

Sponsorship Opportunities for WASBO Service Affiliate Members

Sponsor Recognition at WASBO Conferences

The Wisconsin Association of School Business Officials hosts at least 20 conferences, seminars fundraisers, and workshops each year. While sponsorship opportunities vary somewhat depending upon the event, WASBO strives to create options for every marketing budget. Typical sponsorship opportunities include conference-wide sponsorships and lanyards (if applicable). Sponsorship assets at conferences, seminars, fundraisers, and workshops include:

- Digital advertising and recognition on WASBO GO mobile app
- Special identification at your exhibit space (Facilities, Spring, Custodial, Midwest Facility Masters)
- Distinction on your name badge
- Acknowledgment in rotating sponsor box on WASBO's website
- Listing as sponsor on prominent signage displayed throughout the conference.

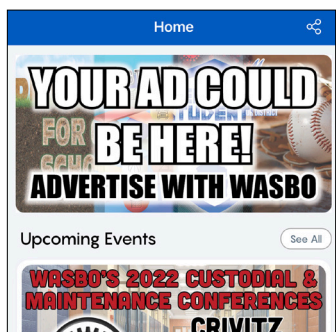
SPONSORSHIP ASSETS	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
Sponsorship Amount • Members	\$3,500	\$2,500	\$1,500	\$750	Less than \$750
Sponsorship Amount • Nonmembers	\$4,000	\$3,000	\$1,750	\$1,000	Less than \$800
PRE-CONFERENCE ASSETS					
One Attendee Registration Included	•				
Priority Booth Registration (if applicable)	•	•	•	•	
Recognition in Email Blasts	•	•	•	•	•
Logo on WASBO Website	•	•	•	•	
Attendee List for One-Time Use	•	•	•	•	
ON-SITE ASSETS					
Homepage Ad	•				
Event Dashboard Ad	•	•			
Logo on App Splash Page	•	•			
Homepage & Event Banner Ad in App	•	•	•		
Event Banner Ad in App	•	•	•		
Logo on App	•	•	•	•	
Priority Listing on Exhibitor List (if applicable)	•	•	•	•	•
Logo on Print Signs (if applicable)	•	•	•	•	•
Identification on Name Badge (if applicable)	•	•	•	•	•
Identification at Exhibit Booth (if applicable)	•	•	•	•	•
Standing Recognition	•	•	•	•	•
POST-CONFERENCE ASSETS					
Attendee List for One-Time Use	•	•	•	•	
Recognition in Next Issue of <i>WASBO Focus</i>	•	•	•	•	•
Recognition in Email Blasts	•	•	•	•	•
Right of First Refusal	•	•	•	•	

Sponsorships for individual conferences. Exhibitor fees not included.

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Sponsor Recognition on WASBO GO

Below is for more information on advertisements on the WASBO GO App, WASBO's Association App. Download it now for free from your phone's App Store or Google Playstore. Your products and services will now be even more visible to the people who have the direct responsibility for purchasing goods and services in Wisconsin school districts – School Business Officials! With advertisements and other recognitions that link directly back to your website, connecting with Wisconsin school decision-makers is now as simple as a click! Service Affiliates can either sponsor WASBO's conferences or purchase ad space to increase their visibility in the app!

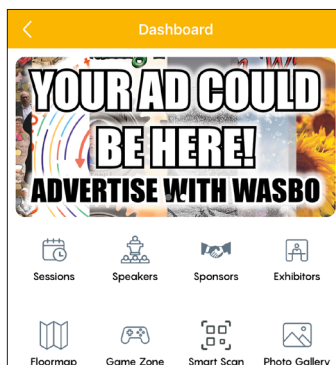


Homepage & Event Dashboard Ads

Platinum sponsors will have clickable homepage ads that will be one of the first items members see when they log onto the app, which members will need to use to access WASBO resources. Platinum & Gold Sponsors will have rotating ads that will appear at the top of the event dashboards, which every conference attendee will need to utilize to navigate the conference, as WASBO is no longer printing programs.

Ad Dimensions:
1,000 pixels wide x 500 pixels tall

Please note you must submit an ad with the following dimension along with your company's website.



Logo on the Event Splash Page

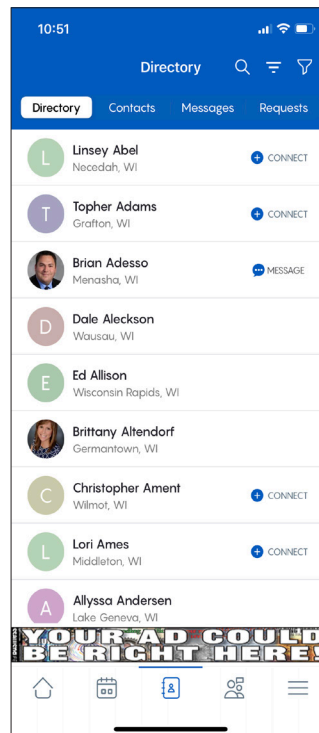
Platinum and Gold Sponsors will have their logos on the Event Splash Pages, which will be seen every time an attendee or potential attendee clicks on the event in the mobile app. We will need a high resolution PNG image of your logo. Please see the example to the right.



Sponsor an Award or Scholarship

The WASBO Foundation matching funds for student scholarships are made possible in part by WASBO Service Affiliate sponsorships. WASBO awards thousands of dollars to graduating high school students and members wishing to further their education. WASBO also presents several awards to recognize outstanding District Professionals who have gone above and beyond for their district, community and WASBO. With this recognition comes a financial prize to be used toward professional development. To make an impact in education or sponsor a WASBO Award, contact Ryan Silvola at Ryan.Silvola@wasbo.com.

Homepage & Event Banner Ads



Banner Ad Dimensions:

Smartphone:
480 pixels wide x 50 pixels tall

Tablet:
800 pixels wide x 66 pixels tall

Please note you must submit ads for both of the following dimensions along with your company's website.

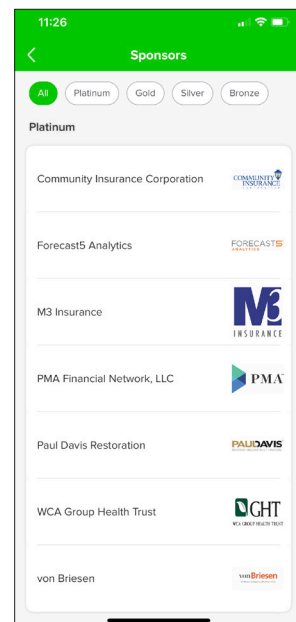
Further Details:

Platinum, Gold, & Silver Sponsor Banner Ads will rotate throughout the app and in the event.

All ads will be displayed on the mobile app the week prior to, the week of, and the week following the conference. Attendees can click on the ads and be taken to your website within the app.

Sponsor Listing with Logos in App

Platinum, Gold, Silver and Bronze-level sponsors will be listed as sponsors on the dashboard of every WASBO event in the order of their sponsor level. Attendees can click on your logo and be taken to your website within the app. Please submit your company's logo and website.



Right of First Refusal Process

Service Affiliate members who provide sponsorships receive a Right of First Refusal opportunity to sponsor again the following year. In an effort to increase efficiency and improve communications between WASBO and Service Affiliate members, Right of First Refusal will be offered immediately following a conference for the following year and will have deadlines on a quarterly basis. Visit www.wasbo.com/ sponsor for the Right of First Refusal schedule and priority sponsor exhibitor registration timeline.