

Coast2Coast

Washington, D.C. Federal Advocacy Trip | April 5-7, 2027

SPONSORSHIP GUIDE

Coast2Coast brings together more than 250 California school board members and administrators for three days of federal advocacy on Capitol Hill. These governance-level leaders set budget priorities, approve vendor contracts and shape curriculum, technology, facilities and insurance decisions across their districts back home.



FOR MORE INFORMATION:

Nicole Delos Reyes | sponsor@csba.org
Bob Lee | blee@acsa.org

CHOOSE A SPONSORSHIP PACKAGE!

BENEFITS	CHAMPION \$7,500	ADVOCATE \$5,000	CONTRIBUTOR \$3,500	SUPPORTER \$2,500
Opportunity to introduce a Coast2Coast (C2C) speaker	●			
C2C app banner ad	●			
Opportunity to provide a 90-second commercial for General Session (limit one commercial per General Session; first-come, first-served)	●			
Verbal recognition during the Know Before You Go webinar	●			
Complimentary tickets to the pre-conference tour (Sunday, April 4)	2	1		
Company push notification on app	●	●		
Enhanced sponsor listing on app	●	●		
Opportunity to provide a digital brochure or company flyer on conference app for download (brochure or flyer provided by sponsor)	●	●	●	
Full-conference C2C registrations (does not include pre-conference activity, participation in Issue Briefings or Hill meetings)	2	2	1	
Opt-in list of attendee names and companies	●	●	●	
Verbal recognition during Welcome Reception (Sunday, April 4)	●	●	●	●
Sponsor recognition on applicable C2C on-site marketing, including the General Session ad reel and printed signage	●	●	●	●
Sponsor "thank you" email to attendees post-conference	●	●	●	●



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SPONSORSHIP ADD-ONS

Signature items and experiences

Transportation — \$4,000 (1 available)

Help get attendees to and from Capitol Hill on April 7. Sponsor receives dedicated signage for transportation direction and verbal recognition during the Welcome Reception.

Welcome Reception — \$3,500 (1 available)

Attendees are invited to a pre-conference reception where your company can be showcased as a leader in your field by sharing valuable information about your services. Additional benefits include a 1-2 minute speaking opportunity during the reception, one Sunday pre-event tour ticket and welcome signage.

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

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 the Welcome Reception.

Meal function — \$3,000 (1 available)

Introduce the meal function keynote speaker. Additional benefits include offering promotional items on each table at the function (promotional items must be pre-approved by CSBA/ACSA prior to event).

Networking breakfast — \$2,500 (3 available)

Mix and mingle with attendees during the breakfast hour with a sponsor-focused ad reel to showcase your brand. Additional benefits include a welcome message during the breakfast, sponsor materials on the tables and/or table tent with QR code, and delivering a 2-minute warning to members before programming begins.

C2C lanyard — \$2,500 (1 available)

Put your company logo on the conference lanyard to be shared with all attendees at registration.

C2C folder — \$2,500 (1 available)

Put your company logo on the conference folder to be shared with all attendees at registration.

Additional branding opportunities — \$1,500+ (multiple available)

Contact CSBA at sponsor@csba.org to create a custom package that fits your budget.



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SPONSORSHIP ADD-ONS

Digital and app

Hotel WiFi — \$2,500 (1 available)

Sponsor recognition in the event app, ad reel and on-site signage.

Splash screen for C2C app — \$2,500 (1 available)

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

App banner ad — \$2,500 (multiple available)

A sponsor-created banner ad that rotates on the conference app.

App push notifications — \$1,500 (limited amount available)

Share details/reminders with C2C attendees with a push notification.



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SPONSORSHIP APPLICATION

Coast2Coast
Washington, D.C. Federal Advocacy Trip

PACKAGE CHOICE ☐ **Champion \$7,500** ☐ **Advocate \$5,000** ☐ **Contributor \$3,500** ☐ **Supporter \$2,500**

SPONSORSHIP ADD-ONS

Signature items and experiences:

- ☐ **Transportation sponsor** — \$4,000
- ☐ **Welcome Reception** — \$3,500
- ☐ **Pre-conference event tour** — \$3,000
- ☐ **Meal function** — \$3,000
- ☐ **Networking breakfast** — \$3,000
- ☐ **C2C lanyard** — \$2,500
- ☐ **C2C folder** — \$2,500
- ☐ **Additional branding opportunities** — \$1,500+

Digital and app:

- ☐ **Hotel WiFi** — \$2,500
- ☐ **Splash screen for C2C app** — \$2,500
- ☐ **App banner ad** — \$2,500
- ☐ **App push notifications** — \$1,500

Total sponsored \$

SPONSORSHIP CONTRACT

Return completed form to sponsor@csba.org.

CONTACT NAME: _____ **TITLE:** _____

COMPANY NAME: _____ **URL:** _____

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

BUSINESS PHONE: _____ **EMAIL:** _____

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

Signature

Date



 **association of california
school administrators**

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