



GSBA Associates Program – FY18 (July 1 - June 30)

GSBA has a variety of opportunities to help you gain exposure to decision makers in the K-12 education market in Georgia. Pam Harrison, at pharrison@gsba.com and 770.962.6855, can help identify ways to show support for GSBA, its members, and event attendees that fit your marketing program budget. In addition to our Associates Program packages below, there are sponsorships, advertising and exhibit opportunities available at separate pricing. GSBA also accepts in-kind products and services. Your participation as a sponsor, exhibitor and advertiser demonstrates your support of public schools and those who serve them. **The program has changed so please read details carefully.**

Included in various Associates Levels	PRINCIPAL LEVEL \$10,000	SUPPORTER LEVEL \$7,500	CONTRIBUTOR LEVEL \$5,000	ADVOCATE LEVEL \$2,000	FRIEND LEVEL \$1,000	FELLOW LEVEL \$0
Email subscription to GSBA's Capitol Watch	✓	✓	✓	✓	✓	✓
Email subscription to Snapshot: News from the Vision Project & Spark Campaign	✓	✓	✓	✓	✓	✓
Subscription to GSBA's biannual AGENDA Magazine and special notices	✓	✓	✓	✓	✓	✓
Listing in the biannual Business Resource Guide during FY2018	✓	✓	✓	✓	✓	✓
Logo listing in conference programs during FY2018	✓	✓				
Listing in conference programs during FY2018			✓	✓	✓	✓
Website directory listing with link to your website	✓	✓	✓	✓	✓	✓
Print Advertising Credit w/ GSBA	\$3,300	\$2,200	\$1,500	\$500	-	-
Winter Conference Exhibit Perks						
Booth: \$900 includes electricity, one full conference badge, two exhibit only badges	✓	✓	✓	-	-	-
# Extra conf. badges (\$450)	1	1	-	-	-	-
# Extra exhibit badges (\$25@)	2	1	-	-	-	-
Summer Conference Exhibit Perks						
Exhibit Space includes: \$800 includes one full conference badge, two exhibit only badges	✓	-	-	-	-	-
# Extra conference badges (x\$450)	1	-	-	-	-	-
# Extra exhibit badges	2	-	-	-	-	-
Plus Electricity, if needed (\$50)	✓					
"Thanks" from the podium at both conferences	✓	✓	-	-	-	-
Use of conference room at GSBA office by appointment	✓	✓	-	-	-	-

Special Offer for GSBA Associates

For an additional \$5000 contribution to The Georgia Vision Project’s Spark Campaign, participants in any level of the GSBA Associates Program can provide:

- a one minute video (preferably with subtitles) that will be shown on the Spark Campaign **website and on a large display** in the exhibit area of **one** conference. Content must relate to a best practice involving a school district and the Associate’s product or service. The video should adhere to guidelines which will be provided.
and
- a one full page (including images) **article** about a best practice involving a school district and the Associate’s product or service in **one** issue of the biannual **Business Resource Guide** which will be distributed to conference attendees and also mailed to each school district. Article should adhere to guidelines which will be provided.
and
- receive recognition as a **sponsor of the “Spark! Stage”** where the GSBA-TV crew will film informative videos filmed at the 2017 GSBA/GSSA Annual Conference to be distributed on various social media during the conference.

GSBA Associates can use their advertising credit toward these options:

One Slide Ad in Looping PowerPoint in Prior to Conference Start – price per conference	\$250
Full Page Color Ad – One Issue of Business Resource Guide* – reserve by 10/13/17	\$500
Half Page Color Ad – One Issue of Business Resource Guide* – reserve by 10/13/17	\$300
Full Page – One Conference Program*** – reserve by 10/10/17 or 4/16/18	\$700
Front or Back Inside Cover – One Conference Program*** – reserve by 10/10/17 or 4/16/18	\$750
Half Page – One Conference Program*** – reserve by 10/10/17 or 4/16/18	\$500
Full Page Color Ad – 2nd Issue of Agenda** – reserve by 3/12/18	\$700
Back Inside Cover – 2nd Issue of Agenda** – reserve by 3/12/18	\$750
Half Page Color Ad – 2nd Issue of Agenda** – reserve by 3/12/18	\$500

Simply pay the difference if you exceed your ad credit allocation.

* **Business Resource Guide** (8-1/2” x 11”) replaces (and is an expansion of) the traditional Exhibitor Booklet. This guide is a directory of GSBA supporters for our members to keep on hand until the next conference. Readers will be able to find businesses by industry category. It is full color, published twice a year and distributed at each conference. One copy will also be mailed to each school district central office. Included are ads and sponsored articles, exhibitor and sponsor listing, supporters of The Georgia Vision Project, Spark Campaign contributors, GSBA Associates and other friends of GSBA. *Special introductory pricing for the two inaugural publications of FY2018.*

****Agenda Magazine** is a full color magazine (8-1/2” x 11”) published twice a year and distributed to an extensive mailing list of school board members, superintendents, and education organizations. See submission dates at choose your ads here: <https://ams.embr.mobi/Events/Registration/Wizard/EventDetails.aspx?C=TfON&EID=HJHI>

*****Conference Program** (5-1/2” x 8”) is issued at each conference and includes detailed conference information.