



**MEET
YOUR
PROGRAM
GOALS —
BECOME
AN
AFFILIATE
TODAY!**



// CONTENT

- › **About CSBA Business Affiliate Program / 3**
- › **Business Affiliate Program Investment Levels / 5**
 - » Platinum Affiliate Level / 5
 - » Gold Affiliate Level / 7
 - » Silver Affiliate Level / 9
 - » Bronze Affiliate Level / 11
 - » At-a-glance comparison / 12

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 county offices of education.

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



BOARD
MEMBERS

960+
SUPERINTENDENTS

1,000+
EXECUTIVE
ASSISTANTS



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

BECOME A CSBA AFFILIATE

BENEFITS

Visibility at CSBA's Annual Education Conference and Trade Show (Invitation only):

- › Access to AEC opt-in attendees list
- › Free booth space up to \$2,500 (Premium Inline and Corner Premium) ****1st OPPORTUNITY****
- › Opportunity to **SPONSOR** AEC-related events and gain promotional awareness
- › Opportunity to **SPONSOR** a Golden Bell Award category
- › Opportunity to submit one 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 (when applicable)
- › Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social media (when applicable)

- › 75% discount on additional advertising for newsletter and magazine
- › One **FREE** advertorial space in quarterly magazine issue of your choice
- › **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
- › Opportunity to provide content for the CSBA blog — as approved by CSBA

Exclusive in-person presentation opportunities (Invitation only):

- › Masters in Governance training or New Member Orientation
- › Opportunity to host Lunch and Learn events — invite only by CSBA Trainings team; lunch cost TBD
- › Opportunity to present at the Leadership Institute
- › Priority to sponsor Coast2Coast Federal Advocacy Trip events

Available to law firm affiliates only:

- › Opportunity to co-author briefs and fact 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 Public Affairs and Community Engagement Representatives (PACERs) team (invite only)
- › Legal & Policy Update Webinar: Impacts on buying decisions
- › Budget cycle webinar



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PLATINUM AFFILIATES

have the opportunity to submit one workshop proposals for each AEC strand to be reviewed by program committee



GOLD AFFILIATE

\$25,000 ANNUALLY

BECOME A CSBA AFFILIATE

BENEFITS

Visibility at CSBA's Annual Education Conference and Trade Show (Invitation only):

- › Access to AEC opt-in attendees list
- › **FREE** booth space up to \$2,500 (Premium Inline and Corner Premium)
2nd OPPORTUNITY
- › Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- › Opportunity to **SPONSOR** AEC-related events and gain 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 (when applicable)

- › Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social media (when applicable)
- › 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
- › Opportunity to provide content for the CSBA blog — as approved by CSBA

Exclusive in-person presentation opportunities (Invitation only):

- › Opportunity to host Lunch and Learn events — invite only by CSBA Trainings team; lunch cost TBD
- › Opportunity to sponsor Coast2Coast Federal Advocacy 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 PACERs 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 opt-in attendees list
- › **FREE** booth space up to \$2,500 (Premium Inline and Corner Premium) ****3rd OPPORTUNITY****
- › Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- › Opportunity to **SPONSOR** AEC-related events and gain 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 (when applicable)
- › 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 host Lunch and Learn events — invite only by CSBA Trainings team; lunch cost TBD
- › Opportunity to sponsor at Coast2Coast Federal Advocacy Trip events

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
- › Opportunity to provide content for the CSBA blog — as approved by CSBA

Additional business growth and development opportunities:

- › Opportunity to purchase GAMUT Meetings for a 20% discount
- › Eligible to present product/service content to the PACERs team (invite only)



SILVER AFFILIATES are eligible to present product/service content to the PACER team.



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 opt-in attendees list
- › \$1,000 credit to be used towards booth space
- › Opportunity to submit one workshop proposal for each AEC strand to be reviewed by program committee
- › Opportunity to **SPONSOR** AEC-related events and gain promotional awareness
- › Opportunity to **SPONSOR** a Golden Bell Award category

Advertisements in CSBA publications:

- › Annual company listing in winter issue of *California Schools* magazine
- › CSBA approved Bronze Affiliate logo placement in weekly e-blasts
2x PER YEAR
- › Logo placement in weekly e-blast, monthly newsletter, quarterly magazine and social media (when applicable)
- › 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
- › Opportunity to provide content for the CSBA blog — as approved by CSBA

Additional business growth and development opportunities:

- › Opportunity to purchase GAMUT Meetings for a 20% discount
- › Opportunity to host Lunch and Learn events — invite only by CSBA Trainings team; lunch cost TBD
- › Opportunity to sponsor at Coast2Coast Federal Advocacy Trip events

COMPARISON

BUSINESS AFFILIATE PROGRAM AT-A-GLANCE

		BRONZE AFFILIATE	SILVER AFFILIATE	GOLD AFFILIATE	PLATINUM AFFILIATE
WEBSITE	Company listing in CSBA's online Business Directory	•	•	•	•
	Use of the CSBA Business Affiliates logo	•	•	•	•
	Additional website presence throughout the calendar year		•	•	•
PUBLICATIONS	Annual company listing in winter issue of <i>California Schools</i> magazine	•	•	•	•
	Ads in <i>California Schools</i> magazine, <i>California School News</i> monthly newsletter		3x	4x	6x
	Ad space in weekly e-blasts	2x	3x	4x	6x
	Quarterly presence on social media outlets			•	•
	Logo placement in weekly e-blast, newsletters, magazine, social media (when applicable)	•	•	•	•
	Discount on additional advertising for <i>California School News</i> newsletter and <i>CA Schools</i> magazine	10%	25%	50%	75%
	Discount on advertorial space reservations	10%	25%	50%	FREE
CSBA'S ANNUAL EDUCATION CONFERENCE AND TRADE SHOW (AEC)	Access to AEC opt-in attendees list	•	•	•	•
	\$1,000 credit to be used towards booth space	•			
	Free booth space up to \$2,500 (Premium Inline and Corner Premium) **3rd opportunity**		•		
	Free booth space up to \$2,500 (Premium Inline and Corner Premium) **2nd opportunity**			•	
	Free booth space up to \$2,500 (Premium Inline and Corner Premium) **1st opportunity**				•
	Opportunity to submit one 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	•	•	•	•
MEMBER FACING EXPOSURE (INVITATION ONLY)	MIG or new member training introduction			•	•
	Opportunity to present at the Leadership Institute			•	•
	Opportunity to sponsor Coast2Coast Federal Advocacy Trip events	•	•	•	•
	Opportunity to host Lunch and Learn events	•	•	•	•
	▶ Opportunity to co-author CSBA briefs and fact sheets				•
	▶ Opportunity to provide content for legal webinars, publications and guidance		•	•	•
	▶ Priority to conduct research for the Legal and Policy Departments		•	•	•
	▶ Provide Brown Act training			•	•
	▶ Opportunity to write amicus briefs for CSBA's Education Legal Alliance			•	•
		▶ AVAILABLE TO LAW FIRM AFFILIATES ONLY			
BUSINESS GROWTH AND DEVELOPMENT OPPORTUNITIES	Opportunity to purchase GAMUT Meetings at discount	•	•	•	•
	Present product/service content to the PACERS team		•	•	•
	Opportunity to add content to the CSBA blog	•	•	•	•
	Legal & Policy Update Webinar: Impacts on buying decisions <i>INVITE ONLY</i>			•	•
	Budget cycle webinar <i>JANUARY INVITE ONLY</i>			•	•

BECOME A CSBA **BUSINESS** **AFFILIATE TODAY!**

Start building a strong relationship with California's top K-12 decision-makers.

READY TO JOIN?

Complete the online application at csba.org/BusinessAffiliates or for more information email us at businessaffiliates@csba.org.