

Involvement Opportunities for WASBO Service Affiliate Members

Sponsor • Advertise • Present • Author Articles • Join a Committee

Inside:

- *Facilities Management Conference*
- *Transportation & Bus Safety Conference*
- *Wisconsin Federal Funding Conference*
- *Accounting Conference*
- *Spring Conference*
- *Custodial & Maintenance Conferences*
- *Taking Care of Business newsletter*



Early 2017

Wisconsin Association of School
Business Officials Foundation

WASBO.com/sponsor

Benefits of Sponsorship

Throughout the year, WASBO Foundation provides a wide range of opportunities for sponsorships designed to fit a complete range of budget and visibility requirements. WASBO sponsorships provide numerous benefits to your organization, while helping keep professional development affordable for Wisconsin school districts, and offering scholarships to outstanding high school seniors. Sponsorship opportunities at each conference can be added together to achieve the desired sponsorship levels for each conference, which are as follows:

Platinum	(over \$3,000)
Gold	(\$1,800-2,999)
Silver	(\$1,200-1,799)
Bronze	(\$600-1,199)
Friend	(less than \$600)

All sponsors are recognized:

- ▶ On signage displayed at the conference.
- ▶ During the slide show at the conference.
- ▶ In the conference program with a complimentary color ad.
 - ▷ Platinum and Gold Sponsors: Full Page (8½” wide x 11” deep)
 - ▷ Silver Sponsor: Half Page (8½” wide x 5½” deep)
 - ▷ Bronze Sponsor: Quarter Page (4¼” wide x 5½” deep)
 - ▷ Friend: Business Card (4¼” wide x 2½” deep)
- ▶ On your conference name badge (for those registering to attend the conference).
- ▶ Special identification at your exhibit space (for those who also register to exhibit, where applicable).
- ▶ Recognition in an issue of *Taking Care of Business*.

Platinum, Gold, Silver and Bronze Sponsors are featured in a rotating sponsor banner on the WASBO website at WASBO.com. Some sponsorships may include additional recognition specific to the event or area being sponsored. For example, meal and reception event sponsors are recognized with signage on tables.

Previous sponsors of events were given the right of first refusal through Dec 15, 2016.

Get Involved

Here are some other ways you can become involved with WASBO:

Advertise

[WASBO.com/newsletter](https://www.wasbo.com/newsletter)

By advertising in WASBO's bi-monthly *Taking Care of Business* newsletter, you can reach over 1,000 WASBO members, including individuals in virtually every Wisconsin K-12 school district. Past issues of *Taking Care of Business* also are archived on WASBO's website for lasting exposure. **See page 11 for more information.**

Write an article

Service Affiliate members are welcome to submit newsletter articles of an informative or educational nature. Contact Clare May at clare.may@wasbo.com to ask about potential topics and submissions.

Make a presentation

[WASBO.com/present](https://www.wasbo.com/present)

WASBO invites Service Affiliates to team up with district professionals and share their experience and expertise as conference presenters.

Potential speakers complete a *Call for Presentations* form online at [WASBO.com/present](https://www.wasbo.com/present) approximately six months before a conference. Final decisions are made by each conference's planning committee. Learn more about speaking opportunities by contacting Kaitlyn Peters at kaitlyn.peters@wasbo.com.

Join a committee

Service Affiliates are encouraged to take part in committees, sharing their unique insights and collaborating with district professional members. WASBO

Committees:

- Accounting
- Ad Hoc
- Fall Conference
- HR Certification
- Membership
- Member Resources and Professional Improvement
- Payroll Certification
- Retirement
- Safety and Risk Management
- School Facilities
- School Finance Puzzle Planning Committee
- School Personnel Academy
- Spring Conference
- State Education (Joint Convention)
- Service Affiliate
- Transportation

Wisconsin Federal Funding Conference

February 15-16, 2017 • WASBO.com/federal_funding
Kalahari Resort & Conference Center, Wisconsin Dells

This conference, co-sponsored by Wisconsin Association of School Business Officials, Wisconsin Council of Administrators of Special Services, and the Wisconsin Department of Public Instruction, provides information on how federal funds may be used in school districts. Sessions give attendees the tools to be in compliance and maximize their federal resources.

Audience: Over 500 Special Education Directors, ESEA Program Coordinators, Grant Accountants and Coordinators, District Administrators, Business Managers, and Business Office Staff

Tuesday Breakfast

\$2,500 (full sponsorship - gold)
\$1,250 (co-sponsorship - silver)
\$625 (co-sponsorship - bronze)

Tuesday Morning Breaks

\$1,200 (full sponsorship - silver)
\$600 (co-sponsorship - bronze)

Tuesday Lunch

\$3,000 (full sponsorship - platinum)
\$1,500 (co-sponsorship - silver)
\$750 (co-sponsorship - bronze)

Tuesday Afternoon Breaks

\$1,200 (full sponsorship - silver)
\$600 (co-sponsorship - bronze)

Tuesday Networking Event

\$3,000 (full sponsorship - platinum)
\$1,500 (co-sponsorship - silver)

Wednesday Breakfast

\$2,500 (full sponsorship - gold)
\$1,250 (co-sponsorship - silver)
\$625 (co-sponsorship - bronze)

Wednesday Morning Breaks

\$1,200 (full sponsorship - silver)
\$600 (co-sponsorship - bronze)

Keynote Speaker

\$3,000 (sponsorship - platinum)
\$1,500 (co-sponsorship - silver)

Wednesday Lunch

\$3,000 (sponsorship - platinum)
\$1,500 (co-sponsorship - silver)
\$750 (co-sponsorship - bronze)

Wednesday Afternoon Break

\$1,200 (full sponsorship - silver)
\$600 (co-sponsorship - bronze)

Conference Program

\$1,800 (full sponsorship - gold)
\$900 (co-sponsorship - bronze)

Lanyards

Sponsored by Oasys

Year of Success Program

Sponsored by Focus on Energy

Advertisements and Logos
due to Clare May by Jan. 27.

Facilities Management Conference

March 7-8, 2017 • WASBO.com/facilities

Kalahari Resort & Conference Center, Wisconsin Dells

This informative day-and-a-half conference offers innovative ideas, timely instruction, and relevant advice on hot topics in facilities management today. All sessions count toward WASBO Facilities Management Certification or continuing education provision.

Audience: Approximately 200 Facilities & Operations Directors, Facilities & Operations Staff, Business Managers, District Administrators, and Safety Directors

Tuesday Exhibit Hall Networking Reception

Sponsored by Nicholas & Associates

Tuesday Joint Lunch with WSSCA Conference Attendees

\$1,800 (co-sponsorship - gold)

\$1,200 (co-sponsorship - silver)

Sponsored by BELFOR and CTS

Tuesday Afternoon Break

\$1,200 (co-sponsorship - silver)

Sponsored by Premier Bleacher Repair

Tuesday Evening Networking Reception at the Indoor Theme Park

Sponsored by BELFOR, DLA Architects, Performance Services and Stalker Sports Floors

Wednesday Full Buffet Breakfast

\$1,800 (co-sponsorship - gold)

\$600 (co-sponsorship - bronze)

Sponsored by PBBS

Wednesday Morning Break

\$1,200 (co-sponsorship - silver)

\$600 (co-sponsorship - bronze)

Wednesday Joint Lunch with WASBO Transportation & Bus Safety Conference Attendees

\$1,200 (co-sponsorship - silver)

\$600 (co-sponsorship - bronze)

Sponsored by Nexus Solutions

Wednesday Afternoon Break

\$1,200 (co-sponsorship - silver)

\$600 (co-sponsorship - bronze)

Conference Program (combined with Transportation & Bus Safety program)

Sponsored by Ellis Construction

Flash Drives (contains handouts for Facilities Management and Transportation & Bus Safety)

Sponsored by Focus on Energy

Lanyards

Sponsored by Nexus Solutions

Attendee Scholarships

Sponsored by Focus on Energy

Advertisements and Logos
due to Clare May by Feb. 17.

Transportation & Bus Safety Conference

March 8, 2017 • WASBO.com/transportation

Kalahari Resort & Conference Center, Wisconsin Dells

This training opportunity, offering innovative ideas, timely instruction, and relevant advice on the hot topics in transportation and bus safety, takes place concurrently with the WASBO Foundation Facilities Management Conference. Attendees are welcome to attend sessions at either conference.

Audience: Approximately 50-75 Transportation Directors, Contractors, Business Managers, District Administrators, and Safety Directors

Exclusive Full Conference Sponsorship

\$2,500 (full sponsorship - gold)

Breakfast

\$600 (full sponsorship - bronze)

Morning Break

\$300 (full sponsorship - friend)

Lunch

\$900 (full sponsorship - bronze)

Afternoon Break

\$300 (full sponsorship - friend)

Flash Drives

Sponsored by Focus on Energy

Attendee Scholarships

\$500 (sponsorship - friend)

Advertisements and Logos
due to Clare May by Feb. 17.

Accounting Conference

March 15-16, 2017 • WASBO.com/accounting
Madison Marriott West, Middleton, WI

From veteran business managers and district administrators to newly hired bookkeepers, this informative two-day conference offers over 30 sessions full of innovative ideas, timely instruction, and relevant advice on the issues facing school business offices today.

Audience: Approximately 400 Business Managers, Directors of Finance, Accountants, Bookkeepers, District Administrators, and Human Resource Directors

Wednesday Breakfast

\$3,000 (co-sponsorship - platinum)
\$2,000 (co-sponsorship - gold)
\$1,000 (co-sponsorship - bronze)

Wednesday Morning Break

\$1,200 (co-sponsorship - silver)
Sponsored by Key Benefit Concepts

Wednesday Lunch

\$4,000 (co-sponsorship - platinum)
\$2,000 (co-sponsorship - gold)
Sponsored by Horace Mann

Wednesday Afternoon Break

\$1,200 (co-sponsorship - silver)
Sponsored by CTS Group

Wednesday Networking Reception

Sponsored by Community Insurance, Performance Services, and PMA Financial Network/Forecast5 Analytics

Thursday Breakfast

\$3,000 (full sponsorship - platinum)
\$1,500 (co-sponsorship - silver)
\$750 (co-sponsorship - bronze)

Thursday Morning Break

\$1,200 (full sponsorship - silver)
\$600 (co-sponsorship - bronze)

Thursday Lunch

\$4,000 (full sponsorship - platinum)
\$2,000 (co-sponsorship - gold)
\$1,000 (co-sponsorship - bronze)

Thursday Afternoon Break

\$1,200 (full sponsorship - silver)
\$600 (co-sponsorship - bronze)

Flash Drives

Sponsored by Baird Public Finance

Conference Program

Sponsored by Wintrust Government Funds

Lanyards

Sponsored by Baird Public Finance

Year of Success Program

Sponsored by Focus on Energy

Attendee Scholarships

\$500 (sponsorship - friend)

**Advertisements and Logos
due to Clare May by Feb. 17.**

Spring Conference & Events

May 10-12, 2017 • WASBO.com/spring

La Crosse Center, La Crosse

The Spring Conference is WASBO's biggest event of the year with something to offer for all its members. With over 40 educational sessions, more than 125 exhibitors, WASBO Foundation scholarship golf and bike fundraisers on May 10, professional recognition awards, and a silent auction to fund participation in ASBO International, there are many networking opportunities.

Audience: Approximately 250 Business Managers, Bookkeepers, Facility Directors, Transportation Directors, Finance Directors, Human Resource Directors, and District Administrators

Tuesday President's Recognition Dinner will return for 2018

Tuesday Welcome Reception

\$600 (co-sponsorship - bronze)
Sponsored by Horace Mann and Performance Services

Wednesday Bike Tour Lunch and Beverages

Sponsored by WEA Trust

Wednesday Golf Beverage Cart

\$600 (each cart sponsorship - bronze)

Wednesday Golf Hole

\$275 (each golf hole sponsorship - friend)

Wednesday Golf Outing lunch

\$2,000 (co-sponsorship - gold)
Sponsored by National Insurance Services and Nexus Solutions

Wednesday Evening Reception

Sponsored by McKinstry and PMA/Forecast5

Thursday Breakfast

\$1,500 (co-sponsorship - silver)
Sponsored by Hays Companies

Thursday Morning Break

\$600 (co-sponsorship - bronze)
Sponsored by CTS Group, Environmental Management Consulting and Voya Financial

Thursday Blood Drive Snack

\$1,200 (co-sponsorship - silver)
\$600 (co-sponsorship - bronze)
Sponsored by Performance Services

Thursday Lunch

Sponsored by Baird Public Finance and Security Health Plan

Thursday Afternoon Break in the Exhibit Hall

Sponsored by EMC, Lee Recreation, and TRICOR

Thursday Networking Social in the Exhibit Hall will return for 2018

2017:

Thursday President's Recognition and WASBO 70th Anniversary Celebration

\$2,500 (co-sponsorship - gold)
\$1,250 (co-sponsorship - silver)
\$750 (co-sponsorship - bronze)

Sponsored by Community Insurance Corporation, Nexus Solutions, PMA/Forecast5, R&R Insurance, Voya Financial

Friday Full Breakfast

Sponsored by M3 Insurance

Friday Morning Break

\$1,200 (full sponsorship - silver)

\$600 (co-sponsorship - bronze)

Friday Grab 'n Go Lunch in Boxes

\$1,500 (co-sponsorship - silver)

\$750 (co-sponsorship - bronze)

Sponsored by Ehlers

Attendee Scholarships

\$500 (co-sponsorship - friend)

Sponsored by Performance Services

Performing Arts Fundraiser "For Kids" at State Education Convention

Sponsored by Key Benefit Concepts

Conference Program

Sponsored by Focus on Energy

Conference Flash Drives

Sponsored by Focus on Energy

Lanyards

Sponsored by Nexus Solutions

Year of Success Program

Sponsored by Focus on Energy

Spring Conference Silent Auction Donations

Another great opportunity for increased visibility during the Spring Conference is the Silent Auction fundraiser. All attendees and exhibitors are invited to bid on donated items during this annual event. The Silent Auction supports the involvement of WASBO members in ASBO International.

Be part of the action by donating an item, large or small. Use your imagination and creativity. Items related to this year's school spirit theme are especially welcome!

Some past auction items have included: hotel or resort stays, tickets to athletic events, theater tickets, mountain bikes, theme baskets, a complete picnic, fishing packages, iPads, Kindles, sports tickets and memorabilia, golf packages, digital cameras, jewelry, etc... The possibilities are endless!

To submit your donation, visit WASBO.com/spring, go to exhibitor registration and click the silent auction donation link. You can also email Clare May at clare.may@wasbo.com. Your donations may be sent to the WASBO office in advance of the conference, or you may bring them directly to the conference site. Either way, please let us know what you are bringing so we can properly recognize your donation.

**Advertisements and Logos
due to Clare May by April 14.**

Custodial & Maintenance Conferences

June 21, 2017, Waunakee

July 12, 2017, La Crosse

July 19, 2017, Milwaukee

July 26, 2017, Amherst

WASBO.com/custodial

The Custodial Conferences are held in various regions of the state, and feature a minimal registration fee in order to encourage school districts to send their entire custodial team. Exhibits, a Safety Room activity and prizes are featured throughout the day. Sponsorships below are for each location. Reach Gold or Platinum level by sponsoring events at multiple locations!

Audience: Building & Grounds Directors, Custodial Managers, Custodial & Maintenance Staff

Exclusive Full Conference Sponsorship (for each site)

\$3,800 (full sponsorship - platinum)

Breakfast (for each site)

\$800 (full sponsorship - bronze)

Morning Break (for each site)

\$600 (full sponsorship - bronze)

Lunch (for each site)

\$1,200 (full sponsorship - silver)

Afternoon Break (for each site)

\$600 (full sponsorship - bronze)

Conference Program (for each site)

\$600 (full sponsorship - bronze)

Taking Care of Business

Bi-Monthly Publication of WASBO available to over 1,500 WASBO members and affiliates in print and online at WASBO.com.

Rates and Ad Sizes through June 30, 2017

Ads accepted only for the below sizes. Please provide ads electronically as PDF.

Color Ad Rates	Per Issue
Full Page (7 ¼" wide x 9" deep)	\$850.00
Half Page (3 ½" wide x 9" deep or 7 ¼" wide x 4 ½" deep)	\$465.00
Quarter Page (3 ½" wide x 4 ½" deep or 7¼" wide x 2 ¼" deep)	\$320.00



Issue Date	Ad Deadline
Feb	Jan 15
April	March 15
June	May 15

Taking Care of Business is published six times per year, in August, October, December, February, April, and June and is distributed to the WASBO members in print and online. Ad contracts run July 1 through June 30. Advertise in all six issues, and receive a discount of approximately 10%. (This special will be available beginning with the August 2017 issue.)

To reserve ad space in the February, April, or June 2017 newsletters, contact Clare May at clare.may@wasbo.com. You may also request to be on the mailing list for a 2017-18 rate sheet.

Information and archives available at WASBO.com/newsletter

Other Events

This brochure includes events through Summer 2016. Other sponsorship opportunities are offered the second half of the year:

WASBO Foundation New School Administrators and Support Staff Conference, Stevens Point, WI
August 16-17, 2017

WASBO Activities at the ASBO Annual Meeting & Expo, Denver, CO
September 22-25, 2017

WASBO Foundation Fall Conference, Elkhart Lake
October 5-6, 2017

Midwest Facility Masters Conference, Wisconsin Dells, WI
October 30-31, 2017

WASBO Foundation Winter at a Glance Conference, Madison, WI
December 5, 2017

WASBO/WASPA School Personnel Academy
December 6-7, 2017

*For further information, contact
Clare May, clare.may@wasbo.com or
608.729.6632.*

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