

2020-2021

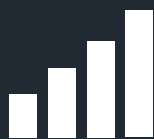
PROFESSIONAL SUSTAINING MEMBERSHIP PROGRAM



ALABAMA
ASSOCIATION OF
SCHOOL BOARDS



**Fantastic
benefits**



**4 Levels to
choose from**



**Gain the
advantage**

www.AlabamaSchoolBoards.org

JOIN US

NURTURE RELATIONSHIPS

The Alabama Association of School Boards' Professional Sustaining Member program is your chance to start, renew and nurture relationships with more than 900 local education decision-makers. You'll gain the priceless exposure necessary to be school systems' trusted choice for high-quality products and services. You'll get to know the everyday people with extraordinary passion for public education who serve as local school board members and superintendents. You'll learn that the best appeal to these public servants is explaining to them how your business plus their hard work equates to better schools, better communities and better outcomes for students. Join and you'll discover why the perfect pitch to school board members is one that begins with their name and a familiar handshake.

GAIN THE ADVANTAGE

Relationships. That's the true value in becoming a member of the AASB Professional Sustaining Member program. It's a competitive advantage worth the investment. People tend to do business with businesses they know and trust. A solid relationship and a proven reputation for quality take doubt out of the equation. School boards - accountable for good stewardship of public dollars and the education of the next generation of leaders and change agents - can't afford doubt.



GET TO KNOW US

Since 1949, the Alabama Association of School Boards has served education leaders and the interests of local decision making in public education. In 1955, the Alabama Legislature designated AASB as the "organization and representative agency of the members of the school boards of Alabama." The act authorizes local boards to cooperate with the association, pay membership fees and reimburse board members for expenses incurred while participating in AASB programs. AASB has enjoyed 100 percent membership for many years and is supported by membership dues and proceeds from board training and services. AASB's mission is to develop excellent school board leaders through quality training, advocacy and services.

Sustaining Membership Levels

Membership Benefits ▶▶▶	Bronze (\$750)	Silver (\$1500)	Gold (\$3000)	Platinum (\$6000)
Receive AASB digital & print publications	✓	✓	✓	✓
Receive annual AASB membership list	✓	✓	✓	✓
Opportunity to submit proposal to present Education Learning Lab session at Summer Conference			✓	✓
Opportunity to submit proposal to present non-commercial clinic or breakout session			✓	✓
Opportunity to sponsor Board Officers Workshop and/or District Meetings			✓	✓
Exclusive AASB sponsorship opportunities				✓
Priority hotel reservations assistance for one attendee at Summer Conference & Annual Convention				✓
Exclusive opportunity to deliver brief remarks at March or Fall Conference				✓
Exhibiting Benefits ▶▶▶	Bronze	Silver	Gold	Platinum
50% off Annual Convention exhibit booth		✓		
50% off Summer Conference exhibit booth			✓	
FREE Annual Convention exhibit booth			✓	✓
FREE Summer Conference exhibit booth				✓
Priority notification of booth availability & option for early selection				✓
Exclusive opportunity to exhibit at March & Fall Conference				✓
Advertising Benefits ▶▶▶	Bronze	Silver	Gold	Platinum
Company recognized in Annual Convention & Summer Conference programs	✓	✓	✓	✓
Company listed on Sustaining Members page of AASB website	✓	✓	✓	✓
Listing in the AASB mobile app	✓	✓	✓	✓
Looping power point slides with company logo prior to virtual learning sessions			✓	✓
Social media spotlight prior to Summer Conference & Annual Convention			✓	✓
Half page ad in Summer Conference & Annual Convention programs			✓	
Full page ad in Summer Conference & Annual Convention programs				✓
Opportunity to provide name badge lanyards with company logo			✓	✓
Premium advertisement on Events page of AASB website				✓
Link from home page of AASB website				✓
Prominent signage at conferences highlighting Platinum Members				✓
Ad displayed on power point slide prior to Summer Conference & Annual Convention general sessions				✓

IGNITE YOUR BRAND



SHOW YOUR SUPPORT

Professional Sustaining Members receive priority access to sponsorship opportunities that not only help you market your services, but also show your support for education and the growth and development of school board leaders. These opportunities allow you to directly network and develop a rapport with hundreds of education leaders at AASB's major training events. If you're interested in getting more out of your Professional Sustaining Membership, please contact us about any of the sponsorship opportunities listed below.

SPONSORSHIPS



COST/VALUE

Fall District Meetings (per AASB District)	\$300
Workshop (pre- or post-conference)	\$350
Conference or Convention Break	\$500
Webinar	\$750
Board Officers Workshop	\$1,000
Keynote Speaker	\$1,000
Conference or Convention Breakfast	\$2,000
Student Video Contest	\$2,500
Welcome Reception (Convention and Summer Conference)	\$3,500



ELEVATE YOUR BRAND

Thanks to Professional Sustaining Members' services and products, fuel-efficient buses run, struggling students get help they need, more effective operations lead to more classroom dollars, facilities are built for learning and more. When our members share testimonials with school board peers in Alabama and across the nation, they elevate your brand. Add school board members and superintendents to your pool of influencers. Educate them about your brand, products and services and encourage them to share their experiences with your business.

MEET YOUR LIAISON

SHELECIA ROBINSON joined AASB's staff in September 2019. She is responsible for planning and promoting district meetings, webinars, conferences and convention, in addition to managing the Professional Sustaining Member program. Shelecia is available to answer any question you may have about the Professional Sustaining Membership Program.



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