



NJSBA's Corporate Membership Program

2018 OPPORTUNITIES GUIDE

Become a **ROCK STAR** for Education

Brand Awareness, Networking, and Training

EXCITING BENEFITS – OPPORTUNITIES – NJSBA

Why should your company join NJSBA's Corporate Membership Program?

New Jersey School Boards Association's (NJSBA) Corporate Membership Program offers year-round benefits for partnering with us to provide the resources districts need to achieve student success. We give you the tools to connect with our network of dedicated education leaders in more ways than anyone else in the industry – positioning your company for **ROCK STAR** status!

Our program allows you to apply the dollars you are already spending with NJSBA through the annual Workshop Conference, advertising, and other initiatives to attain higher levels in our Corporate Membership Program. Based on your annual spending, you may become an education Supporter, Champion, or even a **ROCK STAR**.

How it Works

Apply your year-long investment in education with NJSBA toward the Corporate Membership Program to reach the next level of benefits and opportunities. Now your cumulative spending with NJSBA will help you earn "**ROCK STAR**" status within this membership program.

To become a Corporate Member, you must first join at the "Friend" level at \$2,000, which renews annually on the month you join. Your membership fee in the program is applied toward your total annual spend.

Let NJSBA help you reach today's education leaders and build lasting relationships. For more than a century, the New Jersey School Boards Association has provided direct resources to New Jersey's school board members and other school officials—reaching thousands of school leaders a year. Over the last several years, we've developed solutions to help companies like yours successfully reach New Jersey's school leaders by growing and improving our opportunities to address changes in the education landscape, and the needs of both the education community and our partners.

With a complete series of programs to address the needs

of schools and districts—including custom content, webinars, and events—we've built a loyal following of school leaders that rely on us to deliver information and solutions not available anywhere else. You can help school districts achieve their strategic goals by letting us help you achieve your marketing goals.

Here is an example of how you can reach **ROCK STAR** status through NJSBA's new Corporate Membership Program.



Who does NJSBA reach?

In addition to New Jersey's 5,000 school board members and charter school trustees, NJSBA provides training and services to school business administrators, superintendents, charter school lead people/administration, school technology professionals, school facilities managers, curriculum professionals, members of the state Parent Teachers Association and more.

In 2017 – 2018, NJSBA reached thousands of school leaders through the following means:

- Annual Workshop Conference – More than 8,000

NJSBA'S CORPORATE MEMBERSHIP PROGRAM

attendees

- Webinars – 700 viewers
- County Association Programs - 6,000 attendees
- Statewide Programs – More than 1,300 attendees
- School Leader magazine – Distribution to 7,500 readers

NJSBA also provides a number of training programs which offer Qualified Purchasing Agent credits (QPA) for School Business Administrators, professional development credits for Certified Educational Facilities Managers (CEFM) and sustainability credits toward Sustainable Jersey for Schools certification.

OPPORTUNITIES

Brand Awareness - Advertising



School Leader Magazine

School Leader magazine is an award-winning, bi-monthly publication. When you advertise in *School Leader* magazine, you put your brand in front of more than 7,500 people, reaching virtually 100 percent of New Jersey's educational decision makers, including:

- School board members
- Superintendents
- School business officials
- State officials
- Members of the state Legislature
- Business administrators
- Principals
- And more!

Our education experts provide readers substantive information on current events and issues affecting the education community.

Connect with buyers who spend more than \$10 billion

dollars in the education market every year. Advertise in the only magazine targeted at the audiences that make purchasing decisions for schools.

Through your membership in NJSBA's Corporate Membership Program, you'll receive discounts on advertising in *School Leader* magazine. Details are included on the "levels of support" chart.

Conversations on NJ Education Banner Advertising (on BlogTalkRadio)

"Conversations on New Jersey Education," NJSBA's podcast program broadcast over BlogTalkRadio, brings together state leaders and local education officials for a lively dialogue on educational issues and their impact on public schools and students.

This advertising opportunity, available to the Champion and **ROCK STAR** levels of the Corporate Membership Program, allows your company to use banner advertising on the NJSBA BlogTalkRadio show pages to educate people about your brand, and link to a landing page to provide visitors more information.

Networking

Corporate Membership Program Networking Events (Annual)

This members-only meeting, hosted by NJSBA, unites business leaders to discuss ways brands can succeed while promoting the achievement of all students in New Jersey. This opportunity is available to the Premier Benefit Levels of the Corporate Membership Program.

Meet and Greet with NJSBA's Officers Available only to the **ROCK STAR** Level of the Corporate Membership Program, this intimate networking opportunity will give your company the opportunity to meet with NJSBA's top leaders.

Training

Annual Workshop Conference – Oct. 22 – 25,

2018 The annual Workshop Conference is the largest professional development event for school leaders in New

Jersey. The conference offers training, networking and events for the entire district team, including school board members, charter school trustees, school business administrators, superintendents, school technology professionals, school facilities managers and staff, and curriculum professionals. Your company's Workshop sponsorship dollars go toward your Premiere Benefit Level in the new NJSBA Corporate Membership Program.

NJSBA Finance Conference – Date TBD School finance has become increasingly more complex. This program will provide school leaders with a comprehensive overview of school board members' roles and responsibilities in the financial affairs of their districts.

NJSBA Technology Conference – Date TBD Join us for an interactive program offering a variety of sessions on advancing technology in your district. The conference will feature training on the popular new Future Ready Schools – NJ (FRS-NJ) certification program, which helps schools plan and implement effective digital learning strategies.

NJSBA's interactive Technology Conference will include breakout sessions; a keynote address, and "lunch and learn," an opportunity to participate in round table discussions on a variety of hot topics in digital learning.

NJSBA Charter School Conference – Date TBD More than 90 percent of New Jersey charter schools belong to the New Jersey School Boards Association. NJSBA's Charter School Conference provides training and networking opportunities for charter school trustees, lead persons, business administrators, and principals. Session topics include school governance, ethics, operations, curriculum, finance and more.

NJSBA School Security and Student Safety Conference – Date TBD When it comes to school safety, school leaders play a key role. The NJSBA School Security and Student Safety Conference offers an opportunity to learn about school safety strategies and the resources and services available to help keep schools and students safe.

On-Demand Webinars Promote your content to NJSBA's engaged audience of education leaders by listing your on-demand webinar on the NJSBA website. The on-demand webinar page will be promoted to our membership on the webinar section of the NJSBA website and through our Weekly Update email. This opportunity is available to Supporters, Champions and **ROCK STARS**.

Lunch and Learn Webinars Co-hosting a 30-minute NJSBA Lunch and Learn webinar associates your company's brand with our year-round dedication to educational programs and professional development.

County Association Meetings Position yourself as a subject matter expert through regional training opportunities. New Jersey's 21 county school boards associations offer training, information and forums to explore the issues facing public school districts. Your participation in the Corporate Membership Program affords your company an opportunity to submit a proposal for one 30-minute program at a County Association meeting.

Distance Learning Programs (Regional) Contemporary technology applications such as videoconferencing, interactive field trips, and social networking promote dialogue with students, educators and experts from around the world. NJSBA is applying this technology to regional programs, to help share knowledge and bring people together.

ROCK STAR Level Exclusive Training Event – Co-host a training event with NJSBA at your location or at NJSBA headquarters. This exclusive full-day training opportunity, available only to **"ROCK STAR"** level members of the Corporate Membership Program, will offer an opportunity for your company to provide training and guidance to New Jersey school officials.

Thought Leadership

NJSBA has a number of unique opportunities for your business to share best practices, commonalities, and successful implementations, not only as a resource for our members,

but also to bring the much-needed industry perspective into the public education dialogue. Thought leadership could include participation in committee meetings and task forces, contribution to white papers, inclusion in resource videos, and more. Contact us about ways we can work together to develop solutions-based content.

In-Kind Sponsorship

With the broad range of benefits we offer members, there are a number of opportunities to provide solutions in lieu of monetary support. NJSBA can apply the monetary value of your in-kind contribution to your membership level.

Examples include, but are not limited to: food and beverage, AV equipment, printing services, software, and venue rental. Let us know if you have something to contribute to our mission.



CORPORATE MEMBERSHIP PROGRAM – LEVELS OF SUPPORT

| Member Benefits | Premiere Benefit Levels | | | Basic |
|---|-------------------------|----------|-----------|---------|
| | ROCK STAR | CHAMPION | SUPPORTER | FRIEND |
| | \$50,000 | \$25,000 | \$10,000 | \$2,000 |
| Opportunity to host one full-day training event onsite at your location or at NJSBA headquarters. | ✓ | | | |
| Invitation to a discussion session on key issues in education with NJSBA's Officers. | ✓ | | | |
| Ability to purchase a banner advertisement on the Blog Talk Radio Show page to run for one month. | ✓ | ✓ | | |
| Participation in one, 30-minute <i>Lunch and Learn</i> webinar, hosted by NJSBA | ✓ | ✓ | | |
| NJSBA will feature your webinars on the webinar section of the NJSBA website, and will promote your live webinars through the "Upcoming Webinars" section of NJSBA's Weekly Program Update email. | 2 | 2 | 1 | |
| Invitation for two members of your company to attend a annual Corporate Membership Program networking event. | ✓ | ✓ | ✓ | |
| Opportunity to submit a proposal to present one 30-minute program at an NJSBA County Association meeting. | ✓ | ✓ | ✓ | ✓ |
| List of Superintendents | ✓ | ✓ | ✓ | ✓ |
| List of Business Administrators | ✓ | ✓ | ✓ | ✓ |
| Complimentary emailed copies of <i>Daily Clips</i> , NJSBA press releases and other important NJSBA information | ✓ | ✓ | ✓ | ✓ |
| Corporate Membership ribbon at Workshop for badge (admission not included) | ✓ | ✓ | ✓ | ✓ |
| Corporate Membership sign for Workshop booth (cost of booth not included) | ✓ | ✓ | ✓ | ✓ |
| Company listing on the Corporate Membership page of the Annual Workshop Program Book. | ✓ | ✓ | ✓ | ✓ |
| Company listed on the Corporate Member page of <i>School Leader</i> magazine. (six issues) | ✓ | ✓ | ✓ | ✓ |
| Free subscription to <i>School Board Notes</i> email newsletter | ✓ | ✓ | ✓ | ✓ |
| Free subscription to <i>School Leader</i> magazine | ✓ | ✓ | ✓ | ✓ |
| Linking to your company's homepage on the NJSBA Corporate Membership page of the NJSBA website | ✓ | ✓ | ✓ | ✓ |
| Discounted Rate on <i>School Leader</i> Advertising | 25% | 20% | 15% | 10% |

GET STARTED TODAY!

To join NJSBA's new Corporate Membership Program, complete the membership application below and send it to **CMP@njsba.org**. An NJSBA team member will reach out to assist you in creating your perfect membership package.

For more information on the Corporate Membership Program, please contact **CMP@njsba.org**.

| | | |
|-------------------------------|----------------------|---|
| Company: | <input type="text"/> | I am interested in <i>(check all that apply):</i> <input type="checkbox"/> Brand Awareness <input type="checkbox"/> Networking <input type="checkbox"/> Training <input type="checkbox"/> Thought Leadership <input type="checkbox"/> Other |
| Address: | <input type="text"/> | |
| Contact Name: | <input type="text"/> | |
| Contact Phone Number: | <input type="text"/> | |
| Contact Email Address: | <input type="text"/> | |
| Website: | <input type="text"/> | |

Payment Method

Credit Card: ☐ VISA ☐ MasterCard ☐ American Express

Name on Card: Card # Exp. Date:

Billing Address:

City: State: Zip:

Phone Number of Card Holder:

Card Holder's Signature: Date:



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New Jersey School Boards Association
Serving Local Boards of Education Since 1914