



*Join for  
2017-2018*

*Five  
levels to  
choose  
from!*

*Fantastic  
Benefits*

## 2017-2018 PROFESSIONAL SUSTAINING MEMBERSHIP PROGRAM



### GAIN THE ADVANTAGE

Relationships. That's the true value in becoming a member of the Alabama Association of School Boards Professional Sustaining Members 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 Alabama's future citizens – can't afford doubt.

### NURTURE RELATIONSHIPS

Over the years, we've watched savvy Professional Sustaining Members gain the priceless exposure necessary to be school systems' trusted choice for high-quality products and services. Their secret? Longevity. They were right there to welcome those uncertain new board members and watched them mature into seasoned veterans. They've been around long enough to know school boards are made up of superintendents and elected or appointed "everyday" people with an extraordinary passion for public education. They've figured out the best appeal to these public servants is explaining to them how their 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. This is your chance to start, renew and nurture a relationship with more than 900 local education decision-makers.

### GET TO KNOW US

In 1949, a group of visionary education leaders gathered together to form the Alabama Association of Members and Executive Officers of County and City School Boards. For the first time in history, those who made local-level decisions about public education in the state could speak with a united voice. The association, headquartered in a borrowed office, met for its very first convention in 1950.

Much has changed since then. Renamed the Alabama Association of School Boards, AASB has grown from 128 members to more than 900. In 1976, AASB reached 100 percent membership. Every school board in the state remains a member and counts on AASB to provide, with the support of its business partners, the quality training and resources they need to succeed.



# Alabama Association of School Boards PROFESSIONAL SUSTAINING MEMBERSHIP PROGRAM



## JOIN OUR FAMILY, SUPPORT EDUCATION

Any business or organization that serves, sells products to or wishes to reach the K-12 public education market in Alabama is welcome to apply for participation in the AASB Professional Sustaining Member program. Choose a level that best meets your marketing & relationship-building needs. The AASB Board of Directors retains the right to refuse or suspend membership.

MEMBERSHIP LEVEL ▶▶▶	BASIC	BRONZE	SILVER	GOLD	PLATINUM
<b>Exhibiting Benefits</b>					
● Priority notification of booth availability & option for early selection					✓
● Early notification (Gold, then Silver, then Bronze) of booth availability		✓	✓	✓	
● Annual Convention exhibit booth			✓	✓	✓
● Summer Conference exhibit booth					✓
● 50% off Annual Convention exhibit booth		✓			
● 50% off Summer Conference exhibit booth				✓	
<b>Sponsorships</b>					
● Present “Education Learning Lab” discussion *			✓	✓	✓
● 30% off sponsorship of your choice **				✓	✓
● 20% off sponsorship of your choice **		✓	✓		
● 10% off sponsorship of your choice **	✓				
<b>Advertising</b>					
● Premium advertisement on “Events” page of AASB website					✓
● Link from homepage of AASB website					✓
● Company profile listed on “Sustaining Members” page of AASB website (with link, logo & photo, if provided)	✓	✓	✓	✓	✓
● Full-page ads in Annual Convention and Summer Conference programs					✓
● Half-page ads in Annual Convention and Summer Conference programs				✓	
● Annual profile of Alabama school boards (mailing list)	✓	✓	✓	✓	✓
● Register for AASB events at the discounted “member rate”	✓	✓	✓	✓	✓
● Company recognized in Annual Convention & Summer Conference programs	✓	✓	✓	✓	✓
● Receive AASB digital & print publications (including legislative updates)	✓	✓	✓	✓	✓

\* NEW!! Small, in-person conversations with school board members interested in the topic you present. Call for details.



# Alabama Association of School Boards

## PROFESSIONAL SUSTAINING MEMBERSHIP PROGRAM Application



Please complete the following application to join as an AASB Professional Sustaining Member. You may fax this form to attn.: Meeting/Marketing Coordinator, 334/270-0000; email to [events@AlabamaSchoolBoards.org](mailto:events@AlabamaSchoolBoards.org); Mail to AASB, 4240 Lomac St., Montgomery, AL 36106; or apply online at [AlabamaSchoolBoards.org](http://AlabamaSchoolBoards.org) (choose the "Members" tab).

**Deadline to submit your application is October 1, 2017.**

### COMPANY INFORMATION

**CONTACT'S NAME:**

**EMAIL:**

**CONTACT'S TITLE:**

**CONTACT'S PHONE (DIRECT/EXTENSION):**

**NAME OF COMPANY:**

**WEB ADDRESS:**

**ADDRESS:**

**CITY:**

**STATE:**

**ZIP CODE:**

**PHONE (MAIN):**

**FAX**

**FACEBOOK OR TWITTER:**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Accounting/Financial             | <input type="checkbox"/> Computer Hardware & Software    | <input type="checkbox"/> Non-profit/Foundation        |
| <input type="checkbox"/> Advertising/Printing/Publishing  | <input type="checkbox"/> Curriculum & Instruction        | <input type="checkbox"/> Operational Efficiency       |
| <input type="checkbox"/> Apparel/Uniforms                 | <input type="checkbox"/> Educational Consulting/Services | <input type="checkbox"/> Public Relations/Marketing   |
| <input type="checkbox"/> Architecture/Engineering         | <input type="checkbox"/> Employee Benefit Plans          | <input type="checkbox"/> Safety/Security              |
| <input type="checkbox"/> Arts Education                   | <input type="checkbox"/> Energy Efficiency               | <input type="checkbox"/> Sports Equipment/Services    |
| <input type="checkbox"/> Attorneys/Legal                  | <input type="checkbox"/> Food/Beverage/Nutrition         | <input type="checkbox"/> Student Intervention         |
| <input type="checkbox"/> Building/Construction/Facilities | <input type="checkbox"/> Governance & Leadership         | <input type="checkbox"/> Technology                   |
| <input type="checkbox"/> Bus/Transportation               | <input type="checkbox"/> Health/Nurses/Medical           | <input type="checkbox"/> Communications/Notifications |
| <input type="checkbox"/> Cable/Satellite TV/Internet      | <input type="checkbox"/> Human Resources/Staffing        | <input type="checkbox"/> Waste Management             |
| <input type="checkbox"/> Career Tech/Workforce Dev.       | <input type="checkbox"/> Insurance                       | <input type="checkbox"/> Other _____                  |

### LEVEL OF MEMBERSHIP (Please check selection)

- PLATINUM (\$5,000)    GOLD (\$4,000)    SILVER (\$2,000)    BRONZE (\$1,000)    BASIC (\$500)

### SPONSORSHIP SELECTED (See next page)

### PAYMENT METHOD

- Bill My Company    Enclosed check made payable to "Alabama Association of School Boards"

## Sponsorships support boards & students

Professional Sustaining Members are given priority access to sponsorship opportunities. Sponsorships not only help you market your services, but they also show that your company supports education and the growth and development of school board leaders. Several of the options listed below allow you to directly network and develop a rapport with hundreds of education leaders at our well-attended major training events. If you wish to purchase a sponsorship, please note any discount available for your membership level and be certain to enter the "name" of the sponsorship you've chosen on the membership form.

SPONSORSHIPS ▶ ▶ ▶ (Enter selection on the membership form)	COST/VALUE
Education Learning Lab (open only to Silver, Gold & Platinum members)	N/A
Board Presidents Roundtable	\$450
Fall District Meetings (per AASB District)	\$300
Best Practices Site Visit (Tour & board training)	\$500
Workshop (pre- or post-conference)	\$350
Welcome Reception (Convention and Summer Conference)	\$3,500
Conference or Convention Break	\$500
Conference or Convention Breakfast	\$2,000
Conference or Convention Giveaway for All Attendees	Donate
Conference or Convention Door prize	Donate
Awards Luncheon (Convention) & All-state School Board Video	\$3,500
Middle & High Schools Video Contest	\$2,500
Keynote Speaker	\$1,000
Webinar	\$750

## Meet Your AASB Liaison



Megan Robinson joined the AASB staff in 2015. She is responsible for planning and promoting the district meetings, webinars, conferences and convention, in addition to managing the Professional Sustaining Members program. Prior to joining AASB, she planned fundraising events for the American Cancer Society as well as planned meetings and events at the Ross Bridge Resort in Birmingham and Gaylord Hotels in Nashville, TN. She earned a bachelor's degree in communication studies from the University of Alabama. You can reach her at 334/386-9438 or [mrobinson@alabamaschoolboards.org](mailto:mrobinson@alabamaschoolboards.org). Ask any question you may have about the Professional Sustaining Membership Program.

### IGNITE YOUR BRAND



People talk. Thanks to Professional Sustaining Members' work and products, fuel-efficient buses run, struggling students get the help they need, more efficient operations mean more dollars for the classroom, facilities are built for learning ... the list goes on. When our members share their testimonials with school board peers in Alabama and across the nation, they can elevate your brand. Not only do school board members vote on policy, help set the vision and direction of their school system and decide with a majority vote, they are connected. 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.