



Illinois ASBO

SPONSORSHIP OPPORTUNITIES



Fiscal Year 26



Illinois ASBO

SPONSORSHIP OPPORTUNITIES



TAKE PART IN CREATING MEMORABLE EXPERIENCES FOR ILLINOIS ASSOCIATION OF SCHOOL BUSINESS OFFICIAL (ILLINOIS ASBO) MEMBERS AS AN EVENT SPONSOR

Choose the event sponsorship that gives your company the desired exposure and best suits your marketing budget. Sign up early to secure your sponsorship — most sponsorships are offered on a first-come, first-served basis with priority given to prior year sponsors.

STRENGTHEN YOUR CONNECTION

Sponsorship opportunities are now available for all Service Associate Member companies. Gain valuable recognition for your company and stand out as a key player while you help make each Illinois ASBO event successful.



Find out more at: www.iasbo.org/sponsorship-opportunities



LEARN MORE

Event sponsorships are a way to build credibility and authority around your business. Essentially, you connect your business to high-profile events in order to nurture positive associations. Members who attend are given strong reasons to believe you are reliable and trustworthy, because you are supporting a trustworthy association. According to Forbes Magazine, the top four benefits of corporate sponsorship are:

- It promotes a positive brand. Your brand is the most important commodity your business has.
- It increases brand awareness.
- It reaches a wider demographic.
- It enhances the member experience.

Illinois ASBO thanks you for your dedication and commitment to Illinois ASBO and your interest in sponsoring an event. Choose the event sponsorship that gives you the desired exposure for your company and best suits your marketing budget. Act promptly and complete the Sponsorship Interest Form to secure your spot, as opportunities are allocated on a 'first come, first served' basis. Please note, sponsorships are exclusive to representatives who are active members of Illinois ASBO.



PRESIDENTS' GALA

SEPTEMBER



The Presidents' Gala celebrates Illinois ASBO's esteemed legacy of Past Presidents through engaging and entertaining activities. The event features cocktails and dinner, followed by the recognition of Illinois ASBO Past Presidents and the recipients of our grants and scholarships.

WHICH LEVEL SUITS YOUR COMPANY BEST?

PREMIER: 3 OFFERED AT \$7,000

- Eight Event Registrations / Full Table
- Mic Time — Short Speaking Opportunity
- Recognition in Program
- Priority Seating Upon Arrival
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas and Main Stage
- List of Attendees

CHAMPION: 6 OFFERED AT \$5,000

- Four Event Registrations
- Slides or Recognition in Program
- Priority Seating Upon Arrival
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Sponsor Recognition from the Main Stage
- Thank You Signage in High-Traffic Areas
- List of Attendees

SUPPORTER: 10+ OFFERED AT \$3,000

- Two Event Registrations
- Slides or Recognition in Program
- Company Logo Linked to Website Pertaining to Event
- Sponsor Recognition from the Main Stage
- Thank You Signage in High-Traffic Areas
- List of Attendees

GIFT DRAWING SPONSOR: 10+ OFFERED AT \$500

- Thank You Signage in High-Traffic Areas
- Slides or Recognition in Program

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]

Contact **Jennifer Corbin** at jcorbin@iasbo.org for more details on Presidents' Gala Sponsorships.

SEPTEMBER / OCTOBER

ILLINOIS ASBO PRE-CONFERENCE EVENT AT ASBO INTERNATIONAL

Whether planning to attend the ASBO International Annual Conference & Expo or not, all Illinois ASBO members are extended an invitation to arrive a day early to begin networking with their colleagues at a venue that will provide a gathering place, food, cocktails and more.

SPONSOR BENEFITS: 10 OFFERED AT \$3,000

- Six Event Registrations
- Company Logo on Website and Emails Pertaining to Event
- Signage on Tables, Buffet Tables and Bars (If Venue Allows)
- Social Media Mentions
- List of Attendees

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]



Contact **Julie Warner** at jwarner@iasbo.org for more details on Illinois ASBO Pre-Conference Event Sponsorships.

JOINT ANNUAL CONFERENCE HOSPITALITY

NOVEMBER

The IASB/IASA/Illinois ASBO Joint Annual Conference (Triple I) is home to Illinois ASBO's largest networking and hospitality event of the year. Held just before the Magnificent Mile Lights Festival in downtown Chicago, this gathering brings together hundreds of attendees to warm up with colleagues over cocktails, hors d'oeuvres and lively conversation. Sponsoring this high-profile evening is the ideal opportunity to connect your brand with school business professionals in a relaxed and festive atmosphere.

WHICH LEVEL SUITS YOUR COMPANY BEST?

PREMIER: 4 OFFERED AT \$5,000

- Cocktail Napkins or Drink Coasters with Company Logo
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas
- Signage on Bars and Food Tables
- Company Logo on Tickets
- Thank You Signage in Illinois ASBO Booth in Exhibit Hall
- List of Attendees

CHAMPION: 8 OFFERED AT \$3,000

- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas
- List of Attendees



[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]

Contact **Julie Warner** at jwarner@iasbo.org

for more details on Joint Annual Conference Hospitality sponsorships.

JANUARY

LEADERSHIP DAY

Illinois ASBO's annual leadership event brings out the Association's top-level leaders and decision-makers for a day of leadership-based professional development and recognize them for their service to the profession. Become a part of this signature event and connect with Illinois ASBO leaders.

WHICH LEVEL SUITS YOUR COMPANY BEST?

PREMIER: 2 OFFERED AT \$7,000

- Six Event Registrations
- Mic Time — Short Speaking Opportunity
- Welcome Slide Recognition
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Sponsor Recognition
- Table for Literature / Giveaways
- Thank You Signage in High-Traffic Areas
- List of Attendees

CHAMPION: 4 OFFERED AT \$3,000

- Four Event Registrations
- Welcome Slide Recognition
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Sponsor Recognition
- Table for Literature / Giveaways
- Thank You Signage in High-Traffic Areas
- List of Attendees

SUPPORTER: 5 OFFERED AT \$1,500

- Two Event Registrations
- Welcome Slide Recognition
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Sponsor Recognition
- Thank You Signage in High-Traffic Areas
- List of Attendees

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]

Contact **Jennifer Corbin** at jcorbin@iasbo.org for more details on Leadership Day sponsorships.



LEADERSHIP INSTITUTE

MARCH & SEPTEMBER

This unique leadership development program is a strategic investment in cultivating future leaders and strengthening organizational performance. These immersive days of learning foster a culture of growth and positive relationships, paving the way for long-term benefits. As a sponsor, your organization will receive high-visibility recognition and the opportunity to send one representative to participate in the full program—a \$2,100 value—at no additional cost.

SPONSOR BENEFITS: 4 OFFERED AT \$3,000

- One Event Registration (\$2,100 Value)
- Live Sponsor Recognition During Welcome
- Slide Recognition During Program
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage
- List of Attendees

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]



Contact **Jennifer Corbin** at jcorbin@iasbo.org for more details on Leadership Institute sponsorships.

APRIL / MAY

ILLINOIS ASBO GOLF OUTING

Prior to the Illinois ASBO Annual Conference, members gather on the golf course for a day of networking and fun at the Illinois ASBO Golf Outing. Sponsoring the outing gives you the opportunity for priority foursome registrations, as well as the ability to help make this a memorable day for the golfers who participate.

WHICH LEVEL SUITS YOUR COMPANY BEST?

CONTEST HOLE SPONSOR: \$1,000 + 2 \$50 PRIZES (1 SPONSOR PER HOLE)

- Early Bird Access to Purchase Up to Two Foursomes *(golf fees are in addition to the sponsor fee; first-come, first-served basis)*
- Hole Signage
- Two Sponsor Representatives at Hole
- Distribute Giveaways at Hole
- Signage on Beverage Cart
- Opportunity to Provide Item for Swag Bag
- Sponsor Listing in Swag Bag

BREAKFAST SPONSOR: 4 OFFERED AT \$1,000

- Early Bird Access to Purchase Up to Two Foursomes *(golf fees are in addition to the sponsor fee; first-come, first-served basis)*
- Signage in Breakfast Area
- Signage on Beverage Cart
- Opportunity to Provide Item for Swag Bag
- Sponsor Listing in Swag Bag

LUNCH SPONSOR: 4 OFFERED AT \$1,000

- Early Bird Access to Purchase Up to Two Foursomes *(golf fees are in addition to the sponsor fee; first-come, first-served basis)*
- Signage in Lunch Pick-up Area
- Logo on Boxed Lunches
- Signage on Beverage Cart
- Opportunity to Provide Item for Swag Bag
- Sponsor Listing in Swag Bag

HOLE SPONSOR: \$1,000 (1 SPONSOR PER HOLE)

- Early Bird Access to Purchase Up to Two Foursomes *(golf fees are in addition to the sponsor fee; first-come, first-served basis)*
- Hole Signage
- Two Sponsor Representatives at Hole
- Distribute Giveaways at Hole
- Signage on Beverage Cart
- Opportunity to Provide Item for Swag Bag
- Sponsor Listing in Swag Bag

GOLF CO-SPONSOR: \$300

- Early Bird Access to Purchase One Foursome *(golf fees are in addition to the sponsor fee; first-come, first-served basis)*
- Signage in High-Traffic Area
- Signage on Beverage Cart
- Opportunity to Provide Item for Swag Bag
- Sponsor Listing in Swag Bag

[Hole availability may be limited due to the venue chosen for the golf outing each year. Sponsorships will be sold on a first-come, first-served basis beginning June 1 after each year's outing.]

Contact **Kara Mitchell** at kmitchell@iasbo.org for more details on Golf Outing sponsorships.



ANNUAL CONFERENCE

APRIL / MAY



The Illinois ASBO Annual Conference is not only known for outstanding professional development, but also for memorable sessions and hospitality events. Become an indispensable part of this unforgettable event by choosing a sponsorship that connects your name to the conference. The conference typically draws over 1,000 attendees, making it a fantastic opportunity to have your name prominently featured and show your value and dedication to the profession.

PREMIER: 4 OFFERED AT \$12,500

- Eight Full Conference Registrations
- Exhibit Space — Double Booth with VIP Selection
- Slide Recognition at the Opening General Session
- Digital Recognition in High-Traffic Areas
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas
- **Option to Sponsor One of the Special Events at the Conference:** Opening General Session, Second General Session, Evening Hospitality Event, PDC Meeting
- List of Attendees

CHAMPION: 8 OFFERED AT \$7,500

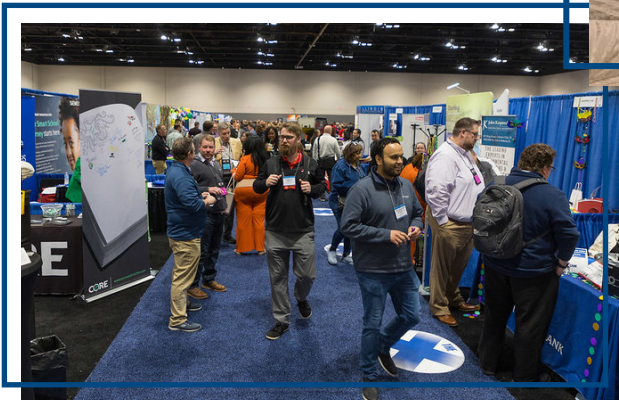
- Four Full Conference Registrations
- Exhibit Space — Single Booth with VIP Selection
- Slide Recognition at the Opening General Session
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas
- **Option to Sponsor One of the Following at the Conference:** Wi-Fi, Mobile App, Solutions Marketplace Hospitality, Coffee Break(s), Snack Break(s), Closing Hospitality Bar (*more than one sponsor may opt to support the same item or event at the conference*)
- List of Attendees

SUPPORTER: 10+ OFFERED AT \$5,000

- Two Full Conference Registrations
- Exhibit Space — Single Booth with VIP Selection
- Slide Recognition at the Opening General Session
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas
- List of Attendees

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]

Contact **Jennifer Corbin** at jcorbin@iasbo.org for more details on Annual Conference sponsorships.



PRESIDENTS' CUP

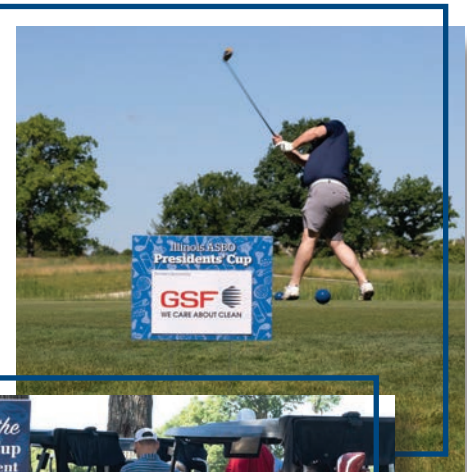
JUNE

Show your support at Illinois ASBO's premier golf event. All members are invited to join this day on the course in both competitive and non-competitive categories, including a Past Presidents' category. Then gather afterward for hospitality and trophy presentations.

SPONSOR BENEFITS: 10 OFFERED AT \$4,000

- One Foursome Registration
- Item in Swag Bag
- Hole Recognition Signage
- Logo on Signage and/or Lunch Box (if Available)
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Sponsor Recognition During Registration / Hospitality
- Thank You Signage in High-Traffic Areas
- List of Attendees

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]



Contact **Oonagh Barrow** obarrow@iasbo.org for more details on Presidents' Cup sponsorships.

PROFESSIONAL DEVELOPMENT

DAY CONFERENCES THROUGHOUT THE YEAR

Highlight your dedication at Illinois ASBO's day conferences. Choose to sponsor one or more (\$2,000 each) of these options throughout the year: **Rising Leaders in School Business** [July], **Regional Conferences** [October], **SupportCon SOUTH** [September] & **SupportCon** [December], **Facilities Professionals Conference** [March] and **Bookkeepers Conference** [March].

SEMINARS THROUGHOUT THE YEAR

Show your support for Illinois ASBO's In-Person Seminars. Scheduled throughout the year, these educational programs cover timely issues that matter to you and your district. Each seminar sponsorship—half-day offered at \$750 and full-day offered at \$1,500 provides valuable opportunities to engage with Illinois ASBO members and support their ongoing professional development. For more information on seminars we will be hosting this year, please email the contact below.

SPONSOR BENEFITS:

DAY CONFERENCES OFFERED AT \$2,000 EACH
FULL-DAY SEMINARS OFFERED AT \$1,500 EACH
HALF-DAY SEMINARS OFFERED AT \$750 EACH

- Table for Literature / Giveaways
(Facilities Professionals Conference Receive a Booth)
- One Registration
- Live Sponsor Recognition During Welcome
- Logo on Conference Program (Day Conferences Only)
- Company Logo on Website and Emails Pertaining to Event
- Social Media Mentions
- Thank You Signage in High-Traffic Areas
- List of Attendees

[First right of refusal for same sponsorship for the following year's event, an agreement must be signed within 60 days from current sponsorship event date. New sponsorship agreement must be signed 60 days prior to the event date.]

Contact **Oonagh** at obarrow@iasbo.org for more details on Professional Development sponsorships.



SPONSORSHIP INTEREST FORM

Please fill out the interest form below and return to
Jennifer Corbin at jcorbin@iasbo.org to begin the process.

Company/Organization _____

Name of Illinois ASBO Member _____

Contact Person _____

Phone Number _____

Email _____

I am interested in sponsoring (check all that apply):

Day Conferences:

- ☐ Regional Conferences
- ☐ SupportCon SOUTH & SupportCon
- ☐ Facilities Professionals Conference
- ☐ Bookkeepers Conference
- ☐ Rising Leaders in School Business Conference

Professional Development:

- ☐ Half-Day Seminars
- ☐ Full-Day Seminars

Annual Events:

- ☐ Presidents' Gala
 - ☐ Premier ☐ Champion ☐ Supporter ☐ Gift Drawing Sponsor
- ☐ Illinois ASBO Pre-Conference Event at ASBO International Annual Conference & Expo
- ☐ Joint Annual Conference Hospitality
 - ☐ Premier ☐ Champion
- ☐ Leadership Day
 - ☐ Premier ☐ Champion ☐ Supporter



Download the fillable sponsorship PDF form.

Annual Events Continued:

- ☐ Leadership Institute
- ☐ Annual Conference Golf Outing
 - ☐ Contest Hole Sponsor ☐ Breakfast Sponsor ☐ Lunch Sponsor
 - ☐ Hole Sponsor ☐ Golf Co-Sponsor
- ☐ Annual Conference
 - ☐ Premier ☐ Champion ☐ Supporter
- ☐ Presidents' Cup

Submit this form to **Jennifer Corbin** at jcorbin@iasbo.org. Once the form is received, an Illinois ASBO staff member will reach out to confirm your information and discuss further details of the event sponsorship opportunities.

Please note that this interest form is not a contract and does not guarantee a sponsorship. Sponsorship is secured upon Illinois ASBO receiving a signed contract from your company.



ILLINOIS

Association of School Business Officials

Northern Illinois University (IA-103) | 108 Carroll Ave. | DeKalb, IL 60115
www.iasbo.org