



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.

THANK YOU 2018-2019 PARTNERS

PEAK PARTNERS



BASE PARTNERS





PARTNERSHIP LEVELS

WASBO offers three levels of partnership: Peak Partnership, Summit Partnership and Base Partnership, allowing partners to select their desired level of commitment and exposure for their annual partnership.

| <u>Peak Partnership at a Glance</u> | <u>Summit Partnership at a Glance</u> | <u>Base Partnership at a Glance</u> |
|---|---|---|
| <p>ANNUAL CONFERENCE</p> <ul style="list-style-type: none"> • Two Registrations • List of Conference Attendees • One Premium Booth with priority location selection • Signage • Event Program Full Page Advertisement • One presentation session • Social Media Promotion • Conference Web Page Recognition • General Session Verbal Introduction • Pre-General Session Rotating Slide with Partner Logo <p>BRAND AWARENESS</p> <ul style="list-style-type: none"> • Partner recognition on WASBO website <p>MEMBERSHIP BENEFITS</p> <ul style="list-style-type: none"> • Two Memberships • Receive WASBO Communications <p>SPONSORSHIP</p> <ul style="list-style-type: none"> • \$5,000 Sponsorship Allowance • Primary Sponsorship Selection • \$500 Regional Donation to Each Region <p>NICHE PLATFORM</p> <ul style="list-style-type: none"> • Two Webinars on Partner-Specific Content • One Partner-Branded Workshop | <p>MEMBERSHIP BENEFITS</p> <ul style="list-style-type: none"> • Two Memberships • Receive WASBO Communications <p>BRAND AWARENESS</p> <ul style="list-style-type: none"> • Partner recognition on WASBO website <p>DIGITAL PLATFORM</p> <ul style="list-style-type: none"> • Four Webinars on Partner-Specific Content • Featured Partner-Specific Content in WASBO publications • Membership contact list | <p>ANNUAL CONFERENCE</p> <ul style="list-style-type: none"> • One Registration • List of Conference Attendees • One Booth • Signage • Event Program Half Page Advertisement • Conference Web Page Recognition • General Session Verbal Introduction • Pre-General Session Rotating Slide with Partner Logo <p>BRAND AWARENESS</p> <ul style="list-style-type: none"> • Partner recognition on WASBO website <p>MEMBERSHIP BENEFITS</p> <ul style="list-style-type: none"> • Two Memberships • Receive WASBO Communications <p>SPONSORSHIP</p> <ul style="list-style-type: none"> • \$1,000 Sponsorship Allowance • Secondary Sponsorship Selection |



PARTNERSHIP COST BREAKDOWN

Peak Partnership

| | |
|--------------------------------|-----------------------|
| One Year Peak Partnership | \$ 2,325 |
| Event Sponsorships | \$ 5,000 |
| Regional Workshop Sponsorships | \$ 4,500 |
| Conference Premium Booth | \$ 1,125 |
| Two Conference Registrations | \$ 700 |
| Two Annual Vendor Memberships | \$ 350 |
| Advertising | <u>\$ 1,000</u> |
| | Total \$15,000 |

Summit Partnership

| | |
|------------------------------|-----------------------|
| One Year Summit Partnership | \$ 2,225 |
| Digital Deliverables | \$ 1,675 |
| Two Annual WASBO Memberships | \$ 350 |
| Advertising | <u>\$ 750</u> |
| | Total \$ 5,000 |

Base Partnership

| | |
|-----------------------------|-----------------------|
| One Year Base Partnership | \$ 2,025 |
| Event Sponsorships | \$ 1,000 |
| Conference Booth | \$ 825 |
| One Conference Registration | \$ 350 |
| One Vendor Membership | \$ 175 |
| Advertising | <u>\$ 625</u> |
| | Total \$ 5,000 |



EVENT PARTNER RIGHTS & BENEFITS

applies to Peak and Base partnerships

Partner Registration

- Peak Partners: Two (2) Annual Conference registrations with meal selections
- Base Partners: One (1) Annual Conference registration with meal selections

Sponsorship Opportunities

- Peak Partners:
 - \$5,000 sponsorship allowance for events throughout the year
 - Primary sponsorship selection
- Base Partners:
 - \$1,000 sponsorship allowance for events throughout the year
 - Secondary sponsorship selection

Signage and Visual Recognition

- 10'x10' exhibit booth space at the Annual Conference
- Partner signage at booth
- Partner logo on shared recognition signage in high-traffic areas at:
 - Registration
 - Exhibit hall entrance
 - Opening session presentation slides
- Sole logo on event-specific signage (for sponsored events, meals, etc.)
- Prior to opening session, rotating presentation slide with all partner logos

Verbal Recognition

- Shared recognition of event partners at the opening session of the Annual Conference
- Sole recognition as meal or refreshment sponsor during opening, general and closing sessions

WASBO Publications & Promotional Materials

- All partner logos listed on conference program
- Partner ad in the conference program
- Opportunity to donate branded items for conference registration bags

Website

- Partner recognition on WASBO website during event timeframe
 - Logo on conference web page
 - Rotating banner on the WASBO Conference web page prior to the event

Access and Premium Positioning

- List of conference attendee names and email addresses
- Peak Partners: One (1) 50-minute presentation session
- Peak Partners: Social media promotion to direct attendees to exhibit booth



STRATEGIC PARTNER SPONSORSHIP & LICENSE ACTIVITIES

Sponsor and License Rights

- Use of official designations:
 - WASBO Strategic Partner
 - WASBO Annual Conference Premier Sponsor
- Use of one official WASBO Strategic Partner Logo
- Use of sponsored event logos
- Right to make a promotional offer to WASBO members/ event attendees
- Opportunity to create a fundraising offer to WASBO members

Memberships

- Peak Partners
 - Two (2) WASBO annual memberships
 - Access to WASBO's website membership portal/platform
 - Receipt of all WASBO communications to members
- Summit Partners
 - Two (2) WASBO annual memberships
 - Access to WASBO's website membership portal/platform
 - Receipt of all WASBO communications to members
- Base Partners
 - One (1) WASBO annual membership
 - Access to WASBO's website membership portal/platform
 - Receipt of all WASBO communications to members

Website

- Partner recognition on WASBO website
 - Logo and introduction on "Partners" web page with link to partner website
- Rotating banner on website homepage with all partner logos, each logo linked to respective partner's website

Access and Premium Positioning

- Peak Partners
 - A \$500 donation in the Peak Partner's name to each region
 - WASBO will coordinate and market two (2) webinars with Peak Partners. Content and scheduling must be approved by the WASBO Executive Director.
 - WASBO will market a branded workshop on behalf of the Peak Partner. Content and scheduling must be approved by the Executive Director.
- Summit Partners
 - WASBO will coordinate and market four (4) webinars with Summit Partners. Content and scheduling must be approved by the WASBO Executive Director.