

BECOMING A
SUSTAINING MEMBER
IS AS EASY AS 1, 2, 3!

STEP 1: Please provide the following information.

COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

PHONE _____

FAX (_____) _____

E-MAIL _____

WEB ADDRESS _____

STEP 2: Please select a membership level.

- PLATINUM GOLD SILVER
 BRONZE BASIC

STEP 3: Please select payment method. (Make checks payable to Alabama Association of School Boards)

AMOUNT \$ _____

- PAYMENT ENCLOSED BILL MY COMPANY

MAIL OR FAX TO:

ALABAMA ASSOCIATION OF SCHOOL BOARDS
P.O. DRAWER 230488
MONTGOMERY, AL 36123-0488
FAX: 334/270-0000

The 2011-12 membership year begins July 1, 2011, and ends June 30, 2012. Publication dates and event details are subject to change. Call 800/562-0601 in-state or 334/277-9700.

Alabama Association of School Boards
Post Office Drawer 230488
Montgomery, Alabama 36123-0488

Return Service Requested



Need a Doorway into the Education Market?



COME ON IN!

*The grass really is greener
on this side!*

ALABAMA ASSOCIATION OF SCHOOL BOARDS
www.AlabamaSchoolBoards.org | info@AlabamaSchoolBoards.org
1-800-562-0601 | 334-277-9700 | 334-270-0000 (Fax)

WHY YOU SHOULD JOIN AASB AS A SUSTAINING MEMBER

A History of Excellence. Since 1949, the Alabama Association of School Boards has served education leaders and public education. The association's mission is to develop excellent school board leaders through quality training, advocacy and services. AASB represents all of the state's public local school boards, has more than 900 members and has enjoyed 100 percent membership for two decades.

A Target Market. AASB's Sustaining Membership Program provides strategic business partners with exposure to decision-makers in the K-12 education market.

A Way to Give Back. Sustaining Members demonstrate their support for quality education and schools. With fewer dollars to spend, school boards seek to make the wisest use of every education dollar. Education leaders will want to do business with proven community servants, good neighbors, familiar faces ... with companies they can count on and trust.

Great Return on Investment. You are saying to AASB members that you understand the returns on investment in ensuring education leaders are trained and informed.



RETURN ON INVESTMENT

- ▶ Produce skilled, educated work force
- ▶ Good stewards of public dollars
- ▶ Aware of education laws & trends
- ▶ Recognize value in quality products and services

Grow with Us. AASB continues to expand services and training to school boards in Alabama. Strategic business partnerships help the association evolve as needed and provide necessary services and resources to school boards that may not otherwise be able to afford them.

All AASB Sustaining Memberships come with a free listing on the association's website (AlabamaSchoolBoards.org), which receives more than 400,000 hits per quarter. For additional website advertising options, send a request to info@AlabamaSchoolBoards.org.

www.AlabamaSchoolBoards.org/SustainingMembers.htm

PLATINUM

Gain the highest level of exposure available as a Platinum level participant (\$5,000). Receive: **Basic level plus ...**

- One exhibit booth at the AASB Annual Convention
- Second Annual Convention booth half-price
- Free booth at the Summer Conference
- One full-page ad in two issues of *Alabama School Boards* magazine
- One-page ad in both the Annual Convention and Summer Conference programs
- Special recognition at the Annual Convention, March, Summer and October Conferences
- PowerPoint recognition at both Annual Convention and Summer Conference
- 1st choice booth selection



GOLD

The Gold level is \$4,000. Receive: **Basic level plus ...**

- One exhibit booth at the AASB Annual Convention
- 1/2-page ad in two issues of *Alabama School Boards* magazine
- 1/2-page ad in the Annual Convention program
- 1/2-page ad in the Summer Conference program
- Special recognition at the Annual Convention
- Special recognition at the Summer Conference
- PowerPoint recognition at both Annual Convention and Summer Conference
- 2nd choice booth selection

Membership Levels



SILVER

The Silver level is \$2,000. Receive: **Basic level plus ...**

- One exhibit booth at the AASB Annual Convention
- One 1/4-page ad in two issues of *Alabama School Boards* magazine
- Recognition in the Annual Convention program
- Recognition in the Summer Conference program
- Special recognition at the Annual Convention
- Special recognition at the Summer Conference
- 3rd choice booth selection

SPECIAL MARKETING PLANS

Contact AASB Meeting / Marketing Coordinator Angela Ing for assistance with designing a unique marketing plan to reach school board members. Combine a Sustaining Membership with sponsorships, advertising, service swaps, exhibiting opportunities & more! Call 334/277-9700 or e-mail Angela.Ing@AlabamaSchoolBoards.org.



BRONZE

The Bronze level is \$1,000. Receive: **Basic level plus ...**

- Recognition in the Annual Convention program
- Recognition in the Summer Conference program
- 1/2 off a booth at Annual Convention
- Special recognition at the Annual Convention
- Special recognition at the Summer Conference
- 4th choice booth selection

BASIC

The Basic level is \$500. Receive:

- A list of school board members and superintendents
- Listing in each *Alabama School Boards* magazine
- Early notification of exhibit space for Annual Convention & Summer Conference
- Website listing with direct link to your website