

MEET YOUR PROGRAM GOALS — **BECOME AFFILIATE** TODAY!



CALIFORNIA'S PUBLIC EDUCATION DECISION MAKERS ARE HERE.

ARE YOU?

The CSBA Business Affiliate program provides a coordinated approach to forging special relationships with our member districts and county offices of education (COEs).

CSBA introduces its members directly to business affiliate companies, providing the unique opportunity for affiliates to shape current and potential customer attitudes toward products and services. And with CSBA affiliation, you gain instant credibility with California's public education community!

OUR REACH

7,000

decision-makers spend more than **\$85 billion** each year to equip, maintain and operate K-12 schools



BOARD **MEMBERS**

960+ SUPERINTENDENTS

1,000+

EXECUTIVE ASSISTANTS



CALIFORNIA'S **SCHOOL DISTRICTS** AND COES

700+

CHIEF **BUSINESS OFFICIALS**



INVESTMENT LEVELS

Several investment levels are available for Business Affiliates, providing a wide range of opportunities for your company to showcase its products and services.



PLATINUM AFFILIATE

\$40,000 ANNUALLY

BECOME A CSBA AFFILIATE

BENEFITS

Visibility at CSBA's Annual Education Conference and Trade Show (AEC) (Invitation only):

- > Access to AEC opt-in attendees list
- Complimentary 10x10 exhibitor booth space (Premium Inline and Corner Premium) **1st OPPORTUNITY**
- Opportunity to SPONSOR AEC-related events and gain promotional awareness
- Opportunity to SPONSOR a Golden Bell Award category
- Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- Opportunity to suggest keynote speakers for following year AEC

Advertisements in CSBA publications:

- Annual company listing in winter issue of California Schools magazine
- Ads in California Schools magazine 4x PFR YFAR
- > 1/16 size ad placement in *California School*News monthly newsletter 4x PER YEAR
- Weekly e-blast sponsor recognition with company logo 4x PER YEAR
- Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social media (when applicable)

- 75% discount on additional advertising for newsletter and magazine
- One FREE advertorial space in quarterly magazine issue of your choice

Year-round visibility on CSBA website (csba.org):

- Company listing in CSBA's online Business Directory
- > Use of the CSBA Business Affiliate logo
- Additional website presence throughout the calendar year (when applicable)
- Opportunity to provide content (when applicable) for the CSBA blog — as approved by CSBA

Exclusive in-person presentation opportunities (Invitation only):

- Masters in Governance or New Member Orientation video introduction for participants (CSBA to approve affiliatecreated video introduction)
- Opportunity to host Lunch and Learn events — invite only by CSBA Trainings team; lunch cost TBD
- Opportunity to present at the Leadership Institute
- Priority to sponsor Coast2Coast Federal Advocacy Trip events

Available to law firm affiliates only:

> Opportunity to co-author briefs and fact

- sheets with Research and Education Policy Development Department
- Opportunity to provide content for webinars, publications, and guidance for the Legal Department
- Opportunity to conduct policy research for the Legal Department and Policy team
- > Provide Brown Act training
- Opportunity to write amicus briefs for CSBA's Education Legal Alliance

Additional business growth and development opportunities:

- Opportunity to purchase GAMUT Meetings for a 20% discount
- Eligible to present product/service content to the Public Affairs and Community Engagement Representatives (PACERs) team (invite only)
- Legal & Policy Update Webinar: Impacts on buying decisions
- > Budget cycle webinar
- Integration and introduction with other CSBA departments for additional exposure either in-person or online when applicable





GOLD AFFILIATE

\$25,000 ANNUALLY

BECOME A CSBA AFFILIATE

BENEFITS

Visibility at CSBA's Annual Education Conference and Trade Show (Invitation only):

- > Access to AEC opt-in attendees list
- Complimentary 10x10 exhibitor booth space (Premium Inline and Corner Premium) **2nd OPPORTUNITY**
- Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- Opportunity to SPONSOR AEC-related events and gain promotional awareness
- Opportunity to **SPONSOR** a Golden Bell Award category
- Opportunity to suggest keynote speakers for following year AEC

Advertisements in CSBA publications:

- Annual company listing in winter issue of California Schools magazine
- Ads in California Schools magazine 3x PER YEAR
- > 1/16 size ad placement in California School News monthly newsletter 3x PER YEAR
- Weekly e-blast sponsor recognition with company logo 3x PER YEAR
- > Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social

- media (when applicable)
- > 50% discount on additional advertising for newsletter and magazine
- > 50% discount on purchase of advertorial space

Year-round visibility on CSBA website (csba.org):

- Company listing in CSBA's online Business Directory
- > Use of the CSBA Business Affiliate logo
- Additional website presence throughout the calendar year (when applicable)
- Opportunity to provide content (when applicable) for the CSBA blog — as approved by CSBA

Exclusive in-person presentation opportunities (Invitation only):

- Masters in Governance or New Member Orientation video introduction for participants (CSBA to approve affiliatecreated video introduction)
- Opportunity to host Lunch and Learn events
 — invite only by CSBA Trainings team; lunch
 cost TBD
- Opportunity to sponsor Coast2Coast Federal Advocacy Trip events

Available to law firm affiliates only:

- Opportunity to provide content for webinars, publications, and guidance for the Legal Department
- Provide Brown Act training
- Opportunity to write amicus briefs for CSBA's Education Legal Alliance

Additional business growth and development opportunities:

- Opportunity to purchase GAMUT Meetings for a 20% discount
- Eligible to present product/service content to the Public Affairs and Community Engagement Representatives (PACERs) team (invite only)
- Legal & Policy Update Webinar: Impacts on buying decisions
- Budget cycle webinar
- Integration and introduction with other CSBA departments for additional exposure either in-person or online when applicable





SILVER AFFILIATE

\$15,000 ANNUALLY

BECOME A CSBA AFFILIATE

BENEFITS

Visibility at CSBA's Annual Education Conference and Trade Show (Invitation Only):

- > Access to AEC opt-in attendees list
- Complimentary 10x10 exhibitor booth space (Premium Inline and Corner Premium) **3rd OPPORTUNITY**
- Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- Opportunity to SPONSOR AEC-related events and gain promotional awareness
- Opportunity to SPONSOR a Golden Bell Award category
- Opportunity to suggest keynote speakers for following year AEC

Advertisements in CSBA publications:

- Annual company listing in winter issue of California Schools magazine
- > Ads in California Schools magazine 2x PER YEAR
- > 1/16 size ad placement in *California School*News monthly newsletter 2x PER YEAR
- Weekly e-blast sponsor recognition with company logo 2x PER YEAR
- Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social media (when applicable)

- 25% discount on additional advertising for newsletter and magazine
- > 25% discount on advertorial space purchase

Available to law firm affiliates only:

 Opportunity to provide content for webinars, publications, and guidance for the Legal Department

Exclusive in-person presentation opportunities (Invitation only):

- Opportunity to host Lunch and Learn events
 — invite only by CSBA Trainings team; lunch
 cost TBD
- Opportunity to sponsor at Coast2Coast
 Federal Advocacy Trip events

Year-round visibility on CSBA website (csba.org):

- Company listing in CSBA's online Business Directory
- > Use of the CSBA Business Affiliate logo
- Additional website presence throughout the calendar year (when applicable)
- Opportunity to provide content (when applicable) for the CSBA blog — as approved by CSBA

Additional business growth and development opportunities:

- Opportunity to purchase GAMUT Meetings for a 20% discount
- Eligible to present product/service content to the Public Affairs and Community Engagement Representatives (PACERs) team (invite only)
- Integration and introduction with other CSBA departments for additional exposure either in-person or online when applicable





BRONZE AFFILIATE

\$5,000 ANNUALLY

BECOME A CSBA AFFILIATE

BENEFITS

Visibility at CSBA's Annual **Education Conference and Trade Show (Invitation Only):**

- Access to AEC opt-in attendees list
- > \$1,000 credit to be used towards exhibitor booth space
- Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- > Opportunity to **SPONSOR** AEC-related events and gain promotional awareness
- > Opportunity to **SPONSOR** a Golden Bell Award category
- Opportunity to suggest keynote speakers for following year AEC

Advertisements in CSBA publications:

- > Annual company listing in winter issue of California Schools magazine
- > CSBA approved Bronze Affiliate logo placement in weekly e-blasts 2x PER YEAR
- > Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social media (when applicable)
- > 10% discount on additional advertising for newsletter and magazine
- > 10% discount on advertorial space purchase

Year-round visibility on CSBA website (csba.org):

- > Company listing in CSBA's online Business Directory
- > Use of the CSBA Business Affiliate logo
- > Opportunity to provide content for the CSBA blog — as approved by CSBA

Additional business growth and development opportunities:

- Opportunity to purchase GAMUT Meetings for a 20% discount
- > Opportunity to host Lunch and Learn events — invite only by CSBA Trainings team; lunch cost TBD
- Opportunity to sponsor at Coast2Coast Federal Advocacy Trip events
- > Integration and introduction with other CSBA departments for additional exposure either in-person or online when applicable

COMPARISON

BUSINESS AFFILIATE PROGRAM AT-A-GLANCE

		BRONZE AFFILIATE	SILVER Affiliate	GOLD Affiliate	PLATINUM AFFILIATE
WEBSITE	Company listing in CSBA's online Business Directory	•		•	•
	Use of the CSBA Business Affiliates logo	•	•	•	•
	Additional website presence throughout the calendar year (when applicable)		•	•	•
PUBLICATIONS	Annual company listing in winter issue of <i>California Schools</i> magazine (when applicable)	•	•	•	
	Ads in California Schools magazine, California School News monthly newsletter		2x	3x	4x
	1/16 size ad placement in California School News monthly newsletter		2x	3x	4x
	Weekly e-blast sponsor recognition with company logo		2x	3x	4x
	Weekly e-blast sponsor recognition with CSBA approved Bronze affiliate logo	2x			
	Promotion on select social media platforms (when applicable)		•	•	•
	Logo placement in weekly e-blast, newsletters, magazine, social media (when applicable)	•	•	•	•
	Discount on additional advertising for California School News newsletter and CA Schools magazine	10%	25%	50%	75%
	Discount on advertorial space reservations	10%	25%	50%	1x FREE
CSBA'S	Access to AEC opt-in attendees list			•	
ANNUAL EDUCATION	\$1,000 credit to be used towards booth space	•			
CONFERENCE	Complimentary 10x10 exhibitor booth space (Premium Inline and Corner Premium) **3rd opportunity**		•		
AND TRADE SHOW (AEC)	Complimentary 10x10 exhibitor booth space (Premium Inline and Corner Premium) **2nd opportunity**			•	
	Complimentary 10x10 exhibitor booth space (Premium Inline and Corner Premium) **1st opportunity**				
	Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee	•	•	•	•
	Opportunity to sponsor AEC-related events for promotional awareness	•	•	•	•
	Opportunity to sponsor a Golden Bell Award category	•	•	•	•
	Opportunity to suggest keynote speakers for following year AEC	•	•	•	•
MEMBER FACING EXPOSURE (INVITATION ONLY)	Masters in Governance or New Member Orientation video introduction to participants (CSBA to approve affiliate created video introduction)			•	•
	Opportunity to present at the Leadership Institute			•	•
	Opportunity to sponsor Coast2Coast Federal Advocacy Trip events	•	•	•	•
	Opportunity to host Lunch and Learn events INVITE ONLY BY CSBA TRAININGS TEAM	•	•	•	•
Q	Opportunity to co-author CSBA briefs and fact sheets				•
O	Opportunity to provide content for legal webinars, publications and guidance		•	•	•
Q	Priority to conduct research for the Legal and Policy Departments		•	•	•
0	Provide Brown Act training			•	•
	Opportunity to write amicus briefs for CSBA's Education Legal Alliance			•	•
BUSINESS	AVAILABLE TO LAW FIRM AFFILIATES ONLY				
GROWTH AND	Opportunity to purchase GAMUT Meetings at discount	•	•		
DEVELOPMENT PPORTUNITIES	Present product/service content to the PACERs team Opportunity to add content to the CSBA blog (as approved by CSBA editorial team)		•	•	
PPORTUNITIES	Legal & Policy Update Webinar: Impacts on buying decisions INVITE ONLY			•	•
	Budget cycle webinar JANUARY INVITE ONLY				
	Integration and introduction with other CSBA departments for additional exposure either in-person or			•	•
	online when applicable				

BECOME A CSBA BUSINESS AFFILIATE TODAY!

Start building a strong relationship with California's top K-12 decision-makers.

READY TO JOIN?

Complete the online application at csba.org/BusinessAffiliates or for more information email us at businessaffiliates@csba.org.