



The Iowa Association of School Business Officials has launched an exciting Corporate Sponsorship Program that is seen as a win-win for Iowa ASBO, its members and business partners for 2010-11.

Benefits for Iowa ASBO's business partners include maximum exposure, promotional rights and recognition throughout the year. In addition to supporting the business goals of its partners, the program also supports Iowa ASBO's mission to provide programs and services that promote the highest standards of school business management practices and professional growth.

The primary purpose of the Corporate Sponsorship Program is a marketing effort designed to provide Iowa ASBO with additional revenue without having to raise the dues of its members. Iowa ASBO member dues have remained the same for over seven years and in the current era of fiscal stress for our districts there is a strong interest in controlling expenses for districts. This marketing approach is a trend involving many non-profit professional organizations across the country, including ASBO International.

Iowa ASBO has four levels of sponsorship: Bronze, Silver, Gold and Titanium which is the most extensive level for corporate entities. It offers benefits and promotional rights with access to Iowa ASBO's membership. This partnership provides a new and unique ability to carry marketing objectives to new levels while building and maintaining a relationship with Iowa ASBO members.

These partnerships provide our corporate friends with recognition of their business at our events, on our website and in written communications. The higher levels of participation include additional benefits, including three distinct advantages. The Gold and Titanium partners will have priority selection of the location for their booth at the Annual Conference, they will have the opportunity to contribute an article of 750 words or less for publication in the electronic newsletter, and they will be invited to present a breakout session(s) at Iowa ASBO conferences.

These extra benefits give the Gold and Titanium Partners even more exposure with more recognition and opportunity that normally is not available to everyone else.

Jim

James Scharff, Executive Director
Iowa ASBO

The mission of the Iowa Association of School Business Officials is to provide programs and services that promote the highest standards of school business management practices and professional growth.



Iowa ASBO Corporate Partner Opportunities

Bronze - \$1,000

- ✓ Assoc. membership and access to member section of website
- ✓ Attendance at conferences at member registration rate
- ✓ Website logo and link on corporate partner page
- ✓ ¼ page ad in newsletters
- ✓ Joint recognition as sponsor of one refreshment break

Silver - \$2,500

- ✓ Assoc. membership and access to member section of website
- ✓ Attendance at conferences at member registration rate
- ✓ One comp registration at conferences
- ✓ Website logo and link on corporate partner page
- ✓ ½ page ad in newsletters
- ✓ Booth at trade show
- ✓ Sole recognition as sponsor at one refreshment break
- ✓ Recognition as supporter(s) of IASBO on registration materials
- ✓ Opportunity to provide one 750 word article in electronic newsletter

Gold - \$5,000

- ✓ Assoc. membership and access to member section of website
- ✓ Two comp registrations at conferences
- ✓ Website small logo and link on front page
- ✓ Full page ad in newsletters (or two half page ads)
- ✓ Booth at trade show
- ✓ Priority booth selection at trade show
- ✓ Recognition as sponsor(s) of professional speaker
- ✓ Recognition as supporter(s) of IASBO on registration materials
- ✓ Opportunity to provide two 750 word articles in electronic newsletter
- ✓ Promotion / Sponsorship of one webinar per year at additional technology cost plus \$500

Titanium - \$10,000

- ✓ Assoc. membership and access to member section of website
- ✓ Two comp registrations at conferences
- ✓ Website large logo and link on front page
- ✓ Full page ad in newsletters (or two half page ads)
- ✓ Booth at trade show with priority booth selection
- ✓ Recognition as sponsor(s) of professional speaker
- ✓ Recognition as supporter(s) of IASBO on registration materials
- ✓ Recognition as sponsor(s) of leadership conference and legislative reception
- ✓ Recognition as sponsor(s) of student scholarships awarded in connection with annual IASBO leadership awards
- ✓ Opportunity to provide four 750 word articles in electronic newsletter
- ✓ Opportunity to provide two breakout presenters on professional topic (non-marketing) at conference
- ✓ Promotion / Sponsorship of two webinar per year at additional technology cost plus \$500

Corporate partners at any level may also participate in a H.S. student scholarship program in conjunction with the Iowa ASBO Professional Leader award program. Contributions must be in \$1,000 increments.

Iowa Association of School Business Officials

The Membership

The Iowa Association of School Business Officials (IASBO) is an organization of approximately 495 members, consisting of Superintendents, Directors of Administrative Services, Business Managers, Board Secretaries, Treasurers and Accounting Department Personnel, who are responsible for the financial operation of Iowa Public School Districts and Area Education Agencies.

The Organization

The association presents two (2) state-wide meetings each year plus multiple additional special topic clinics and webinars to keep the membership informed with what they need to conduct their assignment and be of service to their school or agency.

The Iowa School Business Management Academy (ISBMA) is a voluntary certification program where members attend training sessions in areas relating to the many responsibilities they have in their job assignment. Upon completion of the four (4) year program, the members will receive a certificate indicating completion of the initial series of classes with a Certificate of Proficiency available for those successfully completing the tests. Additional advanced classes are held for those desiring training beyond the initial four (4) year program.

The Iowa School Business Management Academy is sponsored by: The Department of Education, The Iowa Association of School Boards, The Iowa Association of School Business Officials, School Administrators of Iowa and Iowa State University Department of Educational Leadership and Policy Studies.

Other Services

The Iowa Association of School Business Officials has implemented a regional director concept by dividing the state into 10 regions. The purpose of the regional concept is to promote professional relationships, develop leadership and encourage members to work on regional issues.

The Association developed a mentoring program to be used to acquaint and support new members in their assignment. Current members will assist the new member for two years to become acquainted with the duties and responsibilities that are required of their role in the school district or area education agency.

Communications

Five (5) newsletters are forwarded to the members each fiscal year. The newsletter provides information on the conferences and workshops, current legal issues and other information that is of importance to them in the conduct of their work. Frequent communications via email are sent to members concerning emerging issues and to relay information from the various state agencies. An association web site at www.iowa-asbo.org is maintained for member support. The web site includes member listing, upcoming meeting information and on-line registration, past newsletters and legal briefs, a member forum, and links to other related sites.

Iowa Association of School Business Officials

Iowa State University

N229E Lagomarcino Hall

Ames, IA 50011-3195



COPY FOR VENDOR FILES

N229E Lagomarcino
Ames, Iowa 50011-3195
Ph: 515-294-9468
Email: iasbo@iastate.edu

Corporate Sponsorship 2010-2011

Payment to accompany order

Information applicable to all categories:

Firms / Individual Name: _____

If firm membership please provide name of contact person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email address: _____

Telephone _____ - _____ - _____

Sponsorship Level: (check appropriate level)

<input type="checkbox"/> Bronze	\$1,000
<input type="checkbox"/> Silver	\$2,500
<input type="checkbox"/> Gold	\$5,000
<input type="checkbox"/> Titanium	\$10,000

Sponsorship level \$ _____

Additional scholarship contribution \$ _____

Total enclosed \$ _____

Artwork for newsletter ads must be in .jpg or Microsoft Word format (NO Adobe PDFs, please), and electronically submitted. Submit this application along with payment to:

Logos are to be in jpg format.

Associate Member and its officers, directors, employees, affiliates, and subcontractors agree to keep confidential for Associate Member own use, and not sell or disseminate any information it obtains about IASBO and its members. The member data is to be utilized for individual direct contact purposes and NOT for mass email marketing with any firm misusing the access denied future membership or participation in the association.

James Scharff, Ph.D.
Iowa ASBO
N229E Lagomarcino
Ames, Iowa 50011

If you have questions please contact: James Scharff, Executive Director at the above address.



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