



Very

Important Partner Program

BUILDING RELATIONSHIPS AND SUPPORTING EDUCATION TOGETHER

ASBA
Arizona School Boards Association



Why partner with ASBA?

- Connect with ASBA members
- Interact face-to-face with school districts
- Gain greater exposure for your organization
- Support public education



With our new VIP – Very Important Partner – annual corporate sponsorship program, we've done away with the idea that one size fits all. Each VIP annual sponsorship package is flexible and can be tailored from a menu of options to meet the business goals YOU want to achieve.

As a Very Important Partner for you will have the opportunity to build and implement a year-long plan that will

- **Increase your reach and create ongoing connections *throughout the year*** with public school decision-makers: school board members, superintendents, business managers and other administrators.
- **Heighten your organization's visibility** within the public education market.
- **Build brand and product awareness** in-person, online, through social media, and through our frequent print and electronic communications with public education decision-makers.
- **Maximize your investment** of marketing and promotion dollars through coordinated strategies and package savings.
- **Demonstrate your commitment to education** and the more than one million Arizona students who attend our local public schools.

Your VIP support of our members – every school district in the state of Arizona! – enables ASBA to provide Arizona's school leaders with professional development, legislative and legal advocacy and a host of other essential services that ultimately support ASBA's mission of "quality leadership and advocacy for *all* children in public schools."

To get started increasing your reach and visibility,

contact Ellen White, ASBA director of business and conference services, at ewhite@azsba.org or **602-254-1100.**

Build Your VIP Package & Build Your Business

Platinum Partner

(limited to 3 partners)

Enjoy all the benefits associated with your customized package PLUS...

- ASBA 223 district membership list
- Invitation to present a breakout session at the Annual Conference
- Signage and verbal recognition at all ASBA events
- Year-round VIP visibility with logo and link on ASBA's website
- Year-round VIP visibility in ASBA's twice-monthly member e-newsletter
- Complimentary Organization Affiliate Membership (\$250 value)
- Complimentary registration at three ASBA events of your choice
- One-page inserts in registration packets at select ASBA events
- "Meet our VIP" feature in our member magazine, on our website and on our social media channel

Gold Partner

(limited to 4 partners)

Enjoy all the benefits associated with your customized package PLUS...

- ASBA 223 district membership list
- Signage at all ASBA events
- Year-round VIP visibility with logo and link on ASBA's website
- Year-round VIP visibility in ASBA's twice-monthly member e-newsletter
- Complimentary Organization Affiliate Membership (\$250 value)
- Complimentary registration at two ASBA events of your choice
- One-page inserts in registration packets at select ASBA events
- "Meet our VIP" feature in the ASBA Journal member magazine, on our website and on our social media channels

Silver Partner

(limited to 6 partners)

Enjoy all the benefits associated with your customized package PLUS...

- ASBA 223 district membership list
- Year-round VIP visibility with logo and link on ASBA's website
- Year-round VIP visibility in ASBA's twice-monthly member e-newsletter
- Complimentary Organization Affiliate Membership (\$250 value)
- Complimentary registration at one ASBA event of your choice
- A one-page insert in registration packets at an ASBA event of your choice

Advertise on AZEdNews

(www.AZEdNews.com)

Sponsor an ad in AZEdNews E-Weekly or on the AZEdNews website.

AZEdNews E-Weekly

■ Arizona Education News Service E-weekly focuses on Arizona education policy, original content, the latest state and national headlines, data and reports, and news from Arizona. This E-weekly is received by over 6,000 educational leaders, legislative representatives, parents, community members and members of the media. Articles are also posted daily on its social media platforms with over 18,700 Facebook and Twitter followers.

AZEdNews Website

■ Advertise on the Arizona Education News Website with nearly 12,000 people viewing your ad per month.

6,000+
Readers reached
weekly



AZEDNEWS

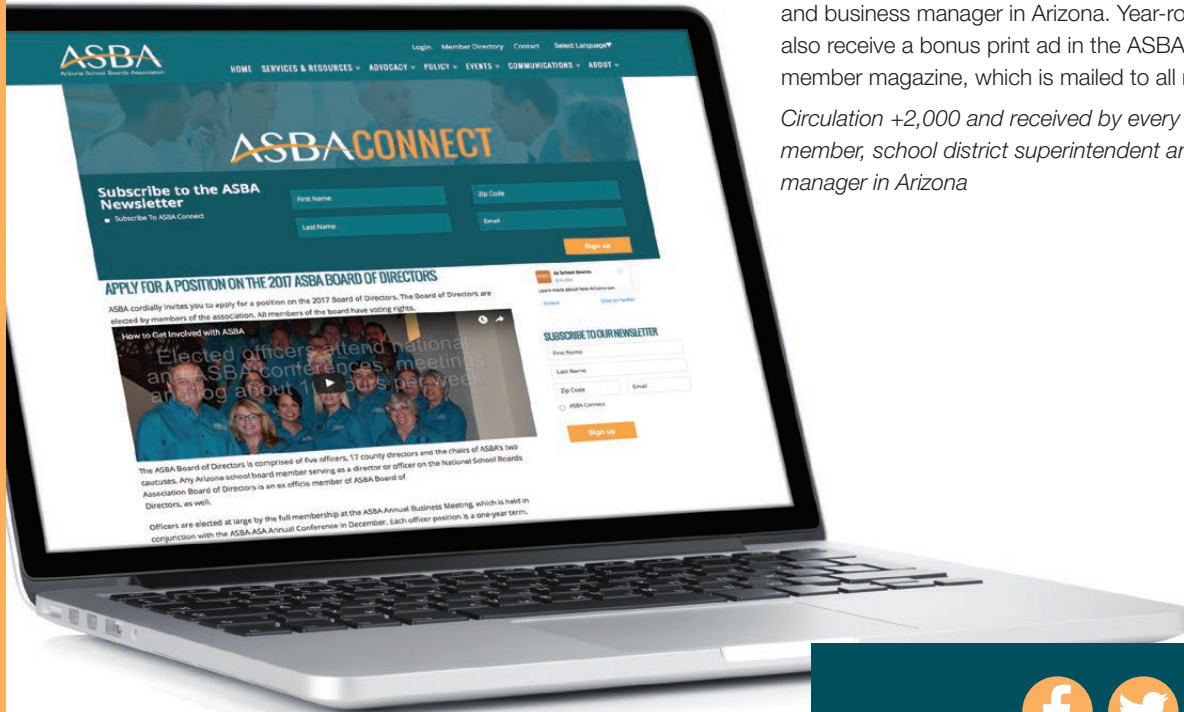
A Service of the Arizona School Boards Association

www.azednews.com

18,700
Facebook and
Twitter followers

Year-round Advertising in ASBA Connect E-News

Advertise in
Our Member Publications



- ASBA Connect is a twice-monthly e-news publication that provides all members with the latest information on association activities. Circulation +2,000 and received by every school board member, school district superintendent and business manager in Arizona. Year-round advertisers also receive a bonus print ad in the ASBA Annual Journal member magazine, which is mailed to all members in January. *Circulation +2,000 and received by every school board member, school district superintendent and business manager in Arizona*



ASBA has nearly 3,000 followers on Facebook and Twitter.

azsba.org/about-asba/partners/

BE AN EVENT SPONSOR

ASBA-ASA Annual Conference

Platinum Annual Conference Sponsor – including being named sponsor of Annual Awards Program (limit 1)

Platinum Annual Conference Sponsor – including being named sponsor of the Golden Bell Program (limit 1)

Platinum Annual Conference Sponsor – including being named sponsor of the Exhibit Hall Activity/ Grand Prize Drawing (limit 1)

Gold Annual Conference Sponsor – includes being exclusive named sponsor of the Wednesday Reception (limit 1)

Gold Annual Conference Sponsor – includes being exclusive named sponsor of the Thursday Evening Reception (limit 1)

Silver Annual Conference

ASBA Law Conference

Gold Business Sponsor Professional Partner (limit 5)

Summer Leadership Institute

Premier Sponsor (limit 3)

The Equity Event

Premier Sponsor (limit 3)

Board Operations and Leadership Training

Premier Sponsor (limit 3)

EXHIBIT

ASBA-ASA Annual Conference

ADVERTISE

ASBA Connect – ASBA's Member E-Newsletter

Once every month (12 ads/year)

Every edition (26 ads/year) + print ad in the ASBA Annual Journal

AZEdNews – ASBA's Statewide E-Newsweekly

One-month run (4 issues per month – available August – May)

Every edition (44 issues/year) + print ad in all three print issues of Best of AZEdNews

AZEdNews Website

All year + print ad in all three print issues of Best of AZEdNews

One-month run (available year-round)

To view the dates of each event please visit our website, azsba.org/events/

**To get started
increasing your
reach
and visibility,**

contact Ellen White,
ASBA director
of business and
conference services, at
ewhite@azsba.org or

602-254-1100.



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