

## professional businessaffiliate Investment: \$5,000

### Year-round exposure

- Company listing in CSBA's online buyer's guide with a link to the company website.
- Annual recognition in *California Schools* magazine.
- Recognition as a valued Professional Business Affiliate at appropriate CSBA events.

### Marketing opportunities

- Use of the CSBA Business Affiliate logo (per guidelines with written approval).
- Mailing list of CSBA Annual Education Conference and Trade Show attendees
- 50% discount on all advertising; 50% discount on color in CSBA's *California Schools* magazine.
- 50% discount on CSBA's Annual Education Conference and Trade Show registration.
- 50% discount on one 10'x10' exhibit space at CSBA's Annual Education Conference and Trade Show (discount not to exceed \$825).
- Early registration for Annual Education Conference Trade Show exhibit space.
- The option to purchase sponsorship opportunities a-la-carte.

# professional

## Subscriptions to publications and electronic news sources

- *California School News* monthly newsletter
- *California Schools* quarterly magazine
- *California School News* weekly e-blast
- Highly valued department e-newsletters
  - *Policy News*
  - *The Core* (newsletter of the California County Boards of Education)
  - *Alliance Report* (case updates from the Education Legal Alliance)
  - Governmental relations alerts

## Business Affiliate budget forecast

An opportunity to attend a seminar about the impact of the state budget on companies that do business with schools.