

BENEFITS OF PARTNERSHIP/SPONSORSHIP

Position Your Company as a Trusted Education Partner in Kansas

A Vendor Partnership/Sponsorship with the Kansas Association of School Business Officials (KASBO) is more than access to events—it is a platform to position your organization as a trusted collaborator in advancing Kansas K-12 education. Through ongoing involvement, you gain opportunities to contribute, learn, and lead alongside school business professionals statewide.

Elevate Your Company as a Thought Leader

KASBO provides avenues for Vendor Partners to share expertise in meaningful, non-salesy ways, such as:

- Participating in educational sessions and panels
- Providing practical resources, tools, or case studies
- Aligning your solutions with best practices in school business

By adding value to members' professional learning, your organization is seen as a knowledgeable, solutions-oriented ally, not just another vendor.

Benefit: Strong professional reputation and deeper trust with Kansas school leaders.

Build Influence Through Service and Engagement

Vendor Partners who consistently show up and contribute become part of the professional fabric of KASBO. You can:

- Support key initiatives, training, and professional development.
- Engage with committees or work groups (where applicable)
- Champion projects that improve business operations in schools

This steady presence helps position your organization as a long-term partner invested in the success of Kansas districts.

Benefit: Increased influence and stronger relationships built on service, not just sales.

Stay Aligned with the Kansas Education Landscape

KASBO functions as a hub for information on the changing environment of school business in Kansas. As a partner, you:

- Hear firsthand how legislation, policy, and funding shifts affect operations.
- Learn how districts are adapting to new requirements and expectations.
- See emerging needs early, from staffing and benefits to facilities and risk management.

With this perspective, you can align your offerings with where Kansas schools are headed, not just where they are today.

Benefit: Better strategic planning and product positioning for the Kansas market.

Enhance Your Organization's Credibility and Community Image

Being associated with KASBO signals that your organization:

- Understands and respects the specialized work of school business officials.
- Is committed to ethical, transparent, and responsible business practices.
- Supports the professional growth of those who manage public resources.

This association enhances your public image with school boards, community stakeholders, and internal leadership.

Benefit: Stronger brand reputation and alignment with public education values.

Access a Stable, Mission-Driven Market

Kansas public schools are a mission-driven, long-term market. Through KASBO, you:

- Build connections with districts that prioritize reliability and continuity.
- Gain opportunities that can lead to multi-year engagements
- Participate in a professional community focused on stewardship and student outcomes.

Your partnership places you at the intersection of mission and operations, where reliable vendor relationships are essential.

Benefit: More durable opportunities with partners who value stability and long-term collaboration.

Support the Profession that Supports Your Business

When you invest in KASBO, you help sustain and strengthen the profession that manages the funds used to purchase your products and services. Your partnership helps:

- Provide training, resources, and networking for Kansas school business officials.
- Improve the quality and consistency of business practices across districts.
- Promote stronger financial stewardship of public education dollars.

As you contribute to the health of the profession, you also help create an environment where well-supported, well-informed leaders can engage more effectively with vendors.

Benefit: A stronger, more capable customer base—and a healthier ecosystem for doing business.

In Summary

A KASBO Vendor Partnership offers your organization:

- Thought leadership opportunities.
- Influence through ongoing engagement.
- Alignment with statewide trends and needs
- Enhanced credibility and public image
- Access to a stable, mission-driven market
- A chance to support and strengthen your key professional partners.