

PARTNERING WITH EDUCATION

POWERING STUDENT SUCCESS

WHY PARTNER WITH ASBA?

Arkansas schools depend on strong partnerships to help their district operate efficiently, support students, and meet the evolving needs of education. From technology and instructional services to facilities, safety, transportation, wellness, and compliance, school leaders rely on trusted organizations to help move education forward.

The ASBA Commercial Affiliate Partnership Program connects businesses and organizations with school board members and district decision makers across Arkansas. Through this partnership, affiliates gain valuable opportunities to build relationships, increase visibility, and position their organizations as trusted resources within Arkansas public education.

As an ASBA Commercial Affiliate, your organization gains direct access to education leaders throughout the state. Our members look to ASBA as a trusted source for connections to quality businesses that understand the unique challenges facing public schools.

Affiliate membership provides opportunities to:

- Build meaningful relationships with school leaders;
- Increase visibility within Arkansas public education;
- Promote products and services to key decision makers;
- Participate in ASBA conferences and events;
- Strengthen brand recognition through advertising and sponsorships;
- Demonstrate commitment to Arkansas schools and students.

Many of our Affiliate Partners have maintained membership with ASBA for years because of the lasting value, connections, and visibility the program provides.

CONTACT US

+501.492.4826 kivy@arsba.org www.arsba.org

PARTNERSHIP LEVELS

TAILORED TO YOUR NEEDS

FLEXIBLE PARTNERSHIP OPTIONS DESIGNED FOR YOUR BUSINESS

Every company has different goals — from increasing statewide visibility to building relationships with district decision-makers. ASBA's Commercial Affiliate Partnership Program offers flexible partnership levels designed to meet your company where it is and help maximize your impact. For some partners, that means year-round visibility through networking opportunities and access to school leaders. For others, it means engaging directly with members (and customers) during ASBA's Annual Conference.

We understand that no two companies are alike. That's why the Commercial Affiliate Partnership Program is structured to provide customizable opportunities that align with your marketing goals, budget, and preferred level of engagement with Arkansas school districts. Whether your focus is brand awareness, relationship building, event sponsorships, or direct interaction with educational leaders, ASBA offers partnership options tailored to help your company connect with the audiences that matter most.

KEY DIFFERENCES IN PARTNERSHIP LEVELS

PREMIER PLUS PARTNERSHIP $6,000

Premier Plus partners receive valuable year-round exposure through exhibit space, sponsorship opportunities, event recognition, website and magazine listings, attendee outreach, and participation in webinars and podcasts. Benefits also include complimentary event registrations, educational resources, legislative updates, and opportunities to contribute content to AR Board Ed, the ASBA LMS.

PREMIER PARTNERSHIP $5,000

Premier Partners receive conference exhibit opportunities, sponsorship opportunities, advertising and promotional exposure, website and magazine listings, attendee outreach, webinar and podcast participation, complimentary event registrations, and access to ASBA educational and legislative resources.

EXHIBITING PARTNERSHIP $1,200

Includes Annual Conference exhibit space, advertising and promotional opportunities, attendee contact lists, recognition on ASBA's website and publications, and a complimentary subscription to ASBA's quarterly magazine.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available to Premier Plus and Premier Partners. Options include: ASBA Student Speaker Contest ($2,500), Annual Conference Keynote ($4,000), Annual Conference Meals & Breaks ($2,000 to $4,000), Law Seminar ($4,000), Fall Leadership ($4,000), Regional Meetings ($500 to $1,000). For more information, contact Kathy Ivy at kivy@arsba.org or 501.492.4826.

*See Membership Benefits-At-a-Glance for more information on benefits.



MEMBERSHIP BENEFITS

AT-A-GLANCE

Benefit	Premier Plus $6,000	Premier $5,000	Exibiting $1,200
Annual Conference Breakout Session Opportunity and/or Provide Content for AR Board Ed, the ASBA LMS	✓		
Comped Registration for 2 Reps to ASBA Events	✓	✓	
Complimentary Copy of 2027-2028 Arkansas School Law Book	✓	✓	
Subscription to Legislative Updates	✓	✓	
Option to Sponsor ASBA Monthly Webinar	✓	✓	
Provide Promotional Items for Annual Conference Attendee Bags	✓	✓	
Extended Exhibit Time at Annual Conference	✓	✓	
10x10 Exhibit Space at Annual Conference (Extra booth space is $225 each.)	✓	✓	
Verbal Sponsor Acknowledgement at ASBA Events	✓	✓	
Additional Exhibit Opportunities throughout the Year	✓	✓	
Logo and Link on ASBA Homepage	✓	✓	
Logo, Link, and Description on ASBA Partner Page	✓	✓	
Complimentary Annual Conference Advertising	Full Page Color	Full Page B/W	Half Page B/W
8x10 Exhibit Space at Annual Conference (Extra booth space is $225 each)			✓
Pre and Post Electronic List of Attendees for Exhibition Events	✓	✓	✓
Link and Description on ASBA Partner Page	✓	✓	✓
Listing in Each Issue of *Report Card*, ASBA's Quarterly Magazine	✓	✓	✓
Complimentary Subscription to ASBA's Quarterly Magazine	✓	✓	✓
Discount on Advertising in ASBA's Quarterly Magazine	✓	✓	✓

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Arkansas School Boards Association Affiliate Membership Form

Return completed form to Kathy Ivy (kivy@arsba.org) or register online by visiting https://fms.arsba.org/fmi/webd/ASBA

Company Name:	
Contact Person – to receive event & exhibition information:	
Email Address:	
Contact Person and Title for Publications (appears in *Report Card* magazine, program, website, etc.):	
E-mail Address for Publications:	
Company Mailing Address:	
City, State, Zip Code:	
Publication Address (if different from mailing address):	
City, State, Zip Code:	
Phone (including area code):	
Fax (including area code):	
Company Website:	
Email Address:	

Description of your product or service for ASBA publications and website (**REQUIRED**):

◯ Premier Plus Partnership	$6,000 Annual Investment ($225 Extra Booth)
◯ Premier Partnership	$5,000 Annual Investment ($225 Extra Booth)
◯ Exhibiting Partnership	$1,200 Annual Investment ($225 Extra Booth)

Additional Sponsorship Opportunities
Please list preferred options

Signature and Title: _____

This signature indicates I/we listed above agree to abide by the provisions set forth in the Terms and Conditions. If applicable, please include $225 for an extra booth with your payment.

Check enclosed for $ _____

Partners are encouraged to complete the form and send payment as soon as possible so that your company may take advantage of all upcoming opportunities for receiving benefits. Please return completed form and payment to:

Attn: Kathy Ivy
Arkansas School Boards Association
P.O. Box 165460
Little Rock, AR
72216-5460