners. See all categories at [awards.csba.org/golden-bell](https://awards.csba.org/golden-bell). Sponsorship includes:

- » Company logo listed on all related signage
- » Company sponsorship recognition on AEC App
- » (1) printed over-sized check with company name/logo for presentation
- » Photo opportunity with winning district for promotion
- » (2) complimentary tickets to the Golden Bell ceremony
- » Company recognition presented during Awards ceremony and one-minute speaker presentation recognizing the winning sponsored district



**TO SEE ADDITIONAL EVENT PHOTOS, EMAIL NICOLE DELOS REYES AT [ndreyes@csba.org](mailto:ndreyes@csba.org)**

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## Event Sponsorship \$5,000 (multiple available)

Network with our members through sponsorship of one of these events: Executive Assistants Program, Small School District Luncheon, Student Board Member Program or Urban School District Luncheon. Sponsorship includes:

- » Logo placement near luncheon entrance
- » Company sponsorship recognition on AEC App
- » Opportunity for display table, and/or literature distribution
- » Provide a two to three-minute company introduction
- » (2) complimentary tickets to the program
- » One-day conference pass

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## Popcorn Break \$5,000 (1 available)

Friday, December 4

Treat attendees to a popcorn break on the Trade Show Floor while branding your company. The popcorn break is sure to draw a big crowd and ensure maximum exposure for your company. Sponsorship includes:

- » Logo and company name on applicable signage throughout conference, in the AEC App and on the Trade Show Floor

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## Hosted Snack Break\* \$5,000 (3 available) — 2 remaining

Treat attendees to a snack on the Trade Show Floor while branding your company! These breaks are sure to draw a big crowd and ensure maximum exposure with opportunities to distribute promotional materials and branded items. Sponsorship includes:

- » Logo and company name on applicable signage throughout conference and on Trade Show Floor
- » Company sponsorship recognition on AEC App



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California School Boards Association | 3251 Beacon Blvd., West Sacramento, CA 95691 | [www.csba.org](http://www.csba.org)

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### Bookstore Bags **\$5,000**

Add your company advertisement to the official AEC conference bookstore bag available to all members regardless of purchase at the CSBA pavilion. You will also be supplied with bags for distribution at your booth. Sponsorship includes:

- » Printing of 5,000 co-branded AEC tote bags

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### Logo in Pocket Program **\$2,000 (multiple available)**

Stand out from the crowd with your company's logo in the official conference pocket program. This sponsorship provides you with prime logo placement, inside of the program. The program is included in a lanyard holder provided to each attendee, giving you maximum exposure.

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### Hotel WiFi Name and Landing Page **\$5,000**

Reach CSBA members at the host hotel each time they log-on to WiFi on their computers and devices. You can even direct people to your website or a URL of your choosing after they log-in.

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### Charging Stations\* **\$3,000 (3 available)**

Your company's name and message can be wrapped on one of the charging stations set up where attendees can sit down, relax and recharge in between sessions. Multiple devices can be plugged in at these stations which will be strategically located throughout the conference facility. Logo placement on signage near sponsored station.

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### Hotel Keycards\* **\$7,500 (1 available)**

Increase your visibility by branding the hotel keycards. Attendees will be reminded of your company each time they retrieve their keycard to enter their hotel room. Sponsorship includes:

- » Sponsor branded wrap on premier hotel keycards at our host hotel the Anaheim Marriott

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### Conference Lanyards\* **\$7,500 (1 available)**

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

- » Logo in step and repeat pattern on a high quality lanyard with AEC branding and color scheme provided by AEC staff



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### Hotel Traffic Area Branding:

The host hotel offers a number of different branding options in prominent locations optimized for the most impressions. Options include:

**Main Lobby Pillar Wrap – \$2,500**

**Front Desk Signage – \$5,000**

**Wall Graphics – 2,500**

**Window Clings – \$5,000**

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### Additional Branding Opportunities

**\$2,000 and up (multiple available)**

There are a number of innovative options to get your message across to conference attendees at both the Anaheim Convention Center and our host hotel, the Anaheim Marriott, including escalator wraps, digital signage, in-room tablets and more. Contact CSBA to learn more and create a custom package that fits your budget.

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### Attendee Badges\* **\$5,000 (1 available)**

Include your company logo and name printed in black and white on the attendee badges. The CSBA logo.

**ALL SPONSORS WILL RECEIVE NAME RECOGNITION ON THE AEC APP**



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## AEC App Sponsorship Opportunities

**CSBA is excited to offer sponsorship opportunities** via the highly visible and heavily utilized AEC App! With 62% of users downloading the AEC App in 2019, we know this is an invaluable way to get in front of more than 4,000 conference attendees. The entire conference program and schedules are accessed through the AEC App including an interactive exhibitor map and more! Here's how you can take advantage of this captive audience:

### Opening Splash Screen\* **\$10,000 (1 available)**

With this premium sponsorship, a full screen advertisement is presented to each user each time the AEC App is opened or refreshed. When clicked, the ad can direct the user to an exhibitor detail page or a specified website. In 2019, the splash screen was viewed over 99,000 times.

### Featured Sponsor **\$5,000 (1 available)**

Your company will be listed in the main navigation as a "featured sponsor" for the AEC conference and listed above the General Sponsor icon.

### Pre-Event Promoted Post **\$5,000 (multiple available)**

Whether you are promoting something at your booth on the Trade Show Floor, or hosting a reception, you can share details and/or reminders with AEC attendees with a push notification to their phones prior to the event taking place.

### Hospitality Events **\$1,000**

CSBA produces a list of hospitality events that is distributed to all conference attendees through the AEC App. Utilize this feature to spread the word about your event. Sponsorship includes:

- » Promotional listing on the AEC App
- » Day of mobile notification announcing applicable hospitality events



### Enhanced Exhibitor Listing

**\$500 (multiple available) — Going Fast**

Upgrade your listing to get noticed! Your exhibitor detail can contain your logo, embedded videos, flyers, brochures, images or product highlights with specified "call to actions" to your booth or website page.

### Additional Digital Sponsorships

**\$500 and up (multiple available)**

There are additional digital sponsorships to share your message and branding to attendees such as banner ads, videos and more. Contact us for details and pricing.



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# Sponsorship application & contract

**CSBA Spotlight Luncheon** \$10,000

**Strand Sponsorship\*** \$10,000

- 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

**EduLab Session Sponsorship\*** \$2,000

Session time:

**Feature Session** \$15,000

Thursday, December 3

**Delegate Assembly & Reception** \$10,000

**Masters in Governance (MIG) Alumni Reception**  
\$10,000

**Golden Bell Awards Sponsorship\*\*** \$5,000

Category Name:

**Event Sponsorship\*** \$5,000

- Executive Assistants Program
- Small School Districts Luncheon
- Student Board Member Program
- Urban School Districts Luncheon

**Popcorn Break** \$5,000

**Hosted Snack Break\*** \$5,000

**Bookstore Bags** \$5,000

**Logo in Pocket Program** \$2,000

**Hotel Wi-Fi Name and Landing Page** \$5,000

**Charging Stations\*** \$3,000

**Hotel Keycards\*** \$7,500

**Hotel Traffic Area Branding**

- Main Lobby Pillar Wrap — \$2,500
- Front Desk Signage — \$5,000
- Wall Graphics — \$2,500
- Window Clings — \$5,000
- Other — \$2,000

~~Conference Lanyards~~ \$7,500 **SOLD**

**Attendee Badges** \$5,000

**Other** (as approved by CSBA)

## AEC APP SPONSORSHIPS

**Opening Splash Screen\*** \$10,000

**Enhanced Exhibitor Listing** \$500

**Featured Sponsor** \$5,000

**Pre-Event Promoted Post** \$5,000

**Hospitality Event Posting** \$1,000

**Other** (as approved by CSBA)

**Total amount sponsored \$**

# csbaa<sup>aec</sup> Sponsorship application & contract

CONTACT NAME	<input type="text"/>				
TITLE	<input type="text"/>				
COMPANY NAME	<input type="text"/>				
ADDRESS	<input type="text"/>				
CITY	<input type="text"/>	STATE	<input type="text"/>	ZIP	<input type="text"/>
BUSINESS PHONE	<input type="text"/>	CELL	<input type="text"/>		
FAX	<input type="text"/>				
EMAIL	<input type="text"/>				

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



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