

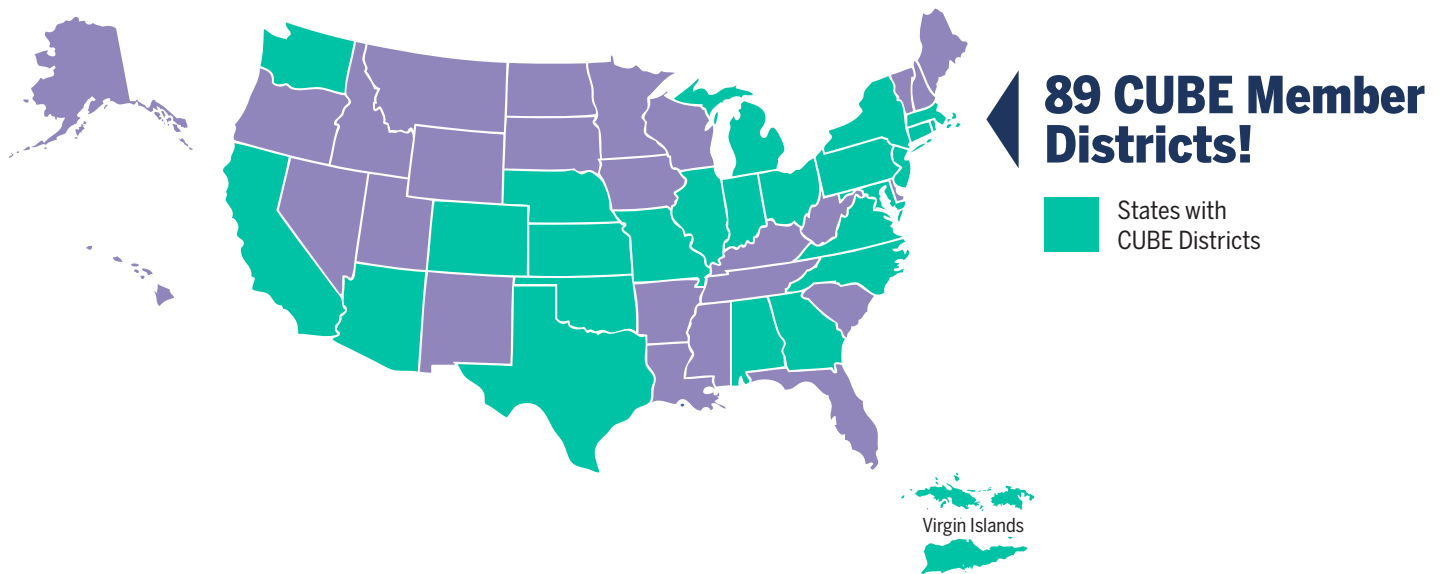
**2026 ANNUAL
CONFERENCE**
OCTOBER 1-3 | CHICAGO, IL



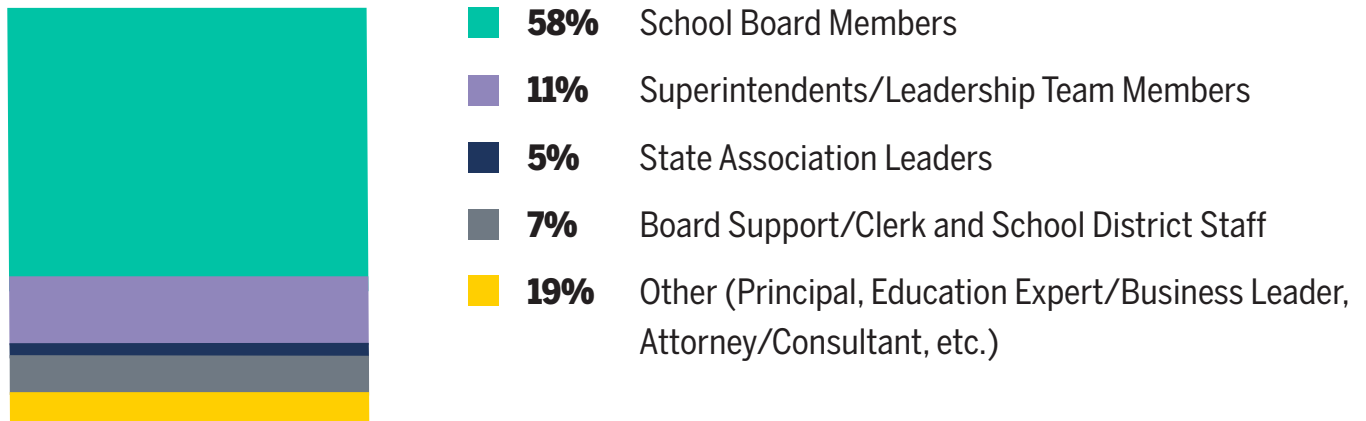
Marriott Marquis Chicago

AN **nsba** EVENT

About the Audience



By Role: 2025 CUBE Annual Conference Registrants



2025 CUBE ANNUAL CONFERENCE SPONSORS

Diamond



Platinum



Gold



Silver



Bronze



Thought Leadership Opportunities

General Session | State of Urban Education Luncheon

Exclusive opportunity

\$35,000

A highlight of the CUBE Annual Conference, the State of Urban Education Address Luncheon features the CUBE Chair reflecting on the past year and outlining the strategic vision for the year ahead.

As the exclusive sponsor, you may deliver a brief welcome (up to three minutes) or a 90-second video both must be approved in advanced. Benefits include VIP seating, prominent recognition, and acknowledgment across the event website, app, signage, and communications.

General Session | Transforming Urban Education Plenary

Exclusive opportunity

\$35,000

This keynote plenary features nationally recognized thought leaders who confront the urgent challenges facing urban districts and inspire bold strategies to deliver high-quality education for every student.

As the exclusive sponsor, you may deliver a brief welcome (up to three minutes) or a 90-second video both must be approved in advanced. Benefits include VIP seating, prominent recognition, and acknowledgment across the event website, app, signage, and communications.

General Session | Champions of Urban Education Awards Luncheon

Exclusive opportunity

\$35,000

This luncheon celebrates excellence in urban education by honoring trailblazers and champions, including recipients of the Benjamin Elijah Mays Lifetime Achievement Award and the CUBE Annual Award for Urban School Board Excellence.

As the exclusive sponsor, you may deliver a brief welcome (up to three minutes) or a 90-second video both must be approved in advanced. Benefits include VIP seating, prominent recognition, and acknowledgment across the event website, app, signage, and communications.

General Session | Urban Education Amplified Plenary

Exclusive opportunity

\$35,000

This keynote plenary features dynamic thought leaders who use their influential voices to reenergize urban education leaders in their mission to serve each and every student well.

As the exclusive sponsor, you may deliver a brief welcome (up to three minutes) or a 90-second video both must be approved in advanced. Benefits include VIP seating, prominent recognition, and acknowledgment across the event website, app, signage, and communications.



Target Audience Opportunities

Benjamin Elijah Mays Lifetime Achievement Award Sponsor

Exclusive opportunity

\$25,000

Named in honor of the scholar credited for laying the intellectual foundation of the civil rights movement, the Benjamin Elijah Mays Lifetime Achievement Award is CUBE's highest honor, given annually to a school leader whose career and work have made a lasting impact on urban education. As the Exclusive Sponsor, your company representative can share remarks (up to two minutes) or show a 60-second video (with prior approval). Enjoy additional perks such as VIP seating and prominent company recognition leading up to and at the event. Your support will also be acknowledged on our event website, app, and onsite signage, as well as communications about the event.

CUBE Annual Award for Urban School Board Excellence Sponsor

Exclusive opportunity

\$25,000

The CUBE Annual Award is given to a school district that demonstrates excellence in school board performance, academic improvement, educational equity, and community engagement. As the Exclusive Sponsor, your company representative can share remarks (up to three minutes) or show a 90-second video (with prior approval). Enjoy additional perks such as VIP seating and prominent company recognition leading up to and at the event. Your support will also be acknowledged on our event website, app, and onsite signage, as well as communications about the event.

Education Sessions

4 opportunities available

\$25,000 each

Invest in this dynamic platform to showcase your expertise, build relationships, and leave a lasting impact. Elevate your brand today by partnering with us for this powerful educational experience!

NSBA Member Lounge

Exclusive opportunity

\$15,000

Sponsor our exclusive member lounge — a central hub for networking, relaxation, and collaboration. As a Sponsor, you will not only enhance the overall event experience for attendees but also gain valuable exposure and recognition. Feel free to distribute literature, giveaways, enhance food and beverage offerings (at your own cost), and network with attendees.

Experiential Learning Visits

2 opportunities available

\$10,000 each

Experiential Learning Visits offer a rare opportunity to explore education in practice while in Chicago. Visit local schools to witness firsthand the innovative practices, dynamic classrooms, and dedicated educators shaping the future of our communities. Explore state-of-the-art facilities designed to foster creativity and collaboration, engage in interactive demonstrations showcasing student-led initiatives, and participate in insightful discussions with school administrators and teachers. This visit will provide participants with valuable insights into the challenges and triumphs of modern education while connecting with fellow board members and education leaders committed to driving positive change.

CUBE Urban Night Out (UNO)

5 opportunities available

\$7,500 each

CUBE UNO stands out as the essential social gathering for urban school leaders at the conference. Demonstrate your company's commitment to supporting CUBE members at this exceptional event. Sponsors will be prominently recognized on event signage, the mobile app, website, and in communications about the event. Sponsors are welcome to bring a personalized touch — whether it's custom décor, branded napkins, themed activations, or fun surprises (pending NSBA's approval). Let your brand's personality shine in a way guests will remember!

Brand Boosting Opportunities

Wi-Fi

Exclusive opportunity

\$20,000

Keep attendees connected throughout the conference by providing complimentary Wi-Fi with your company-named network and password. As the exclusive Wi-Fi Sponsor, your company's logo will take center stage on the Wi-Fi login page, ensuring every user interaction is an opportunity for brand visibility. It's not just Wi-Fi; it's a branded connectivity experience.

Lanyards

Exclusive opportunity

\$15,000

Your company's logo will be prominently displayed in a step-and-repeat pattern on the lanyards worn by every attendee, ensuring continuous brand exposure throughout the event. The lanyard is not just an accessory; it's a strategic branding space that places your logo at eye level, creating lasting impressions among event-goers.

Meeting App

Exclusive opportunity

\$10,000

Position your brand front and center by sponsoring the conference's mobile app — the central hub that acts as our program guide. It's what attendees rely on for event and session details, schedules, speaker information, maps and real time updates before, during and even after the meeting. As the mobile app sponsor, your logo is prominently displayed on the launch and refresh page, a full screen ad on the landing page, a video clip and banner ad, ensuring continuous visibility every time attendees use the app. Post-show user metrics will also be available. This sponsorship not only reinforces your company's commitment to innovation and participant experience but also provides high-value exposure to a captive audience before, during, and after the event.

Registration Sponsor

Exclusive opportunity

\$10,000

Ensure your brand is in the spotlight by becoming the Exclusive Sponsor of the CUBE Annual Conference registration! With this unique opportunity, your company will enjoy premium visibility, including an advertisement on the registration site page and confirmation emails. Your logo will also be prominently featured on select registration counters and signage in the registration area.

Tote Bags

Exclusive opportunity

\$10,000

Your logo will be prominently featured on our stylish and practical tote bags, providing widespread exposure as attendees carry them throughout the event. This sponsorship not only offers premium brand visibility but also aligns your company with the convenience and functionality of a sought-after accessory. Maximize your impact and connect with our diverse audience by becoming the official tote bag Sponsor for this event.

360 Photo Booth at CUBE Urban Night Out (UNO)

Exclusive opportunity

\$3,500

Immerse attendees in an unforgettable experience with a sponsored 360° photo booth at CUBE Urban Night Out (UNO). This interactive booth, which will be placed in a highly trafficked area, invites guests to step onto a platform while high-definition cameras capture a seamless, panoramic video as they spin. Branded with your company's logo and messaging, each clip is instantly shareable on social media, extending your reach far beyond the event. It's a fun, memorable way to engage attendees, showcase your brand, and provide them with a keepsake that highlights the energy and excitement of the occasion.

Engage K-12 Decision-Makers

REACH

Attract new customers looking for solutions in the education space.

RETENTION

Connect with current customers and fortify relationships.

RELEVANCE

Network face-to-face with school district leaders.

REPUTATION

Showcase your products and services to your target audience.

REVENUE

Gain new customers to grow your bottom line.

Don't see a perfect fit?

We specialize in creating custom opportunities!

**Contact
Charlotte Keppers at
ckeppers@nsba.org
today!**



Sponsorship Levels and Benefits

Benefit	Diamond (\$50,000+) 	Platinum (\$25K-\$49,999) 	Gold (\$15K-\$24,999) 	Silver (\$7,500-\$14,999) 	Bronze (\$0-\$7,499) 
Full Conference Registrations	8	6	4	3	2
Push Notification via Mobile App <i>(1/day)</i>	✓	—	—	—	—
Meet-and-Greet Opportunity with One Keynote <i>(NSBA's choice)</i>	✓	—	—	—	—
Custom Post-Show ROI Report	✓	—	—	—	—
One-time Use of Attendee Registration List <i>(with emails)</i>	✓	✓	—	—	—
One Social Media Post	✓	✓	—	—	—
Sponsor Spotlight <i>(company will be highlighted in an NSBA sent email to attendees)</i>	✓	✓	—	—	—
Reserved VIP Seating During Keynote General Sessions	✓	✓	—	—	—
One Hyperlinked Mobile App Banner Ad	✓	✓	✓	—	—
Onsite Activation Station	✓	✓	✓	✓	—
Logo on Conference Website <i>(with hyperlink)</i>	✓	✓	✓	✓	Name only
Recognition Signage <i>(on-site, slides, app)</i>	Logo	Logo	Logo	Logo	Name only
Recognition in NSBA Email Blast	✓	✓	✓	✓	✓

**Can't wait until CUBE26?
Join us this spring in San Antonio for NSBA26!**



nsba

2026

**APRIL 10-12
SAN ANTONIO**

The Conference for Public Education Leaders

nsba.org/NSBA2026

About CUBE

The Council of Urban Boards of Education (CUBE) supports excellence in urban school board leadership. As part of its mission, CUBE creates educational opportunities for urban school board leaders to gain the knowledge and skills necessary to serve as effective local education policymakers and as advocates for equity in public education.

Committed to addressing the educational challenges that exist in our nation's urban centers, CUBE helps school boards close the student achievement gap and provide all students equal opportunity to receive a high-quality education, focusing on meeting the needs of our nation's historically underrepresented and underserved students.

