



2025 ANNUAL CONFERENCE

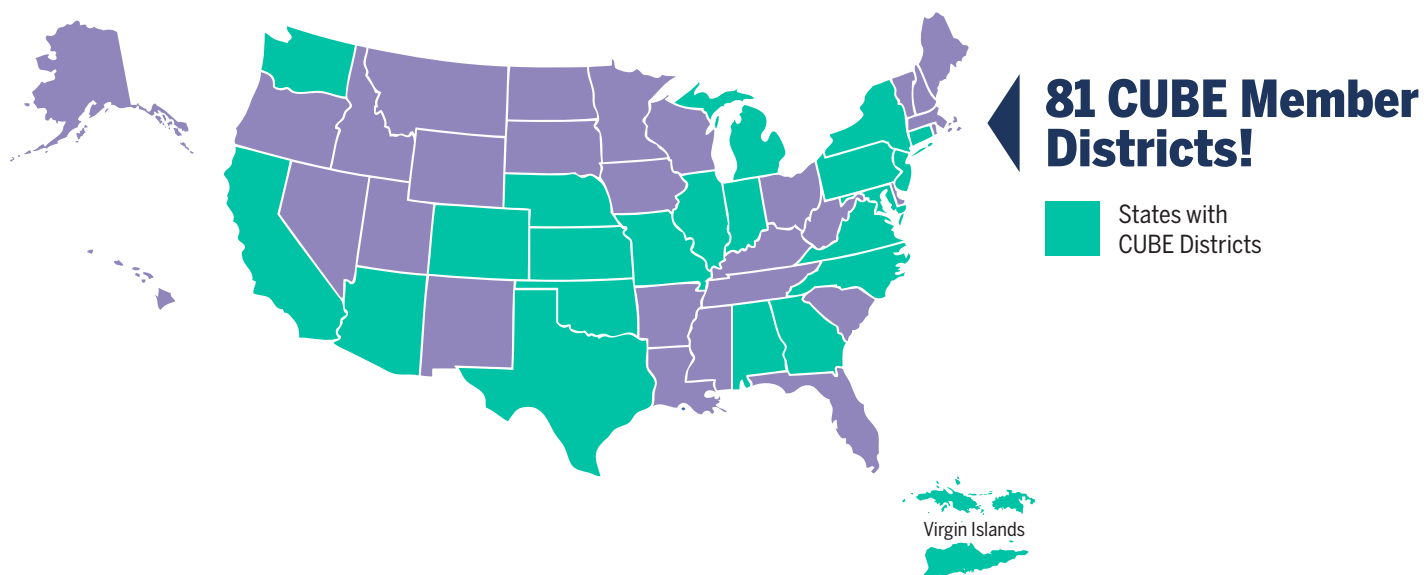
SEPTEMBER 11-13 | LOS ANGELES, CA

JW Marriott

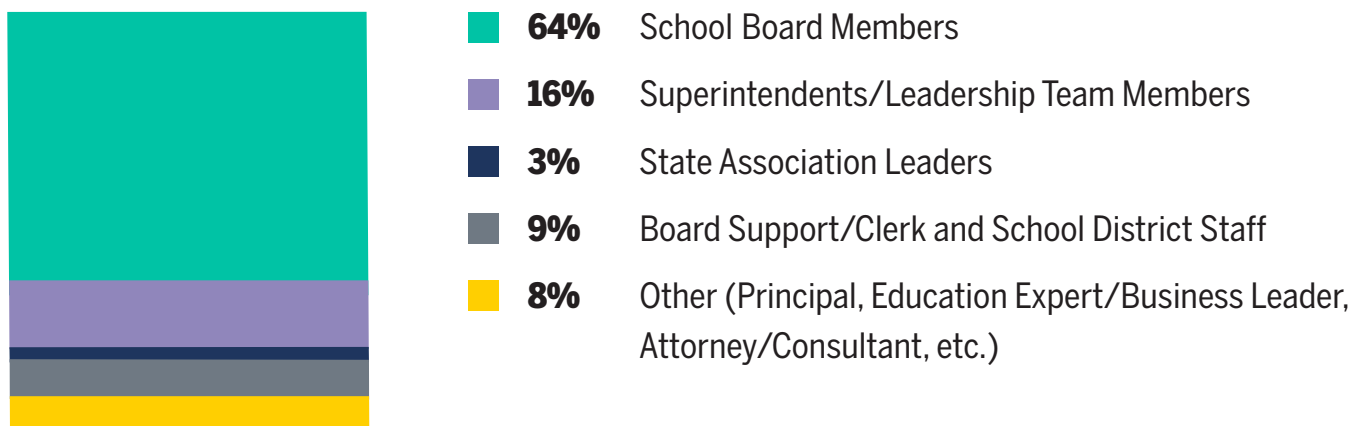


AN **nsba** EVENT

About the Audience



By Role: 2024 CUBE Annual Conference Registrants



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 with your target audience.

REVENUE

Gain new customers to grow your bottom line.



2024 CUBE ANNUAL CONFERENCE SPONSORS

Diamond



Platinum



Diligent Community.
Governance solutions
for education.



Gold



Silver



Bronze



Thought Leadership Opportunities

Opening General Session/State of Urban Education Address Host

Exclusive opportunity
\$35,000

A highlight of the State of Urban Education address, which the CUBE Chair will deliver, is a review of the past year and, more importantly, discusses the strategic direction for the CUBE Steering Committee in the year ahead. As host, your company representative can share remarks at the luncheon (up to three minutes) or show a video (up to 90 seconds; both must be approved in advance). 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.

Morning Plenary

Exclusive opportunity
\$25,000

This is your chance to align your brand with thought leadership, innovation, and inspiration that sets the tone for the entire conference. A senior-level company representative will be invited to make remarks for up to three minutes or show a video (both must be approved in advance). 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 Awards Luncheon Host

Exclusive opportunity
\$35,000

On September 12, CUBE will hold its annual awards luncheon at which the Mays Lifetime Achievement Award for Urban Education will be presented, and other presentations will take place.

As host, you'll have the chance to deliver either a three-minute in-person greeting or a 90-second video greeting (both must be approved in advance). 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.

Closing General Session

Exclusive opportunity
\$35,000

As host, your company representative can share remarks at the lunch (up to three minutes) or show a 90-second video (both must be approved in advance). 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.

Breakfast Host

Exclusive opportunity
\$10,000

As the host of the breakfast buffet, your company representative will start the day for attendees with the most important meal of the day and two-minute remarks or a 90-second video (must be approved in advance). 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.

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 three minutes or show a 90-second video; both must be approved in advance). 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 (both must be approved in advance). 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!

CUBE 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.

CUBE Member Lounge

Exclusive opportunity

\$15,000

Sponsor our CUBE Member Lounge – a central hub for networking, 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, and network with attendees.

SOLD

Brand Boosting Opportunities

Experiential Learning Visits

2 opportunities available

\$10,000 each

Experiential Learning Visits offer a rare opportunity to explore education in practice while in Los Angeles. 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.

Tote Bags

Exclusive opportunity

\$10,000

Your logo will be prominently displayed on our stylish and functional tote bags, ensuring widespread exposure and brand visibility 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.

Lanyards

Exclusive opportunity

\$7,500

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.

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 that every user interaction is an opportunity for brand visibility. It's not just Wi-Fi; it's a branded connectivity experience.

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.

Student Performing Groups

3 opportunities available

\$10,000 each

Support our local talented young performers who bring energy, creativity, and a vibrant atmosphere to our event. In addition to your company being prominently acknowledged as the official performing group sponsor at that day's Keynote Session, a senior-level company representative will be invited to make remarks for up to two minutes or show a video (both must be approved in advance) and enjoy VIP seating at that day's session.

Sponsorship Levels and Benefits

Diamond Sponsor (\$50,000 investment and above)

Platinum level benefits plus:

- Eight (8) Full Conference registrations (registrations do not accumulate from lower sponsorship tiers)
- One push notification via mobile app during one show day (limited opportunities available)
- Custom post-show ROI report

Platinum Sponsor (\$25,000-\$49,999 investment)

Gold level benefits plus:

- Six (6) Full Conference registrations (registrations do not accumulate from lower sponsorship tiers)
- One-time use of attendee registration list, including emails

Gold Sponsor (\$15,000-\$24,999 investment)

Silver level benefits plus:

- Four (4) Full Conference registrations (registrations do not accumulate from lower sponsorship tiers)
- Company banner ad on mobile app

Silver Sponsor (\$7,500-\$14,999 investment)

Bronze level benefits plus:

- Three (3) Full Conference registrations (registrations do not accumulate from lower tiers)
- Engagement station to network with attendees
- Company logo on conference website with a hyperlink to sponsor's website
- Company logo on sponsor recognition signage, website, mobile app, and slides (hyperlinked when available)

Bronze Sponsor (Up to \$7,499 investment)

- Two (2) Full Conference registrations
- Recognition in NSBA-sent email blast to attendees recognizing sponsors
- Company name on sponsor recognition signage, website, mobile app, and slides



nsba

2026

APRIL 10-12
SAN ANTONIO

The Conference for Public Education Leaders

Save the Date!

Early Registration Opens August 20!*

*State Associations and Exhibitors only.

CUBE and National Connection district registration opens Aug. 27.

General registration opens Sept. 3.

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.

