

# Oregon Association of School Business Officials **PARTNERSHIP PROGRAM**

## **Partnership Handbook**

Partner with the Oregon Association of School Business Officials and you'll gain access to 90% of school districts and 100% of education service districts in Oregon. No other organization in Oregon offers access, on such a large scale, to the buying power of Oregon's public schools, education service districts and community colleges.

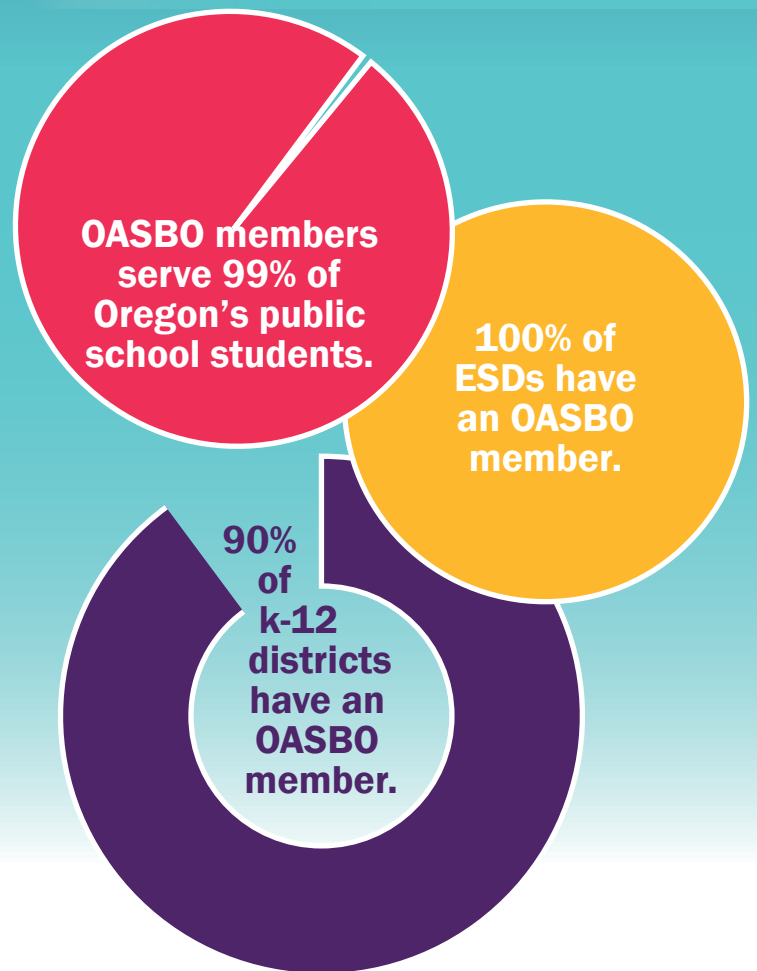
OASBO members represent billions in purchasing power. They fill every position in the business office from the finance assistant to Chief Financial Officer. Members engage with each other through events, email and programs. Our daily goal - to support and develop life-long learners and to foster a sense of community that connects members to the resources they need.

OASBO is a professional association representing over 400 members. We are an affiliate of the Association of School Business Officials International and work together to provide the best professional growth opportunities possible.

A partnership with OASBO builds on your marketing efforts. You'll get a head start developing and maintaining long term relationships. And above all it shows your commitment to provide quality services in Oregon.

### **Member Job Titles**

Business Manager/CFO  
Accountant  
Payroll Specialist  
Accounts Payable/Receivable  
Budget Analyst  
Purchasing Specialist  
Human Resource Specialist  
Controller  
Superintendent  
Director of Operations



### **ANNUAL SUMMER CONFERENCE STATS**

**256**  
attendees

**55%**  
of districts/ESDs

**83**  
exhibit booths

**8.5** hours professional development

**4.75** hours of dedicated exhibit time

**4.5** hours social networking time

[www.oasbo.com](http://www.oasbo.com)

# Membership

Being a member is a great way for your company to get involved in the organization and develop brand awareness in schools. From representation on the OASBO Board of Directors to participation on committees that build long term relationships with customers, being a member of OASBO is a valuable resource. And as always, the more you put into it, the more you'll get out. What better way to show your clients you care than to establish through actions your commitment to provide quality services to school business.

	Associate Member	Associate Member +	Conference Partner
	\$200	\$770	\$1,000
Member rates at events	✓	✓	✓
Listed in web-based directory on OASBO's website	✓	✓	✓
Mailing list of general membership once annually	✓	✓	✓
May serve on committees	✓	✓	✓
Individual registration fees included for Summer Conference and Fall Workshop		✓	
Exhibit booth at Summer Conference			✓
Access to sponsor promotional items, meals, and activities		✓	✓



# Partnership Packages

## Elite Partner

### \$5,000 per year

- Includes one Associate Membership and all of the related benefits.
- Company listed in web-based directory of associate members and designated as an Elite Partner.
- Summer Conference:
  - Exhibit booth registration fee which includes up to three free representative badges.
  - Up to two lunch tickets (Thursday).
  - Elite Partner status sign to display in booth space.
  - Listed in materials as an Elite Partner. This currently includes electronic, general session preamble, and printed material.
- Zone Meeting:
  - Identified as an Elite Partner at all five zone meetings on any general meeting materials and zone meeting web page.
  - A company representative may address the attendees for up to five minutes at one zone meeting. One Elite Partner per zone may speak and assignment/preference is on a first come, first served basis at the beginning of the partnership term. OASBO staff will make the final determination as to speaking assignments.
- Fall Workshop:
  - Listed in materials as an Elite Partner.
- Winter Conference:
  - Listed in materials as an Elite Partner.
- On the company's behalf, based on mutual agreement of timing, number of questions, and questions asked, a short survey of OASBO general members can be sent. The survey is for research purposes only, will be identified as a survey from a partner and could be included with other routine surveys. The data collected will be shared with the partner with no identifying information for the respondents.
- A credit of up to \$2,500 to choose individual promotional items, meals, and activities (pg. 4) at various events throughout the year. Promotional items are determined by the OASBO staff and requests for items are offered on a first come, first served basis. Items are divided into categories and OASBO will assign the partner no more than one item in any category.
- The partnership year is January to December and requires a three year commitment. A payment schedule can be arranged.

# Partnership Packages

## Premier Partner

**\$10,000 per year**

- Associate Membership and all of the related benefits.
- Company listed in web-based directory of associate members and designated as a Premier Partner.
- Use of a Premier Partner logo on company marketing material. Logo must remain whole and OASBO reserves the right to approve materials prior to printing and/or distribution.
- Invitation to attend a dinner with the OASBO Board of Directors.
- Create and present an online training or webinar for members. Topic and content must be mutually agreed upon and OASBO reserves the right to edit and/or direct the message of the training to best fit the needs of the association. Technical delivery details are still being determined and this will be an ongoing process.
- Summer Conference:
  - Exhibit booth registration fee which includes up to six free representative badges.
  - Up to four free lunch tickets (Thursday).
  - Premier booth location near entrance of exhibit hall.
  - Premier Partner status sign to display in booth space.
  - Listed in materials as a Premier Partner. This currently includes electronic, general session preamble and printed material.
  - Mailing list of registered attendees prior to the event. General attendees' mailing address, title and district affiliation provided in electronic format.
  - An updated mailing list of registered attendees one week after the close of the conference, if desired.
  - Up to two company representatives introduced at lunch (Thursday).
- Zone Meeting:
  - Identified as a Premier Partner at all five zone meetings on any general meeting materials and zone meeting web page.
  - A company representative may address the attendees for up to five minutes at one zone meeting. Only one Premier Partner per zone may speak and assignment/preference is on a first come, first served basis at the beginning of the partnership term. OASBO staff will make the final determination as to speaking assignments.
- Fall Workshop:
  - Listed in materials as a Premier Partner.
- Winter Conference:
  - Listed in materials as a Premier Partner.
- Annually, based on mutual agreement of timing, number of questions, and questions to be asked, a short survey of OASBO general members may be sent by OASBO staff on behalf of the company. The survey is for research purposes only, will be identified as a survey from partners and may be included as part of other surveys. The data collected is the exclusive property of OASBO and will be shared with the partner without identification of individual respondents.
- A credit of up to \$5,000 to choose individual promotional items, meals, or activities (pg. 4) at various events throughout the year. Promotional items are determined by the OASBO staff and requests for items are offered on a first come, first served basis. Items are divided into categories and OASBO will assign the partner no more than one item in any category.
- The partnership year is January to December and requires a three year commitment. A payment schedule can be arranged.



Partner packages require a three year commitment and the fees are annual. Partnership is subject to approval by the OASBO Board of Directors. A number of factors will be considered and evaluated in determining the selection of partners, including:

- Experience in the marketplace and evaluation of other strategic relationships the partner may hold.
- Financial strength of the organization (*Dunn and Bradstreet, S&P, etc.*).
- Business profile/model.
- Products and services provided (*must be a leader in their area*).
- The company's benefit to public education.
- Alignment with OASBO's Code of Ethics and Professional Standards.
- All partners will be subject to a peer review process in the event a complaint is filed.
- Failure of the partner will not place OASBO's reputation/brand at risk.

# Promotional Items, Meals & Activities

Items have been divided into three categories. All items not assigned to a Premier or Elite partner will be available on an ala carte basis to OASBO Conference and Associate Members. OASBO will make the final assignment of promotional items, meals, and activities.

## ITEM

CATEGORY 1	Tote Bags - Summer Conference Partner logo and OASBO event artwork.
	Tote Bags - New Business Manager Institute, first year enrollees Partner logo and OASBO NBMI logo. This bag is given to all first year enrollees along with other goodie bag items.
	Notepads - Summer Conference Customized printed notepads with partner logo and OASBO artwork.
	Notepads - Fall Workshop Customized printed notepads with partner logo and OASBO artwork.
	Notepads - Winter Conference Customized printed notepads with partner logo and OASBO artwork.
	Name badge Holders - Summer Conference Partner logo and OASBO logo.
Pens - All events for one year Partner logo/name and OASBO name.	
CATEGORY 2	Keynote Speaker - Summer Conference Partner is given five minutes to address the attendees and then introduce the keynote speaker with a script provided by OASBO.
	Opening Reception - Summer Conference Limited to two co-host partners. ID on food and beverage stations and listed in program.
	Dinner Party, Thursday - Summer Conference Limited to two co-host partners. ID on food and beverage stations, listed in program and on table tops.
	Lunch, Thursday - Summer Conference Limited to one partner. ID projected during lunch and listed in program.
	Refreshment Breaks - Summer Conference Wednesday PM, Thursday AM, Thursday PM and Friday AM.
	Refreshment Breaks - Fall Workshop AM or PM
Refreshment Breaks - Winter Conference AM or PM	
CATEGORY 3	Attendee Gift - Summer Conference Partner logo and OASBO logo.
	Attendee Gift - Fall Workshop Partner logo and OASBO logo.
	Attendee Gift - Winter Conference Partner logo and OASBO logo.
	Participant Gift - New Business Managers Institute, first year enrollees
	Padfolio - Summer Conference Partner logo and OASBO event artwork.



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