

Return on Investment (ROI)

For KASBO Partners/Sponsors



Reach the People Who Decide How Kansas Schools Spend Their Money

Becoming a Vendor Partner/Sponsor with the Kansas Association of School Business Officials (KASBO) is a strategic investment in long-term growth in the Kansas K-12 market. KASBO connects you directly with the individuals who manage school budgets, purchasing, benefits, and operations- literally everything business related in Kansas K-12 schools.



1. Direct Access to Qualified Decision-Makers

KASBO members include school business officials, CFOs, purchasing directors, board clerks, payroll specialists, and superintendents. These are the people who:

- Recommend and select vendors.
- Oversee large capital and operational budgets.
- Influence long-term contracts and district-wide solutions.

Your marketing dollars go straight to the people most likely to need and buy your products and services, reducing wasted outreach and increasing conversion rates.

Result: Less wasted outreach and higher conversion rates.

2. More Efficient, Targeted Marketing Spend

Compared to broad advertising or generic trade shows, a KASBO Partnership/Sponsorship delivers:

- A concentrated audience: Kansas K-12 decision-makers
- Lower cost per qualified lead
- Opportunities to nurture relationships over multiple touchpoints

Your marketing dollars go where they matter most- toward long-term relationships with the districts you want to serve.

Result: Higher return per marketing dollar and a more predictable K-12 pipeline.

3. Insight Into School Business Trends & Needs

As part of the KASBO community, you gain insight into:

- Budget realities and funding changes
- Upcoming projects (facilities, technology, transportation, safety, etc.)
- Regulatory and operational priorities shaping purchasing decisions.

These insights help you:

- Anticipate needs before RFPs are issued.
- Tailor proposals to real-world constraints
- Innovate in ways that districts truly value.

Result: Stronger, more competitive offerings and better alignment with district needs.

4. Visibility and Credibility in the K-12 Market

KASBO Partners/Sponsors receive year-round visibility through:

- Exhibit opportunities at KASBO conferences.
- Sponsorship recognition
- Listings on the KASBO website/publications
- On-site signage and verbal acknowledgements

Repeated, trusted exposure strengthens your brand, so when districts are ready to buy, your name is already familiar and associated with K-12 expertise.

Result: Stronger brand recognition and increased trust with school leaders.

5. High-Value Networking & Relationship-Building

KASBO events create multiple touchpoints with members, including:

- Dedicated exhibit times
- Networking receptions and meals
- Educational sessions and informal conversations

These settings allow you to:

- Have meaningful, one-on-one discussions.
- Demonstrate products and services in context.
- Learn about real challenges, timelines, and priorities.

Result: Shorter sales cycles, better-fit solutions, and more repeat and referral business.



6. Long-Term, Compounding Value

The value of a KASBO Partnership/Sponsorship grows over time as you:

- Build a positive reputation with members.
- Develop multiple relationships within and across districts.
- Convert initial introductions into multi-year contracts and renewals.

Year one builds awareness and connections; subsequent years multiply the return as your presence becomes established.

Result: Sustainable growth and long-term revenue in the Kansas K-12 market.



Bottom Line

Becoming a Vendor Partner/Sponsor with KASBO is not just an event expense—it is a strategic investment in long-term access, credibility, and opportunity within Kansas K-12 education. The partnership turns marketing dollars into direct conversations with decision-makers, stronger relationships, and sustained revenue growth in the school market.