



Illinois ASBO

SPONSORSHIP OPPORTUNITIES



2024



Illinois ASBO

SPONSORSHIP OPPORTUNITIES



TAKE PART IN CREATING MEMORABLE EXPERIENCES FOR ILLINOIS ASBO MEMBERS AS AN EVENT SPONSOR!

Choose the event sponsorship that gives your company the desired exposure and best suits your marketing budget. Then, be sure to sign up early to ensure your place — all 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 the Illinois ASBO event successful.



Find out more at: www.iasbo.org/sponsorships



LEARN MORE

Event sponsorships are a way to build credibility and authority around your business. Essentially, you attach your business to worthy causes and 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 connected to 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.

The Illinois Association of School Business Officials (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, with preference given to sponsors from the previous year. Please note, sponsorship is 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 and supports the Foundation through engaging and entertaining activities. The event features cocktails and dinner, followed by the recognition of Illinois ASBO Past Presidents.

WHICH PACKAGE SUITS YOUR COMPANY BEST?

PREMIER: 3 AVAILABLE AT \$7,000

- Eight Event Registrations / Full Table
- Mic Time — Short Speaking Opportunity
- Recognition in Program
- Tables Close to Main Stage Area / Board (1st Priority)
- Signage at Bars
- 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 AVAILABLE AT \$5,000

- Four Event Registrations
- Slides or Recognition in Program
- Tables Close to Main Stage Area / Board (2nd Priority)
- 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+ AVAILABLE 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

ACTIVITY SPONSOR: 10 AVAILABLE 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

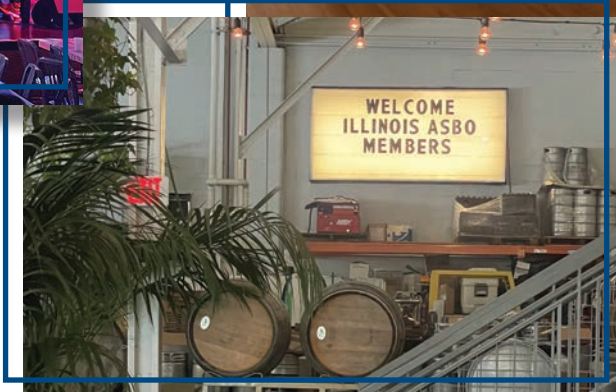
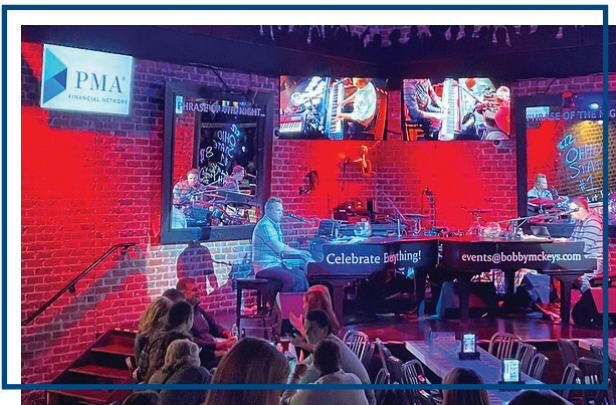
ILLINOIS ASBO PRE-CONFERENCE EVENT AT ASBO INTERNATIONAL

Whether planning to attend the ASBO International Annual Conference & Exhibits 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: 8 AVAILABLE 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 Illinois ASBO's biggest networking and hospitality event of the year. Sponsoring this signature event is an opportunity to help members kick off the holiday season in the heart of Chicago, with an evening of jazz music, cocktails and hors d'oeuvres.

WHICH PACKAGE SUITS YOUR COMPANY BEST?

PREMIER: 2 AVAILABLE AT \$15,000

- Cocktail Napkins or Drink Coaster 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: \$7,500

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



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

for more details on the 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 to thank them for their service to the profession. Become a part of this signature event and connect with Illinois ASBO leaders!

WHICH PACKAGE SUITS YOUR COMPANY BEST?

PREMIER: 2 AVAILABLE AT \$7,000

- Six Event Registrations
- Welcome Remarks
- 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 AVAILABLE 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 AVAILABLE 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

FEBRUARY & SEPTEMBER

This leadership development program is a strategic investment in nurturing future leaders and enhancing organizational performance, fostering a culture of growth and strong relationship management that leads to long-term benefits.

SPONSOR BENEFITS: 4 AVAILABLE AT \$3,000

- One Event Registration
- Live Sponsor Recognition During Welcome
- Live 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 course for a day of comradery 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 PACKAGE SUITS YOUR COMPANY BEST?

CONTEST HOLE SPONSOR: \$750 + 2 \$50 PRIZES

- Early Bird Access to Purchase Up to Two Foursomes (golf fees are in addition to 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

PREMIUM BREAKFAST SPONSOR: 4 AVAILABLE \$1,000

- Early Bird Access to Purchase Up to Two Foursomes (golf fees are in addition to 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

PREMIUM LUNCH SPONSOR: 4 AVAILABLE \$1,000

- Early Bird Access to Purchase Up to Two Foursomes (golf fees are in addition to 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: \$750

- Early Bird Access to Purchase Up to Two Foursomes (golf fees are in addition to 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: \$250

- Early Bird Access to Purchase One Foursome (golf fees are in addition to 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


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Contact **Julie Sena** at jsena@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 AVAILABLE 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 Event, Ribbon Bar, PDC Meeting
- List of Attendees

CHAMPION: 8 AVAILABLE 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:** First Time Attendee Event, Wi-Fi, Mobile App, Solutions Marketplace Hospitality, Coffee Break(s)
- List of Attendees

SUPPORTER: 10+ AVAILABLE 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: 8 AVAILABLE AT \$4,000

- One Foursome Registration
- Item in Swag Bag
- Hole Recognition Signage
- Logo on 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!

THROUGHOUT THE YEAR

DAY CONFERENCES

Show your support at Illinois ASBO's day conferences! Choose to sponsor one or more (\$2,000 each) of these options throughout the year: **Emerging SBO Summit** [July], **Regional Conferences** [October], **SupportCon SOUTH** [September] & **SupportCon** [December], **Facilities Professionals Conference** [March] and **Bookkeepers Conference** [March].

SPONSOR BENEFITS: AVAILABLE AT \$2,000 EACH

- Two Full Conference Registrations
- Live Sponsor Recognition During Welcome
- Welcome Slide Recognition
- Table for Literature / Giveaways
(Facilities Professionals Conference Receive a Booth)
- Logo on Conference Program
- 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 Day Conference 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
- ☐ Emerging SBO Summit

Annual Events:

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



See all the Sponsorships in One Place Online!

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 organization.



ILLINOIS

Association of School Business Officials

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