



NOV. 10-12, 2024 | COLUMBUS

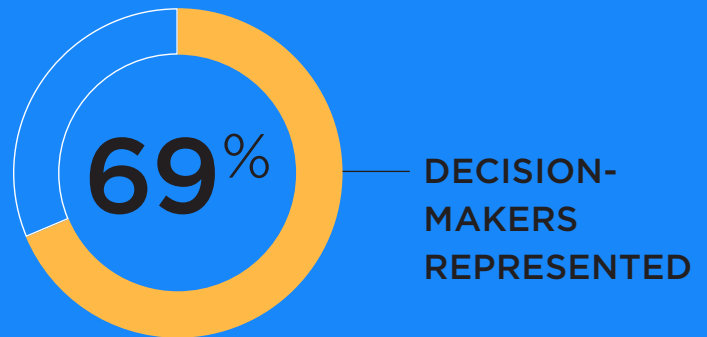
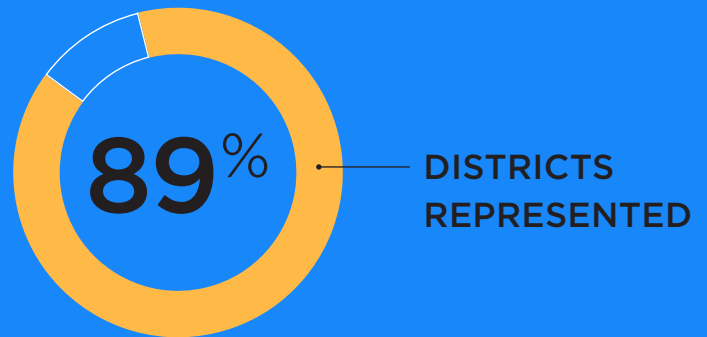
# SPONSORSHIP GUIDE

OSBA's Capital Conference and Trade Show stands as one of the nation's premier educational trade events and is one of the largest in the nation, drawing more than 7,000 attendees. Don't miss the opportunity to gain a significant competitive edge in 2024!

## 2023 CAPITAL CONFERENCE STATISTICS



**7,058**  
NUMBER OF ATTENDEES



OHIO SCHOOL BOARDS ASSOCIATION

[CONFERENCE.OHIOSCHOOLBOARDS.ORG](https://conference.ohioschoolboards.org)

# CHOOSE A SPONSORSHIP PACKAGE

SPONSORSHIP PACKAGE	PLATINUM	GOLD	SILVER	BRONZE
Tickets for conference luncheon	•			
Social media posts	•			
Logo included on all conference emails	•			
On-site graphics	•			
Collective side banner ad on conference housing landing page	•	•		
Push notification in the app	Daily	Day of sponsored event		
10-foot x 10-foot booth	•	•	•	
VendorLink listing	•		•	
InfoAlert	•	•	•	
Conference guide acknowledgment	Full page	Half page		
Advertisement in October Journal	Full page	Half page	Half page	
Exposure on conference website	•	•	•	•
Increased brand recognition	•	•	•	•
Face-to-face networking time with attendees	•	•	•	•
Exposure in the conference brochure	•	•	•	•
On-site signage recognizing sponsorship	•	•	•	•
Exposure in the Conference Guide	•	•	•	•



Build relationships and enhance your visibility by taking advantage of OSBA's sponsorship opportunities. Establish your company as a trusted resource. All sponsors receive items outlined above in addition to what is listed under the sponsorship opportunity.

For more information, contact **Wanda Bloch** at [wbloch@ohioschoolboards.org](mailto:wbloch@ohioschoolboards.org).

# SPONSORSHIP OPPORTUNITIES

LEVEL	OPPORTUNITY	DESCRIPTION	COST
Platinum	Attendee bags	Maximize your brand's reach by placing your company's logo directly in the hands of every influential educational decision-maker attending the conference. <a href="#">(exclusive)</a>	\$17,500
Platinum	Attendee lanyards	Put your company logo on one of the most visible items at the event, given to each attendee, the official conference lanyard. <a href="#">(exclusive)</a>	\$17,500
Platinum	Conference App	Gain continuous and direct visibility among all attendees, ensuring your company stands out and remains top of mind throughout the event with your company's name and logo greeting attendees every time they open the app. Banner ad featured on exhibitor page and in sessions where your team is speaking. <a href="#">(exclusive)</a>	\$17,500
Gold	Evening receptions	Enhance brand visibility through networking and creating meaningful connections with attendees by sponsoring the Sunday Welcome Reception or the Monday President's Reception. Your company will receive wall graphics and a banner ad on vendor listing in the app. <a href="#">(four available per reception)</a>	\$8,520
Gold	Coffee station	Treat attendees to a cup of coffee while driving booth traffic and creating brand awareness. <a href="#">(multiple available)</a>	\$8,250
Gold	General Session	Position your company in the spotlight at one of our exclusive sessions with VIP speakers. In addition, we invite your staff to attend the Conference Luncheon. Includes wall graphics. <a href="#">(four available per session)</a>	\$8,250

# SPONSORSHIP OPPORTUNITIES

LEVEL	OPPORTUNITY	DESCRIPTION	COST
Silver	<b>Black Caucus Dinner</b>	This annual event has grown in attendance every year. Sponsors have the opportunity to network and engage with influential professionals. In addition, we invite your team to join us for dinner. This package includes social media posts and wall graphics. <a href="#">(six available)</a>	<b>\$7,250</b>
Silver	<b>Conference Luncheon</b>	Put your logo in front of industry leaders at the popular luncheon, which features a nationally renowned speaker. Included with sponsorship, your team is invited to join us at the luncheon, plus social media posts and wall graphics. <a href="#">(six available)</a>	<b>\$7,250</b>
Silver	<b>Exhibitor Express Talks</b>	Engage attendees with two immersive 30-minute sessions dedicated to showcasing what's new and improved with your company/product. Banner ad included in the app session listing. <a href="#">(six available)</a>	<b>\$5,250</b>



## Be a trailblazer in education excellence!

Elevate your brand and contribute to the growth of young minds! Become a sponsor at the Student Achievement Fair. Contact **Wanda Bloch** to explore the exciting opportunities available.

For more information, contact **Wanda Bloch** at [wbloch@ohioschoolboards.org](mailto:wbloch@ohioschoolboards.org).

# SPONSORSHIP OPPORTUNITIES

LEVEL	OPPORTUNITY	DESCRIPTION	COST
Bronze	<b>Spotlight Session</b>	Elevate your brand's presence in sessions where key industry topics take center stage. Sponsors will receive a one-year VendorLink listing, one-third page ad in the October Journal, an InfoAlert and a banner ad on the exhibitor listing in the app. <a href="#">(two available per session)</a>	<b>\$4,250</b>
Bronze	<b>Hotel transportation</b>	Boost your brand's visibility with your logo front and center on conference shuttles. Sponsors are invited to ride the bus and greet attendees. This package includes a one-year VendorLink listing, one-third page ad in the October Journal and a banner ad on exhibitor listing in the app. <a href="#">(three available)</a>	<b>\$4,250</b>
Bronze	<b>OSBA Game Card</b>	Drive traffic to you booth as attendees mark stops on their game card. In addition, you will receive a one month banner ad on OSBA's website and an InfoAlert. <a href="#">(11 spots available)</a>	<b>\$2,750</b>
Bronze	<b>Relaxation Lounge</b>	Establish your brand as a sanctuary amidst the event's hustle and bustle by being part of the ultimate relaxation experience for conference attendees. This package also includes a one-month banner ad on OSBA's website and an InfoAlert. <a href="#">(six available)</a>	<b>\$2,750</b>
Bronze	<b>Hydration Station</b>	Make a lasting impact on attendees by ensuring their hydration. Your logo will be prominently displayed on water stations across the event. Sponsors will receive a one-year VendorLink listing. <a href="#">(four available)</a>	<b>\$2,750</b>

## **Student Appreciation: \$1,500** [\(five available\)](#)

Students are an integral part of the conference. Districts send students and educators to the conference to participate in and showcase their school initiatives at the Student Achievement Fair. Your sponsorship will help provide each student with a lunch voucher. Your company logo will be displayed on each voucher, included in a December Journal ad thanking our Friend sponsors, on-site signage and exposure in the Conference Guide and on the conference website.