



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

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. Corporate partner members are encouraged to attend the fall and spring IASBO conferences to learn the issues and concerns of school business officials and how your product or service may be the solution for those needs.

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 high 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 are invited to contribute 750 word informational / non-marketing article for publication in the electronic newsletters, 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 all firms.

I trust the above will meet your marketing needs in these challenging fiscal times, and welcome your ideas and suggestions for future years' marketing opportunities.

*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
- ✓ 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 conference program 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
- ✓ Large logo and link on front page of Iowa ASBO website
- ✓ Full page ad in newsletters (or two half page ads)
- ✓ Double size booth at trade show with priority booth selection
- ✓ Recognition as sponsor(s) of professional speaker
- ✓ Recognition as supporter(s) of IASBO on conference program materials
- ✓ Recognition as sponsor(s) of leadership conference
- ✓ Recognition as sponsor(s) of student scholarships awarded in connection with annual IASBO leadership awards
- ✓ Opportunity to provide 750 word articles in all electronic newsletters
- ✓ Opportunity to provide two breakout presenters on professional topic (non-marketing) at conference
- ✓ Promotion / Sponsorship of two webinars per year

**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.**



## Sponsorship levels 2011-2012:

	Bronze	Silver	Gold	Titanium
	\$1,000	\$2500	\$5000	\$10,000
Assoc. membership and access to member section of <i>website</i> - 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.	x	x	x	x
Attendance at conferences at member regist. rate	x			
One comp registration at conferences		x		
Two comp registrations at conferences			x	x
Website logo and link on corporate partner page	x	x		
Website logo and link on front page IASBO website			small	large
¼ page ad in newsletters 3 x 4	x			
½ page ad in newsletters 3 x 9		x		
Full page ad in newsletters 6 x 9 (or two half page ads)			x	x
Booth at trade show		x	x	x
Priority booth selection at trade show			x	x
Double booth at trade show				x
Joint recognition as sponsor of one refreshment break	x			
Sole recognition as sponsor at one refreshment break with vendor representative & table		x		
Recognition as sponsor(s) of professional speaker			x	x
Recognition as supporter(s) of IASBO on conference program materials		x	x	x
Recognition as sponsor(s) of leadership conference				x
Recognition as sponsor(s) of student scholarships awarded in connection with annual IASBO leadership awards				x
Opportunity to provide 750 word article in electronic newsletter (non-marketing)		1/yr	2 / yr	4/yr
Opportunity to provide breakout presenter on professional topic (non-marketing)				2 / yr
Promotion / Sponsor vendor webinar option			1 / yr at technology cost plus \$500	2 / yr at no added cost

# *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.

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. Corporate partners are encouraged to offer presentations at these smaller meetings to further understand and share how vendor products and services can provide quality cost-effective assistance to school districts,

The Association has 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**

Four (4) 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](http://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.

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## **Other Services**

