



COLORADO ASSOCIATION
OF SCHOOL BOARDS



PARTNERSHIP PROGRAM



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COLORADO ASSOCIATION
OF SCHOOL BOARDS

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www.facebook.com/ColoSchoolBoards

@CASBConnect

Elevate your visibility in the K-12 education marketplace

...while helping CASB
deliver essential
training and programs
to local school
district leaders

2014-15

Why become a CASB Partner?

Target market: Our partnership program delivers unique access to top-level school decision-makers by putting businesses in touch with both school boards and superintendents.

Great return on investment: As a CASB Partner, you're letting our members know you understand the return on investment in ensuring education leaders are well trained and informed.

A way to give back: With less money to spend, school boards strive to make the wisest use of every education dollar. Education leaders want to do business with proven community servants, good neighbors and familiar faces. . .with companies that demonstrate their support for quality education and schools.

Partner Levels*



Bronze \$900

- Listing and link to your company's homepage on CASB's website
- One complimentary registration for annual convention (\$480 value)
- Email updates to keep you informed about CASB and school board issues
- Opportunity to attend all CASB-sponsored meetings and conferences at our member rate
- Your company name and logo prominently displayed at annual convention
- CASB's appreciation expressed at a general session of nearly 1,000 annual convention participants
- \$200 discount on annual convention exhibit hall booth
- Priority selection status for exhibit hall booth
- Listing in annual convention program
- Opportunity to meet and greet convention-goers at welcome reception

Silver \$2,500

- Logo displayed on CASB's homepage
- Two complimentary registrations for annual convention (\$960 value)
- \$300 discount on annual convention exhibit hall booth
- Quarter-page ad and listing in our annual convention program (\$400 value)
- Ability to hold hospitality events at any CASB conference or annual convention
- Priority consideration of annual convention breakout session proposal
- Invitation to attend VIP president's reception at annual convention and a chance to network with state policymakers, CASB leaders, school board members and superintendents
- Company logo on annual convention tote bags
- 5 percent discount on any CASB underwriting opportunity
- And all Bronze level benefits

Gold \$5,500

- Three complimentary registrations for annual convention (\$1,440 value)
- \$400 discount on annual convention exhibit hall booth
- Half-page ad and listing in our annual convention program (\$700 value)
- Invitation to make brief remarks at an annual convention pre-convention session
- Recognition at our fall and winter conferences
- 10 percent discount on any CASB underwriting opportunity
- And all Silver level benefits

Platinum \$10,000

- Five complimentary registrations for annual convention (\$2,400 value)
- Recognition in annual convention promotional materials
- 10' x 10' annual convention exhibit hall booth (\$900 value)
- Full-color banner ad featured on convention mobile app (\$500 value)
- Full-page ad and listing in annual convention program (\$1,200 value)
- Invitation to make brief remarks at annual convention and introduce keynote speaker
- Logo included in fall and winter conference promotional brochures and agendas
- 20 percent discount on any CASB underwriting opportunity
- And all Gold level benefits

* Year-round opportunities that demonstrate ongoing support; the program runs July 1, 2014 through June 30, 2015.



CASB provides a valuable platform for Colorado's school leadership to connect and share ideas. We have found our partnership to be beneficial year in and year out.



Dan O'Connell, director, RBC Capital Markets



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Underwriting Opportunities

You also can support the work of CASB by underwriting our communication tools, awards, conferences or training programs. These supporting opportunities provide great visibility!

Publications (up to four underwriters per publication)

To see samples of our publications, visit www.casb.org

School Board Member Leadership Workbook

\$1,000–2,500

Published every other year as a go-to guide for information and inspiration related to school board work.

- Audience: boards of education, superintendents, assistants to the superintendent/board
- Distribution: Hard copies printed and distributed to members during CASB's Annual Convention and additionally distributed as requested; PDF is posted on CASB website for two years
- Underwriting options with industry exclusivity:
 - Full page inside cover, two-color \$2,500
 - Inside full page, b/w \$1,500
 - Inside half page, b/w \$1,000

BillBoard online newsletter

\$1,000

Distributed during the legislative session to inform members about the latest developments at the state capitol that impact K–12 education.

- Audience: legislators, governor's office, various statewide organizations, boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, members of the Colorado Council of School Board Attorneys
- Distribution: semimonthly during the legislative session (January–May); posted on CASB website for at least a year

Special Policy Update online newsletter

\$1,800

Alerts our members of time sensitive or hot-topic policy issues that require the immediate attention of school boards and district personnel.

- Audience: boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, district policy personnel, members of the Colorado Council of School Board Attorneys
- Distribution: twice per year; posted on CASB website indefinitely

Policy Parameters online newsletter

\$1,700

Informs school boards and district personnel about important federal and state laws and their impact on policy leadership. Includes updated CASB sample policy resources to assist boards in local policy development.

- Audience: boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, district policy personnel, members of the Colorado Council of School Board Attorneys
- Distribution: twice per year; posted on CASB website for two years

Legal Update online newsletter

\$1,600

Informs our members of recent court decisions and other significant legal information involving and/or affecting Colorado school districts.

- Audience: boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, members of the Colorado Council of School Board Attorneys
- Distribution: five times per year; posted on CASB website for at least a year

Rural Solutions online newsletter

\$1,000

A platform for rural school boards to share their stories, learn from each other's experiences and develop solutions for the challenges unique to rural governance.

- Audience: boards of education, superintendents, assistants to the superintendent/board
- Distribution: quarterly; posted on CASB website for at least a year

Legislative Updates & Alerts online newsletters

\$900

Informs members about breaking news or urges immediate action on issues of importance to local school boards.

- Audience: boards of education, superintendents, assistants to the superintendent/board, BOCES executive directors, members of the Colorado Council of School Board Attorneys
- Distribution: periodically throughout the year



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More Underwriting Opportunities

Convention Mobile App Banner Ad (up to five underwriters)

\$500

Our mobile app provides annual convention attendees easy and efficient access to agendas, maps, speaker presentations, updates and exhibitor lists. An effective banner can help drive traffic to your convention exhibit hall booth or website, increase industry visibility and boost sales. Full color, rotating banner ads are posted at the top of screen and on display for 5 seconds.

Convention Mobile App Splash Screen Ad (exclusive underwriting opportunity)

\$800

The splash screen is a great advertising opportunity for you to put your brand front and center and make a memorable first impression at the annual convention. Your splash screen ad will cover the entire screen, displays when the app is opened, and sized to fit iPhone, iPad and Android.

Convention WiFi (exclusive underwriting opportunity)

\$7,500

Get everyone connected as the official CASB Convention WiFi underwriter!

Benefits include:

- Full page ad in annual convention program (\$1,200 value)
- Convention mobile app banner ad (\$500 value)
- Recognition and signage at the mobile device charging station
- Recognition on all annual convention signage
- Recognition as official WiFi underwriter at general sessions
- Recognition and logo on event website
- Recognition through social media outlets (Facebook, Twitter)

CASB eClassrooms (up to four underwriters)

\$500

Self-paced online learning opportunities using webinars, videos and podcasts. Topics range from legal issues to public engagement. Underwriters receive recognition during presentation and through social media outlets, as well as logo inclusion in any promotional materials.

CASB Fall & Winter Conference Reception (exclusive underwriting opportunity – one per conference)

\$1,000

An opportunity to make remarks, as well as meet and greet CASB leaders, school board members and superintendents (average attendance 150). Includes up to five complimentary registrations and an exhibit table. Fall conference held in September; Winter conference held in February.

CASB McGuffey Awards (exclusive underwriting opportunity)

\$1,500

McGuffey Awards are presented each fall to school board members who passionately serve their boards and districts. Presentations are made at CASB's 12 regional meetings, which draw a total crowd of about 500 board members and superintendents. The underwriter's logo will be included in all McGuffey correspondence and mentioned at each regional meeting.

Interested in participating in one of
our underwriting opportunities?

Email us at partner@casb.org



The Colorado Education Initiative values its partnership with CASB to ensure all Colorado students have effective leaders in every school, effective educators in every classroom, and healthy and engaging learning environments that ignite a passion for learning in every student. We know effective school board members are critical to ensuring student success.



Helayne Jones, Ed.D., president and CEO

The Colorado Education Initiative (formerly the Colorado Legacy Foundation)