

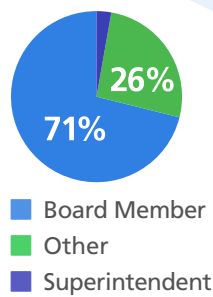


SPONSORSHIP GUIDE / 2022

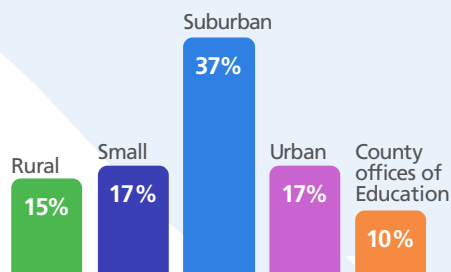
SAN DIEGO, DECEMBER 1–3 | aec.csba.org

Number of Attendees: In 2021: **3,600** | In 2020 (virtual): **2,200** | In 2019: **3,500**

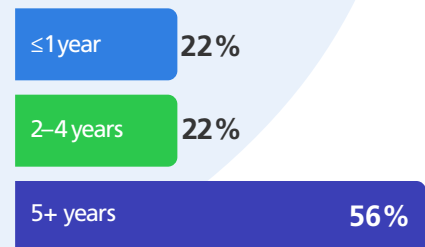
Attendees Role



District Categorization



Years on Governance Team



2022 Sponsorships In-person conference / Dec. 1–3

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!

All sponsors receive: Sponsor logo showcased in AEC email announcements and social media (where applicable) and logo listed on "Thank you to our sponsors" on AEC website and presentation slides (where applicable)

Hosted Snack Break* \$15,000 (2 available)

Treat attendees to a snack and drink 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 Trade Show Floor
- ▶ Company sponsorship recognition on AEC App

**Available only to CSBA Business Affiliates or Business Partners.*

Top Golf Swing Suite Reception

\$10,000 and up (Multiple available)

Host a reception at the Marriott Top Golf Swing Suite. This new reception experience will give attendees an interactive activity to stay and play while your company is showcased. Sponsorship includes:

- ▶ Logo and company name on applicable signage throughout the host hotel
- ▶ Company sponsorship recognition on AEC app with pre-populated alerts inviting attendees to the reception
- ▶ Dedicated email announcement to attendees inviting them to the reception
- ▶ A/V capabilities in reception area for company speech and/or presentation
- ▶ Table area for literature display and/or giveaway items

Hotel Wi-Fi Name and Landing Page \$10,000

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. Sponsorship includes:

- ▶ Branded WiFi landing page



To secure a sponsorship,
or for specific details about
sponsorship deliverables,
contact Nicole Delos Reyes at
ndreyes@csba.org today!





To secure a sponsorship, or for specific details about sponsorship deliverables, contact Nicole Delos Reyes at ndreyes@csba.org today!

Strand Sponsorship *\$10,000 (5 available)*

This year's strands are: Community engagement and advocacy, Equity and opportunity, Funding and finance, Leadership through governance, Well-being and mental health. Sponsorship includes:

- Logo and company name on applicable signage throughout the conference venue
- Company sponsorship listing on AEC app
- One, one-day conference pass
- Provide a two to three-minute company introduction at one of the conference general sessions

Executive Assistant Training Program *\$7,500 (1 available)*

Be the official sponsor of our Executive Assistant Training Program focused on customer service and district needs. Showcase yourself and company as a luncheon speaker, sharing insight to keeping a business running smoothly and adequately. Sponsorship includes:

- Logo placement near event entrance
- Company sponsorship recognition on AEC App
- Opportunity to offer a swag bag for distribution to attendees
- Luncheon speaker opportunity
- Two complimentary tickets to the program, including lunch
- Two, one-day conference passes

Charging Stations *\$7,500 (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 will be included on signage near sponsored station. Sponsorship includes:

- Full wrap on charging station table (art created by sponsor, printing completed by CSBA)
- Logo placement on signage near charging station area

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

**Available only to CSBA Business Partners or Affiliates*



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 Marriott Marquis San Diego Marina

**Available only to CSBA Business Partners or Affiliates*

Masters in Governance (MIG) Alumni Reception* \$7,500

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 conference 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 introduction about your company or product
- One, one-day conference pass

**Available only to CSBA Business Partners or Affiliates*

Golden Bell Awards Sponsorship* \$5,000 (multiple available)

In its 43rd 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. Sponsorship includes:

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

**Available only to CSBA Business Partners or Affiliates*

Cocktail Napkin Branding* \$3,000 (1 available) 

Showcase your company logo on branded napkins at our Golden Bell Awards Ceremony. This event hosts over 500 people with hosted appetizers and a no-host bar. Sponsorship includes:

- Printed co-branded cocktail napkins
- One ticket to event

**Available only to CSBA Business Partners or Affiliates*



To secure a sponsorship, or for specific details about sponsorship deliverables, contact Nicole Delos Reyes at ndreyes@csba.org today!



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

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

**Available only to CSBA Business Partners or Affiliates*

Event Sponsorship \$5,000 (multiple available)

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

- Logo placement near luncheon/event entrance
- Company sponsorship recognition on AEC App
- Opportunity for display table, and/or literature distribution
- Provide a two to three-minute company introduction
- Two complimentary tickets to the program
- Two, one-day conference passes

Bookstore Bags \$5,000

Add your company logo 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 co-branded AEC tote bags

Board Member of the Year \$3,500 (1 available)

The first General Session program will highlight our Board Member of the Year. Be a part of this amazing accomplishment. Sponsorship includes:

- Logo and company name listed on slideshow at General Session
- Company logo listed on all related signage where applicable
- 1-minute video presentation at General Session
- One, one-day conference pass



To secure a sponsorship,
or for specific details about
sponsorship deliverables,
contact Nicole Delos Reyes at
ndreyes@csba.org today!



Headshot Lounge *\$3,000 (1 available)*

Invite attendees to capture a new headshot image for their personal files. Photos will be taken daily on the Trade Show Floor during Trade Show hours. Sponsorship includes:

- ▶ Logo and company name on all applicable signage throughout the conference venue
- ▶ Company sponsorship recognition on AEC app with pre-populated alerts inviting attendees to the Headshot Lounge

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 — \$3,000
- ▶ Starbucks Lobby Signage — \$5,000
- ▶ Exterior Elevator Wrap — \$2,500 each
- ▶ Window Clings — \$5,000
- ▶ South Tower Header — \$5,000

SAN Airport Branding *\$2,500 and up (multiple available)*

Let your company welcome AEC attendees at the San Diego airport baggage claim with digital and/or static display screens. Sponsorship includes:

- ▶ Company name and logo on airport welcome signage
- ▶ Social Wall posting with company name recognized on AEC app with photo of welcome

Additional Branding Opportunities:

- ▶ [Marriott Marquis San Diego Marina](#)

- ▶ [San Diego Convention Center](#)

\$2,500 and up (multiple available)

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



To secure a sponsorship,
or for specific details about
sponsorship deliverables,
contact Nicole Delos Reyes at
ndreyes@csba.org today!



2022 AEC App Sponsorships

In-person conference / Dec. 1–3

CSBA is excited to offer sponsorship opportunities via the highly visible and heavily utilized AEC App! With 67% of users downloading the AEC App in 2021, we know this is an invaluable way to get in front of more than 3,600 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 2021, the splash screen was viewed over 99,000 times.

**Available only to CSBA Business Partners or Affiliates*

Push Notifications

\$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.

Banner Ads

\$2,500 (multiple available)

Create a clickable banner ad that rotates on the top of the screen as you navigate through the app.

AEC Scavenger Hunt

\$1,500 (multiple available)

Increase traffic to your booth by being part of the scavenger hunt on official AEC app. This new scavenger hunt is as easy as a member clicking your profile or on the sponsor page on the app to learn more about your company and earn points. The top point-earners are ranked in real-time to receive prizes. Sponsorship must accompany a prize donation valued between \$300-\$500.



Top Features on Virtual Platform

- 41%** Created personalized conference schedule
- 24%** Reviewed session descriptions and presenters
- 10%** Completed session surveys
- 7%** Accessed session handouts

Enhanced Exhibitor Listing

\$1,000 (multiple available)

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.



To secure a sponsorship, or for specific details about sponsorship deliverables, contact Nicole Delos Reyes at ndreyes@csba.org today!





Sponsorship application & contract

AEC IN-PERSON SPONSORSHIPS

Hosted Snack Break* \$15,000

Top Golf Swing Suite Reception \$10,000+

Hotel WiFi Name and Landing Page \$10,000

Strand Sponsorship* \$10,000

Community engagement and advocacy

Equity and opportunity

Funding and finance

Leadership through governance

Well-being and mental health

Executive Assistants Training Program \$7,500

Charging Stations* \$7,500

Conference Lanyards* \$7,500

Hotel Keycards* \$7,500

MIG Alumni Reception* \$7,500

Golden Bell Awards Sponsorship* \$5,000

Category Name:

Cocktail Napkin Branding* \$3,000

Event Sponsorship \$5,000

Small School Districts Luncheon

Student Board Member Program

Urban School Districts Luncheon

Attendee Badges* \$5,000

Bookstore Bags \$5,000

Board Member of the Year \$3,500

Headshot Lounge \$3,000

Hotel Traffic Area Branding:

Main Lobby Pillar Wrap — \$3,000

Front Desk Signage — \$5,000

Wall Graphics — \$2,500

Window Clings — \$5,000

Other — \$2,500

Additional Branding Opportunities: Marriott Marquis San Diego Marina and San Diego Convention Center \$2,500+

AEC APP SPONSORSHIPS

Opening Splash Screen* \$10,000

Pre-Event Promoted Post \$5,000

Banner Ads \$2,500

AEC Scavenger Hunt \$1,500

Enhanced Exhibitor Listing \$1,000

Total amount sponsored \$

*Available only to CSBA Business Affiliates or Business Partners.





Sponsorship application & contract

CONTACT NAME					
TITLE					
COMPANY NAME					
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

