
WASBO™

**PARTNERSHIP
GUIDE**

CONTENTS

03

PARTNERSHIP GOALS

04

PEAK PARTNERSHIP

05

PEAK PRICING

06

SUMMIT PARTNERSHIP

07

SUMMIT PRICING

08

BASE PARTNERSHIP

09

BASE PRICING

PARTNERING WITH WASBO

Strategic partnership with Washington ASBO (WASBO) provides the ability to build and maintain a year-round relationship with a target audience of school business professionals operating in school districts across Washington State, while helping you build visibility and awareness through a multi-faceted marketing approach.

WASBO's goal is to collaborate with vetted businesses that add value for WASBO members by helping districts solve pressing and complex challenges, while also enhancing member benefits by way of meaningful partnership revenue and strengthening the financial security of the association by providing a shift from sole dependency on membership dues.

RELATIONSHIP

Build connections between members and partners.

RESOURCE

Share valuable resources and solutions with members.

REVENUE

Association financial security + revenue channel for partners.

PEAK PARTNERSHIP

ANNUAL CONFERENCE

- Two Attendee Registrations
- Two Vendor Registrations
- One Premium Booth
- One Presentation Session
- Signage & Logo Placement
- Event App Full Page Advertisement
- Conference Web Page Recognition
- Social Media Promotion
- General Session Verbal Introduction
- Attendee Email List

BRAND AWARENESS + NICHE PLATFORM

- Recognition on WASBO Website
- Two Webinars on Partner-Specific Content

SPONSORSHIP

- \$5,000 Sponsorship Allowance
- Priority Sponsorship Selection
- \$500 Donation to Each Region

MEMBERSHIP

- Two Memberships
- Receive WASBO Communications

ANNUAL PEAK PRICING

| | | |
|------------------------------|----|--------|
| ONE YEAR PEAK PARTNERSHIP | \$ | 2,325 |
| EVENT SPONSORSHIPS | \$ | 5,000 |
| REGIONAL SPONSORSHIPS | \$ | 4,500 |
| CONFERENCE PREMIUM BOOTH | \$ | 1,125 |
| TWO CONFERENCE REGISTRATIONS | \$ | 700 |
| TWO VENDOR MEMBERSHIPS | \$ | 350 |
| ADVERTISING | \$ | 1,000 |
| | \$ | 15,000 |

SUMMIT PARTNERSHIP

DIGITAL PLATFORM

- Four Webinars on Partner-Specific Content
- Webinar Attendee Email List
- Featured Partner-Specific Content in WASBO Publications
- Recognition on WASBO Website

MEMBERSHIP

- Two Memberships
- Receive WASBO Communications

ANNUAL SUMMIT PRICING

| | | |
|-----------------------------|----|-------|
| ONE YEAR SUMMIT PARTNERSHIP | \$ | 2,225 |
| DIGITAL DELIVERABLES | \$ | 1,675 |
| TWO MEMBERSHIPS | \$ | 350 |
| ADVERTISING | \$ | 750 |
| | \$ | 5,000 |

BASE PARTNERSHIP

ANNUAL CONFERENCE

- One Attendee Registration
- One Vendor Registration
- One Vendor Booth
- Event App Half Page Advertisement
- Conference Web Page Recognition
- General Session Verbal Introduction
- Signage & Logo Placement
- Attendee Email List

SPONSORSHIP

- \$1,000 Sponsorship Allowance
- Secondary Sponsorship Selection

MEMBERSHIP

- One Membership
- Receive WASBO Communications

BRAND AWARENESS

- Recognition on WASBO Website

ANNUAL BASE PRICING

| | | |
|-----------------------------|----|-------|
| ONE YEAR BASE PARTNERSHIP | \$ | 2,025 |
| EVENT SPONSORSHIPS | \$ | 1,000 |
| CONFERENCE BOOTH | \$ | 825 |
| ONE CONFERENCE REGISTRATION | \$ | 350 |
| ONE VENDOR MEMBERSHIP | \$ | 175 |
| ADVERTISING | \$ | 625 |
| | \$ | 5,000 |