HELPING YOU MEET YOUR PROGRAM GOALS

BECOME AN AFFILIATE TODAY!

CSBA BUSINESSaffiliate PROGRAM
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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 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

- 4822 SUPERINTENDENTS
- 1,000+ EXECUTIVE ASSISTANTS
- 97% 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

BENEFITS

Visibility at CSBA’s Annual Education Conference and Trade Show (Invitation only):
- Access to AEC attendees list
- **FREE** booth space up to $2,200 (Premium Inline and Corner Premium) **1ST OPPORTUNITY**
- Opportunity to SPONSOR AEC related events and promotional awareness
- Opportunity to SPONSOR a Golden Bell award category
- Opportunity to submit 1 workshop proposal for each AEC strand to be reviewed by program committee

Advertisements in CSBA publications:
- Annual company listing in winter issue of California Schools Magazine
- Ads in California Schools Magazine, California School News monthly newsletter 6X PER YEAR
- Quarterly ad space in weekly e-blasts 6X PER YEAR
- Quarterly presence on social media outlets
- Logo placement in weekly e-blast, monthly newsletter, quarterly magazine, and social media
- 75% discount on additional advertising for newsletter and magazine
- **FREE** 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

Exclusive in-person presentation opportunities (Invitation only):
- MIG or New Member Training Introduction
- Opportunity to provide content for the Online Learning Center
- Opportunity to present at the Leadership Institute
- Priority to Sponsor Coast 2 Coast DC Trip Events

Available to law firm affiliates only
- Opportunity to Co-Authors Briefs and Facts 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 PACER Team (invite only)
- Legal & Policy Update Webinar: Impacts on buying decisions
- Budget Cycle Webinar
PLATINUM AFFILIATES have the opportunity to submit 1 workshop proposals for each AEC strand to be reviewed by program committee.
GOLD AFFILIATE
$25,000 ANNUALLY

BECOME A CSBA AFFILIATE

BENEFITS

Invitation only visibility at CSBA’s Annual Education Conference and Trade Show (AEC):
› Access to AEC attendees list
› FREE booth space up to $2,200 (Premium Inline and Corner Premium) **2nd OPPORTUNITY**
› Opportunity to submit 1 workshop proposal for each AEC strand to be reviewed by program committee
› Opportunity to SPONSOR AEC related events and promotional awareness
› Opportunity to SPONSOR a Golden Bell award category

Advertisements in CSBA publications:
› Annual company listing in winter issue of California Schools Magazine
› Ads in California Schools Magazine, California School News monthly newsletter 4x PER YEAR
› Quarterly ad space in weekly e-blasts 4x PER YEAR
› Quarterly presence on social media outlets
› Logo placement in weekly e-blast, monthly newsletter, quarterly magazine, and social media
› 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

Exclusive in-person presentation opportunities (Invitation only):
› Opportunity to provide content for the Online Learning Center
› Opportunity to sponsor Coast 2 Coast DC 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 PACER Team (invite only)
› Legal & Policy Update Webinar: Impacts on buying decisions
› Budget Cycle Webinar
GOLD AFFILIATES have the opportunity to sponsor AEC related events and promotional awareness.
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 attendees list
› **FREE** booth space up to $2,200 (Premium Inline and Corner Premium) **3rd OPPORTUNITY**
› Opportunity to submit 1 workshop proposal for each AEC strand to be reviewed by program committee
› Opportunity to **SPONSOR** AEC related events and promotional awareness
› Opportunity to **SPONSOR** a Golden Bell award category

Advertisements in CSBA publications:

› Annual company listing in winter issue of *California Schools Magazine*
› Ads in *California Schools Magazine, California School News* monthly newsletter 3x PER YEAR
› Quarterly ad space in weekly e-blasts 3x PER YEAR
› Logo placement in weekly e-blast, monthly newsletter, quarterly magazine, and social media
› 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 provide content for the Online Learning Center

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

Additional business growth and development opportunities:

› Opportunity to purchase GAMUT Meetings for a 20% discount
› Eligible to present product/service content to the PACER Team (invite only)
SILVER AFFILIATES offers the opportunity to provide content for the Online Learning Center.
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 attendees list
› $1,000 credit to be used towards booth space
› Opportunity to submit 1 workshop proposal for each AEC strand to be reviewed by program committee
› Opportunity to SPONSOR AEC related events and promotional awareness
› Opportunity to SPONSOR a Golden Bell award category

Advertisements in CSBA publications:
› Annual company listing in winter issue of California Schools Magazine
› Quarterly ad space in weekly e-blasts 2x PER YEAR
› Logo placement in weekly e-blast, monthly newsletter, quarterly magazine, and social media
› 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

Additional business growth and development opportunities:
› Opportunity to purchase GAMUT Meetings for a 20% discount
### BUSINESS AFFILIATE PROGRAM AT-A-GLANCE

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BECOME A CSBA BUSINESS AFFILIATE TODAY!

As an affiliate, you are building a strong relationship with California’s top k-12 decision makers.

READY TO JOIN?
Complete our online application at csba.org/BusinessAffiliates or email us at contact us at businessaffiliates@csba.org for more information.

Business Affiliates: Business Affiliate program revenues are used by CSBA and the California School Boards Foundation, a 501(c)(3) entity, to provide training opportunities and services for school governance leaders who work on behalf of California’s schoolchildren. Twenty percent (20%) of your membership will automatically be donated to the California School Boards Foundation (CSBF) (EIN: 94-3472552). Contributions or gifts to CSBF are not tax deductible as charitable contributions, however, they may be tax deductible under other provisions of the Internal Revenue Code. You may choose to opt out of this voluntary contribution when you initiate participation in the program and your entire investment will be applied to association operations. Your investment level will not change.