



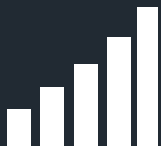
ALABAMA  
ASSOCIATION OF  
SCHOOL BOARDS

2024-2025

# PROFESSIONAL SUSTAINING MEMBER PROSPECTUS



Fantastic  
benefits



5 Levels to  
choose from



Gain the  
advantage

[www.AlabamaSchoolBoards.org](http://www.AlabamaSchoolBoards.org)

# JOIN TODAY!

## GROW YOUR INFLUENCE

Are you ready to skyrocket your company's influence in the education sector? AASB's Professional Sustaining Member program is your ticket to a network of over 900 local education leaders! With direct access to the movers and shakers who shape Alabama's schools, our business partner program is more than just networking – it's your launchpad to becoming the go-to choice for cutting-edge products and services in education.

As a Professional Sustaining Member, you'll **get the exclusive opportunity to exhibit at AASB's events**, as well as develop key relationships with dedicated school board members and visionary superintendents who are changing lives daily. Join now and unlock the ultimate strategy for success. Learn to speak their language. Show them how your company combined with their dedication can lead to better schools, thriving communities and improved student achievement. Discover why a personal touch – a warm handshake and a familiar greeting – opens doors faster than any sales pitch. Don't just be a vendor. Act now, and become a valued partner in shaping Alabama's educational future.

## GAIN THE RELATIONSHIP 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.





Membership Benefits ▶▶▶	Bronze (\$850)	Silver (\$1,750)	Gold (\$3,500)	Platinum (\$6,500)	Diamond (\$8,000)
Receive AASB digital & print publications	✓	✓	✓	✓	✓
Receive annual AASB membership list	✓	✓	✓	✓	✓
Recognition in Convention & Summer Conference programs	✓	✓	✓	✓	✓
Listing on Sustaining Members page of AASB website & app	✓	✓	✓	✓	✓
Opportunity to submit proposal to present conference clinic or breakout session (must be non-commercial)			✓	✓	✓
Opportunity to submit proposal to present Education Learning Lab at Summer Conference			✓	✓	✓
Priority hotel reservations assistance for one attendee at all AASB conferences				✓	✓
Exhibiting & Sponsorship Benefits ▶▶▶	Bronze	Silver	Gold	Platinum	Diamond
25% off Annual Convention exhibit booth	✓				
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 & early selection				✓	✓
Exclusive opportunity to exhibit at Spring/Fall AASB Conferences				✓	✓
Exclusive AASB sponsorship opportunities				✓	✓
Opportunity to sponsor Board Officers Workshop and/or District Meetings			✓	✓	✓
Opportunity to host special dinner function at Winter or Summer New Board Member Orientations				✓	✓
Opportunity to sponsor AASB Board of Directors luncheons and share brief remarks				✓	✓
Opportunity to sponsor & speak at Academy Awards Luncheon during Convention					✓
Opportunity to sponsor breakfast/lunch & participate in AASB Advocacy Day					✓
Advertising Benefits ▶▶▶	Bronze	Silver	Gold	Platinum	Diamond
Social media spotlight prior to Summer Conference & Convention			✓	✓	✓
Full-page ad in Summer Conference & Convention programs				✓	✓
Half-page ad in Summer Conference & Convention programs			✓		
Premium advertisement on Events page of AASB website				✓	✓
Link from home page of AASB website				✓	✓
Prominent conference signage highlighting Sustaining Members				✓	✓
Ad displayed on Powerpoint prior to Summer Conference & Annual Convention general sessions				✓	✓
Webinar naming rights & opportunity to deliver welcome				✓	✓
Listing/logo on rotating panels on AASB website homepage					✓
Logo added to AASB’s monthly FYI Newsletter					✓
Logo added to AASB Step & Repeat banner at conferences					✓
Logo added to AASB Summer Conference T-shirts					✓

# 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 or to discuss a custom sponsorship package to meet your unique needs.



## SPONSORSHIP OPPORTUNITIES

*Ask us about these great sponsorship opportunities & more!*

Fall District Meetings (per AASB District)

Workshop (pre- or post-conference)

Conference/Convention Break

Webinar

Board Officers Workshop

Keynote Speaker

Conference/Convention Breakfast or Lunch

Welcome Reception (Convention)



## 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

**BLAKELY PEMBERTON** joined AASB's staff in June 2023. She is responsible for planning and logistics for all AASB events, including district meetings, conferences and convention, in addition to managing the Professional Sustaining Member program. Blakely is available to answer any question you may have about the Professional Sustaining Membership Program.



334/386-9438



[bpemberton@AlabamaSchoolBoards.org](mailto:bpemberton@AlabamaSchoolBoards.org)