SPONSORSHIP GUIDE

Coast2Coast

csba

association of california school administrators

CHOOSE A
SPONSORSHIP PACKAGE!

BENEFITS	PLATINUM $7,500	GOLD $5,000	SILVER $3,500	BRONZE $2,500
Digital branding signage at hotel/conference site where applicable	*			
Company push notification on app	*			
C2C app banner ad	*			
Opportunity to provide a 30-second commercial for General Session ad reel (limit one commercial per General Session, first-come, first-served)	*			
Enhanced sponsor listing on app	*	*		
Available 6' table near registration for marketing materials or giveaway items (provided by sponsor)	*	*		
Sponsorship add-on credit	$750	$500	$250	
Opportunity to provide a brochure or informational flyer to be inserted into each folder given at registration (insert provided by sponsor)	*	*	*	
Full-conference C2C registrations *(Does not include pre-conference activity)*	2	1	1	1
Sponsor recognition on applicable C2C pre-event marketing, including emails, social media and website	*	*	*	*
Sponsor recognition on applicable C2C on-site marketing, including the General Session ad reel and printed signage	*	*	*	*
Opportunity to sit and network with registered attendees during General Sessions, meal functions or other events as seen in the program	*	*	*	*
C2C opt-in attendee list	*	*	*	*

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SPONSORSHIP ADD-ONS

Sunday evening welcome reception — $5,000 (1 available, Gold+)

Attendees are invited to a pre-conference reception. Showcase your company as a leader in your field by sharing valuable information about your company or product. Additional benefits include a company 1–2 minute speaking opportunity during the reception and two Sunday pre-event tour tickets.

Pre-conference event tour — $3,000 (1 available, Gold+)

Be the face of the C2C pre-conference tour and showcase your brand with marketing collateral to all attendees (provided by sponsor). Additional benefits include one ticket to the tour, company thank you and short company introduction from CSBA/ACSA leadership during a General Session.

Meal function — $3,000 (multiple available, Gold+)

Introduce one of the meal function keynote speakers. Additional benefits include offering promotional items presented on each table at the function.

Wi-Fi and charging station — $3,000 (1 available, Silver+)

Reach attendees each time they log on to the Wi-Fi on their computers and devices. Direct attendees to your website or a URL of your choosing after they log in.

Splash screen for C2C app — $3,000 (1 available, Silver+)

This full screen advertisement is displayed in the C2C app as a loading screen when attendees first enter the event.

Snack break — $2,500 (multiple sponsors available)

Network with attendees in a casual setting as a host of our snack break and share valuable informaiton about your company or product.

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SPONSORSHIP ADD-ONS
(CONTINUED)

C2C lanyard and folder — $2,500 (1 available)
Put your company logo on one of the most visible items at the event given to each attendee, the official conference lanyard and folder.

C2C notepad and pen — $2,500 (one available)
Put your company logo on a notepad and pen to be shared with all attendees at registration.

App banner ads — $2,500 (limited amount available)
Create a clickable banner ad that rotates on the top of the sponsor page of the C2C app.

App push notifications — $1,500 (limited amount available)
Share details/reminders with C2C attendees with a push notification.

Additional branding opportunities — $2,500+ (multiple available)
Contact CSBA at sponsor@csba.org to create a custom package that fits your budget.

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SPONSORSHIP APPLICATION

Coast2Coast
Washington, D.C. Federal Advocacy Trip

PACKAGE CHOICE: **Platinum** — *$7,500* **Gold** — *$5,000* **Silver** — *$3,500* **Bronze** — *$2,500*

OPTIONAL SPONSORSHIP ADD-ONS:

Sunday evening welcome reception — *$5,000*

Pre-conference event tour — *$3,000*

Meal function — *$3,000*

Wi-Fi and charging station — *$3,000*

Splash screen for C2C app — *$3,000*

Snack break — *$2,500*

C2C lanyards and folders — *$2,500*

C2C notepads and pens — *$2,500*

App banner ads — *$2,500*

App push notifications — *$1,500*

Additional branding opportunities — *$2,500+*

Total sponsored $

SPONSORSHIP CONTRACT

Return completed form to sponsor@csba.org.

CONTACT NAME: _____   TITLE: _____

COMPANY NAME: _____

ADDRESS: _____   CITY: _____   STATE: _____   ZIP: _____

BUSINESS PHONE: _____   EMAIL: _____

On behalf of the company listed above, I certify the foregoing information is correct and authorize CSBA/AEC to invoice the company listed above for the sponsored amount of $_____ and activate participation upon application approval.

_____
Signature   Date