

## professional business affiliate 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.
- One 1/16-page ad in California School News monthly newsletter.
- One month logo in California School News weekly e-blast.
- 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)
  - ELA Annual Report (case updates from the Education Legal Alliance)
  - Governmental relations alerts

## CSBA Business Affiliate Budget Insights Webinar

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