

PARTNERSHIP PROGRAM



PARTNERSHIP PROGRAM



LEADER TO LEADER

CONNECT WITH
K-12 EDUCATION LEADERS
ACROSS THE STATE



COLORADO ASSOCIATION
OF SCHOOL BOARDS

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@CASBConnect

Why become a CASB Partner?

TARGET MARKET Our partnership program delivers unique access to top-level school decision-makers by putting businesses in touch with both school boards and superintendents.

GREAT RETURN ON INVESTMENT As a CASB Partner, you're letting our members know you understand the return on investment derived from ensuring education leaders are well trained and informed.

A WAY TO GIVE BACK With less money to spend, school boards strive to make the wisest use of every dollar. Education leaders want to do business with proven community partners, good neighbors and familiar faces . . . with companies that demonstrate their support for quality education and schools.

Partner Levels

Bronze \$1,200

- Your company's logo displayed on CASB's website, with a link to your homepage
- One complimentary registration for annual convention (\$525 value)
- Email updates to keep you informed about CASB and school board issues
- Opportunity to attend all CASB-sponsored meetings and conferences at our member rate
- Your company's name and logo prominently displayed at the CASB annual convention
- CASB's appreciation expressed at a general session of nearly 1,000 annual convention participants
- \$200 discount on annual convention exhibit hall booth
- Priority selection status for exhibit hall booth
- Listing in annual convention program
- Opportunity to meet and greet convention-goers at welcome reception

Silver \$2,500

- Two complimentary registrations for annual convention (\$1,050 value)
- \$300 discount on annual convention exhibit hall booth
- Quarter-page ad in our annual convention program (\$400 value)
- Ability to hold hospitality events at any CASB conference or annual convention
- Priority consideration of annual convention breakout session proposal
- Invitation to attend VIP president's reception at annual convention and a chance to network with state policymakers, CASB leaders, school board members and superintendents
- Company logo on annual convention tote bags
- 5 percent discount on any CASB underwriting opportunity
- Includes all additional Bronze-level benefits

Gold \$5,500

- Three complimentary registrations for annual convention (\$1,575 value)
- \$400 discount on annual convention exhibit hall booth
- Half-page ad in our annual convention program (\$700 value)
- Opportunity to make brief remarks at an annual convention pre-convention workshop
- Recognition at our fall and winter conferences
- 10 percent discount on any CASB underwriting opportunity
- Includes all additional Silver-level benefits

Platinum \$10,000

- Five complimentary registrations for annual convention (\$2,625 value)
- Recognition in annual convention promotional materials
- 10' x 10' annual convention exhibit hall booth (\$985 value)
- Full-color banner ad featured on convention mobile app (\$500 value)
- Full-page ad in annual convention program (\$1,200 value)
- Invitation to make brief remarks at annual convention and introduce keynote speaker
- Logo included in fall regional, fall conference and winter conference promotional brochures and agendas
- 20 percent discount on any CASB underwriting opportunity
- Includes all additional Gold-level benefits

Sign up now at casb.org

Underwriting Opportunities

You also can support the work of CASB by underwriting our communication tools, awards and conferences. These supporting opportunities provide great visibility!

Publications

School Board Member Leadership Workbook

Underwriter: \$2,500 | Advertising: \$1,000–1,500

Published every other year as the go-to guide for information and inspiration related to school board work.

Underwriting includes company name and logo on front cover as well as advertisement on inside front cover. Advertising is also available on inside back cover and as a divider page in middle of the workbook.

Who You'll Reach: Boards of education, superintendents and assistants to the superintendent/board

- 1,000+ CASB members receive a copy of this comprehensive guide
- Posted on CASB website for two years

School Board Advocate online newsletter

\$2,000

Distributed during the legislative session to inform members about the latest developments at the state capitol that impact K–12 education.

Who You'll Reach: Legislators, governor's office, various statewide organizations, boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors and members of the Colorado Council of School Board Attorneys

- Nearly 1,400 decision-makers receive the newsletter nine times per year (January–May)
- Posted on CASB website for one year

Special Policy Update online newsletter

\$1,800

Alerts members of crucial policy issues that require the immediate attention of school boards and district personnel.

Who You'll Reach: Boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, district policy personnel and members of the Colorado Council of School Board Attorneys

- 1,200+ decision-makers receive the newsletter twice per year
- Posted on CASB website for two years

Policy Parameters online newsletter

\$1,700

Informs school boards and district personnel about key federal and state laws and their impact on policy leadership.

Who You'll Reach: Boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, district policy personnel and members of the Colorado Council of School Board Attorneys

- 1,400+ decision-makers receive the newsletter twice per year
- Posted on CASB website for two years

Legal Update online newsletter

\$1,600

Informs members of recent court decisions and other significant legal information affecting Colorado school districts.

Who You'll Reach: Boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors and members of the Colorado Council of School Board Attorneys

- 1,300+ decision-makers receive periodic updates
- Posted on CASB website for two years

Rural Solutions online newsletter

\$1,000

A platform for rural school boards to share their stories and develop solutions for unique rural challenges.

Who You'll Reach: Boards of education, superintendents and assistants to the superintendent/board

- 1,100+ decision-makers receive newsletter quarterly
- Posted on CASB website for one year

Legislative Updates & Alerts online newsletters

\$900

Informs members about breaking news or urges immediate action on issues of importance to local school boards.

Who You'll Reach: Boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors and members of the Colorado Council of School Board Attorneys

- 1,200+ decision-makers receive periodic updates
- Posted on CASB website for one year

COLORADO ASSOCIATION OF SCHOOL BOARDS PARTNERSHIP PROGRAM



More Underwriting Opportunities

CONVENTION ADVERTISING

More than 1,000 school board members, superintendents and other school leaders attend CASB's Annual Convention. We offer several opportunities to engage with decision-makers from across the state.

Convention Program

¼-page ad \$400 | ½-page ad \$700 | Full-page ad \$1,200

The spiral-bound program is the essential road map for the convention. Board members and superintendents use the program during the convention – and after as a resource.

Convention Mobile App

(up to five underwriters)

\$500

Each year, more members use the mobile app to guide them through the convention. An effective banner on our Mobile App can drive traffic to your convention exhibit hall booth or website, increase industry visibility and boost sales. Full-color, rotating banner ads are posted at the top of screen and display for five seconds.

Convention WiFi

(exclusive or collaborative underwriting opportunity)

\$8,000

Get everyone connected as the official CASB Convention WiFi underwriter!

Benefits include:

- Full-page ad in annual convention program (\$1,200 value)
- Convention mobile app banner ad (\$500 value)
- Recognition and signage at the mobile device charging station
- Recognition as official WiFi sponsor at general sessions
- Recognition and logo on event website
- Recognition on CASB's Facebook and Twitter pages

CASB Fall Delegate Assembly Conference & Winter Legislative Conference Receptions
(exclusive underwriting opportunity – one per conference)
\$1,000

Deliver your customized message to our members when you make remarks at both fall and winter conferences. Meet and greet CASB leaders, including school board members and superintendents. Includes up to three complimentary registrations and an exhibit table.

CASB McGuffey Awards

(exclusive underwriting opportunity)

\$1,500

Put your company's name on the McGuffey Awards that CASB gives to outstanding school board members. Presentations are made at CASB's 12 regional meetings, which draw a total crowd of about 500 board members and superintendents. Your company's logo will be included in all McGuffey correspondence and mentioned at each regional meeting.

“The Colorado BOCES Association partnership with CASB has provided BOCES in Colorado the opportunity to enhance services and interact with school board members across Colorado. We're especially proud of the work we have done in partnership with CASB on the Sample Policy Manual, the Rural Agility Project and the Child Nutrition/Food Service Program for Rural Districts.”

Dale McCall, executive director,
Colorado BOCES Association
Platinum Partner

Contact us for samples of our publications.

Interested in participating in any of our underwriting opportunities? Email us at partner@casb.org