

## WHY YOU SHOULD PARTNER WITH MOASBO

MoASBO active members are school district leaders and key decision makers in selecting products and services for Missouri's Schools.

Our active members often wear many hats in their respective school districts, representing all aspects of school business management and operations including: accounting; finance; payroll; human resources; risk management; transportation; child nutrition; maintenance and operations; technology; purchasing; and facilities.

As a MoASBO business partner, you choose which level you wish to invest in MoASBO. The benefits to business partners are:

- Clearly defined benefits
- Level of support is determined on an annual basis
- Upper tiers include multi-event visibility, thus reducing the need for multiple payments.

Experience the benefits of MoASBO's Business Partnership Program. Be part of Missouri's premier association dedicated to serving as the most valued resource for school business information.



## HOW TO BECOME A MOASBO BUSINESS PARTNER

1. Determine your level of partnership (Base, Executive, Premier).

Different businesses have different expectations from their MoASBO partnership. Our partnership structure eliminates the one-size fits all approach.

Business partners can easily identify the benefits they are receiving all year for their MoASBO partnership.

These benefits can be divided into the following categories:

- Number of partnerships
- Brand awareness
- Conference visibility
- Communication from MoASBO

2. Visit the MoASBO website at [www.moasbo.org](http://www.moasbo.org) to register as a business partner:

- Base
- Executive
- Premier

Questions?

Contact Amber Branson at  
[abranson@moasbo.org](mailto:abranson@moasbo.org) or  
636-484-0762

2019-20

MoASBO

BUSINESS  
PARTNERSHIP  
PROGRAM



*MoASBO supports, connects, develops and advocates for school business officials in order to help their districts improve student success.*

Number of Partnerships	Unlimited number of companies  <b>BASE</b> <b>\$200</b> Includes membership for one person \$100 for each additional person	10 companies  <b>EXECUTIVE</b> <b>\$5000</b> Includes membership for three people \$100 for each additional person	5 companies  <b>PREMIER</b> <b>\$10,000</b> Includes membership for four people \$100 for each additional person
Yearlong Benefits Brand Awareness	<ul style="list-style-type: none"> <li>• Logo placement and listing on MoASBO website (business page)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo placement and listing on MoASBO website (business page)</li> <li>• Inclusion of company logo on regional meeting agenda template</li> <li>• Opportunity to sponsor workshop or other professional development event</li> <li>• Opportunity to provide educational content for one news story (Content is approved by the Executive Director.)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo placement and listing on MoASBO website (business page)</li> <li>• Logo placement and company info on MoASBO website homepage for 12 months</li> <li>• Inclusion of company logo on regional meeting agenda template</li> <li>• Opportunity to sponsor a regional meeting (schedule to be determined by Exec. Director). Sponsorship could include presentation and food. Premier partners would be given priority for regional meeting schedule.</li> <li>• Opportunity to sponsor workshop or other professional development event</li> <li>• Opportunity to provide educational content for one news story (Content is approved by the Executive Director.)</li> <li>• Opportunity to provide educational content for one Enewsletter (Content is approved by the Executive Director.)</li> <li>• Profile of premier business partner in an Exec. Director email</li> </ul>
Conferences Visibility	<ul style="list-style-type: none"> <li>• Advance notice of conference/event sponsorship info (prior to non-partners)</li> <li>• Opportunity to attend Spring Conference as a sponsor</li> </ul>	<ul style="list-style-type: none"> <li>• Advance notice of conference/event sponsorship info (prior to non-partners)</li> <li>• Recognition page in all MoASBO conference event programs (complete listing of executive partners on one page)</li> <li>• Recognition as a sponsor of Fall Support Conference (exhibitor table optional)</li> <li>• Attend Spring Conference as a sponsor:               <ul style="list-style-type: none"> <li>» Free registration for three at the Spring Conference</li> <li>» Free registration for two non-conference attendees who only host exhibit table at the Spring Conference</li> <li>» Exhibit table at the Spring Conference (preferential selection)</li> <li>» Hospitality room at the Spring Conference (preferential selection)</li> <li>» Recognition on powerpoint presentation at opening General Session</li> <li>» Recognized on signage at spring conference</li> <li>» ½ page ad in Spring Conference program (with an option to purchase a full-page ad)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advance notice of conference/event sponsorship info (prior to non-partners)</li> <li>• Recognition page in all MoASBO conference event programs (complete listing of premier partners on one page)</li> <li>• Recognition as a sponsor of Fall Support Conference (exhibitor table optional)</li> <li>• Recognition as a sponsor at the Fall MoASBO-MASA Administrative Leadership Summit</li> <li>• Attend Spring Conference as a sponsor:               <ul style="list-style-type: none"> <li>» Free registration for four at the Spring Conference</li> <li>» Free registration for two non-conference attendees who only host exhibit table and/or hospitality room at the Spring Conference</li> <li>» Exhibit table at the Spring Conference (premium selection)</li> <li>» Hospitality room at the Spring Conference (premium selection)</li> <li>» Recognition on power point presentation at opening General Session</li> <li>» Recognized on signage at spring conference</li> <li>» Partner organization is introduced (either in person on stage or verbal introduction) during opening General Session</li> <li>» Social media integration during the event. A daily tweet that points attendees to the partner booth or presentation. Facebook posting of the partner booth or presentation</li> <li>» Partner has co-presenter opportunity at the conference. Co-presenter must be an Active Member. Presentation topic and content are approved by MoASBO executive director</li> <li>» ½ page ad in Spring Conference program (with an option to purchase a full-page ad)</li> </ul> </li> </ul>
Communication from MoASBO	<ul style="list-style-type: none"> <li>• Receive MoASBO ENewsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Receive MoASBO ENewsletter</li> <li>• Receive MoASBO membership directory as of Sept. 1</li> </ul>	<ul style="list-style-type: none"> <li>• Receive MoASBO ENewsletter</li> <li>• Receive MoASBO active membership directory as of Sept. 1</li> <li>• Receive list of event attendees at all MoASBO conferences</li> </ul>