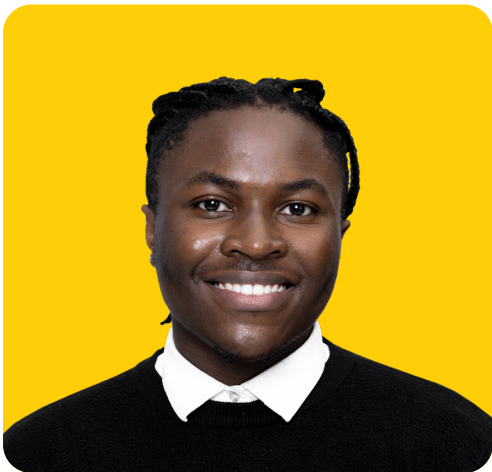
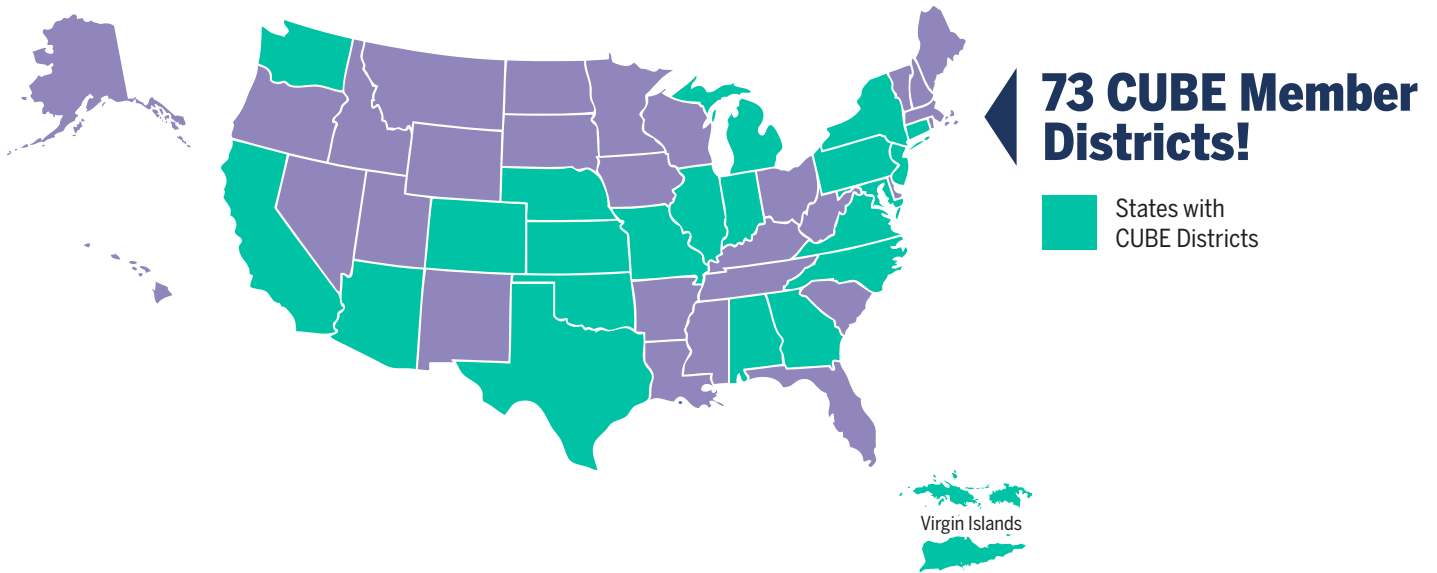




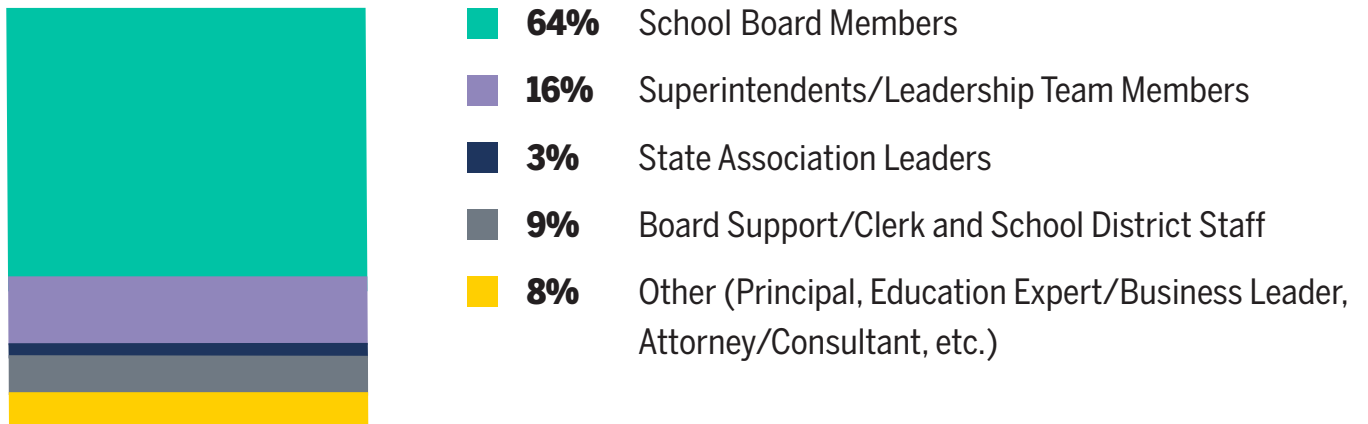
**2024 ANNUAL CONFERENCE**  
**OCT. 28-30 | LAS VEGAS**



# About the Audience



## By Role: 2023 CUBE Annual Conference Registrants





# Engage K-12 Decision-Makers

## REACH

Attract new customers looking for solutions in the education space.

## RETENTION

Connect with current customers and fortify relationships.

## RELEVANCE

Network face-to-face with school district leaders.

## REPUTATION

Showcase your products and services with your target audience.

## REVENUE

Gain new customers to grow your bottom line.



# 2023 CUBE ANNUAL CONFERENCE SPONSORS

## PLATINUM SPONSORS



ARMY ROTC

## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSOR





# Thought Leadership Opportunities

## Opening General Session/State of Urban Education Address Host

Exclusive opportunity  
\$25,000

A highlight of the year, the State of Urban Education Address by the CUBE Chair reflects on the past year and, more importantly, discusses the strategic direction for CUBE Steering Committee in the year ahead. As host, your company representative can share remarks at the luncheon (up to four minutes) or show a video (up to 90 seconds; both must be approved in advance). Your support will also be acknowledged in the luncheon program, on the website and app, and prominently featured on event signage.



## CUBE Awards Luncheon Host

Exclusive opportunity  
\$25,000

As host, you'll have the chance to share either a three-minute in-person or 90-second video message. Your support will be acknowledged in the luncheon program and prominently featured on event signage.

On October 29, CUBE will hold its annual awards luncheon at which the Benjamin Elijah Mays Lifetime Achievement Award, CUBE Annual Award for Urban School Board Excellence, and other presentations will take place.



## Morning Plenary

Exclusive opportunity  
\$20,000

Become the first sponsor of the Morning Plenary. This is your chance to share your brand with thought leadership, inspiration, and motivation that sets the tone for the entire conference. A senior-level company representative will be invited to make remarks for up to four minutes or show a video (both must be approved in advance). Enjoy additional perks such as a meet and greet with the keynote speaker backstage, VIP seating, and prominent company recognition during the event.



## Closing General Session

Exclusive opportunity  
\$20,000

Host the Closing Luncheon on Wednesday, October 30. Your company representative can share remarks at the lunch (up to three minutes) or show a 90-second video. Your company will be recognized on all print, signage, and electronic communication regarding the Closing Luncheon.



# Target Audience Opportunities

## Benjamin Elijah Mays Lifetime Achievement Award Presenting Sponsor

Exclusive opportunity  
\$25,000

**SOLD**

Name of the recipient is selected for laying the intellectual foundation for the civil rights movement, the Benjamin Elijah Mays Lifetime Achievement Award is CUBE's highest honor, given annually to a school leader whose career and work have made a lasting impact on urban education. As the Presenting Sponsor, your company representative can share remarks (up to three minutes) and participate in the award presentation.

Your company will be recognized on all print, signage, and electronic communication regarding the award.

## CUBE Annual Award for Urban School Board Excellence Presenting Sponsor

Exclusive opportunity  
\$25,000

The CUBE Annual Award is given to a school district that demonstrates excellence in school board performance, academic improvement, educational equity, and community engagement. As the Presenting Sponsor, your company representative can share remarks (up to three minutes) or show a 90-second video and participate in the award presentation. Your company will be recognized on all print, signage, web, app, and electronic communication regarding the award.

## Education Sessions

4 opportunities available  
\$25,000 each

**SOLD**

The highly attended education sessions at the conference are organized into four area tracks. We invite you to be a sponsor of one of these sessions to gain unparalleled exposure with a track. Take the stage and bring greetings as well as introduce speakers at two track sessions, positioning your brand as an integral part of the educational experience.

## NEW! CUBE UNO VIP Package

Exclusive opportunity  
\$30,000

CUBE UNO stands out as the essential social gathering for urban school leaders at the conference. Demonstrate your company's commitment to supporting CUBE members by hosting this exceptional event. Sponsors will be provided with an exclusive area to entertain VIP clients, waiter service, extra drink tickets for distribution, a signature drink, personalized napkins and cups (sponsor-provided), and personalized invitations that sponsors can distribute from their booth prior to the event. Any food and beverage in the VIP area is at the sponsor's cost.

## CUBE UNO General Sponsor

3 of 5 opportunities available  
\$7,500 each

CUBE UNO stands out as the essential social gathering for urban school leaders at the conference. Demonstrate your company's commitment to supporting CUBE members and this exceptional event. Sponsors will be prominently recognized on event signage, the mobile app, website, and in communications to attendees regarding the event.

## Breakfast Host

Exclusive opportunity

\$7,500

As the breakfast host, your company represents the start of the day for attendees with the most important meal of the day and two-minute remarks or a 90-second video (must be approved in advance). Your company will be recognized on all print, signage, and electronic communication regarding this breakfast.

**SOLD**

## CUBE Member Lounge

Exclusive opportunity

\$10,000

Space is a central hub for networking and collaboration. As a sponsor, you will not only enhance the overall event experience for attendees but also gain valuable exposure and recognition. Feel free to distribute literature and network with attendees throughout the exhibit hours.

**SOLD**

## Private NSBA Leadership Dinner

Limited availability

\$25,000

Engage with NSBA's leadership by hosting the Board of Directors' dinner. As a host, you have the opportunity to extend greetings and actively participate in the dinner, fostering valuable connections with key decision-makers.

# Experiential Learning Visits

EXCLUSIVE

Experiential Learning Visits offer a rare opportunity to explore education in practice while in Las Vegas. Visit local schools to witness firsthand the innovative practices, dynamic classrooms, and dedicated educators shaping the future of our communities. Explore state-of-the-art facilities designed to foster creativity and collaboration, engage in interactive demonstrations showcasing student-led initiatives, and participate in insightful discussions with school administrators and teachers. This visit will provide participants with valuable insights into the challenges and triumphs of modern education while connecting with fellow board members and education leaders committed to driving positive change.





# Brand Boosting Opportunities

## Tote Bags

Exclusive opportunity

\$20,000

Your logo will be prominently featured on our stylish and practical tote bags, providing widespread exposure as attendees carry them throughout the event. This sponsorship not only offers premium brand visibility but also aligns your company with the convenience and functionality of a sought-after accessory. Maximize your impact and connect with our diverse audience by becoming the official tote bag sponsor for this event.

## Lanyards

Exclusive opportunity

\$15,000

Your company's logo will be prominently displayed in a step-and-repeat pattern on the lanyards worn by every attendee, ensuring continuous brand exposure throughout the event. The lanyard is not just an accessory; it's a strategic branding space that places your logo at eye level, creating lasting impressions among event-goers.

## Event Mobile App

Exclusive opportunity

\$12,500

The mobile app now serves as the official CUBE Annual Conference Program Book. Don't miss this opportunity to place your brand in every attendee's hand. In addition to a branded splash page, banner ad, watermark, and premier exhibitor list recognition, we can also provide post-show metrics on downloads and click-throughs. We had 570 downloads at CUBE 2023.

## NEW! CUBE UNO Branded Spaces

5 opportunities available

\$10,000 each

Support one of the popular areas, such as food stations, entertainment, or bars, and gain visibility through signage and promotional materials in the lead-up to the event. You're welcome to provide your own personalized napkins and/or cups too.

## NEW! Digital Signage

\$3,500/location

Showcase your company dynamically! Amplify your brand through strategically placed displays featuring static high-resolution images or engaging videos (no audio). Secure prime visibility that ensures your message resonates with attendees at key locations.

## NEW! Registration Sponsor

Exclusive opportunity

\$10,000

Elevate your brand's visibility and reach by becoming the Registration Sponsor for the CUBE Annual Conference registration! With this unique opportunity, your company will enjoy premium visibility, including an advertisement on the registration site landing page and confirmation emails. Your logo and booth number also will be prominently featured on select registration counters and signage in the registration area. (Deadline to commit: August 31, 2024)

## NEW! Coat and Bag Check

Exclusive opportunity

\$2,500

Lighten the load for our attendees by sponsoring the coat and bag check. Elevate your brand's visibility with your company logo and booth number prominently featured on signage. As a sponsor, you're encouraged to provide branded luggage tags or other giveaways for distribution, ensuring your brand is not only seen but also appreciated.

**SOLD**

## Wi-Fi

Exclusive opportunity

\$30,000

Keep attendees connected throughout the conference by providing complimentary Wi-Fi with your company-named network and password. As the exclusive Wi-Fi sponsor, your company's logo will take center stage on the Wi-Fi login page, ensuring that every user interaction is an opportunity for brand visibility. It's not just Wi-Fi; it's a branded connectivity experience.

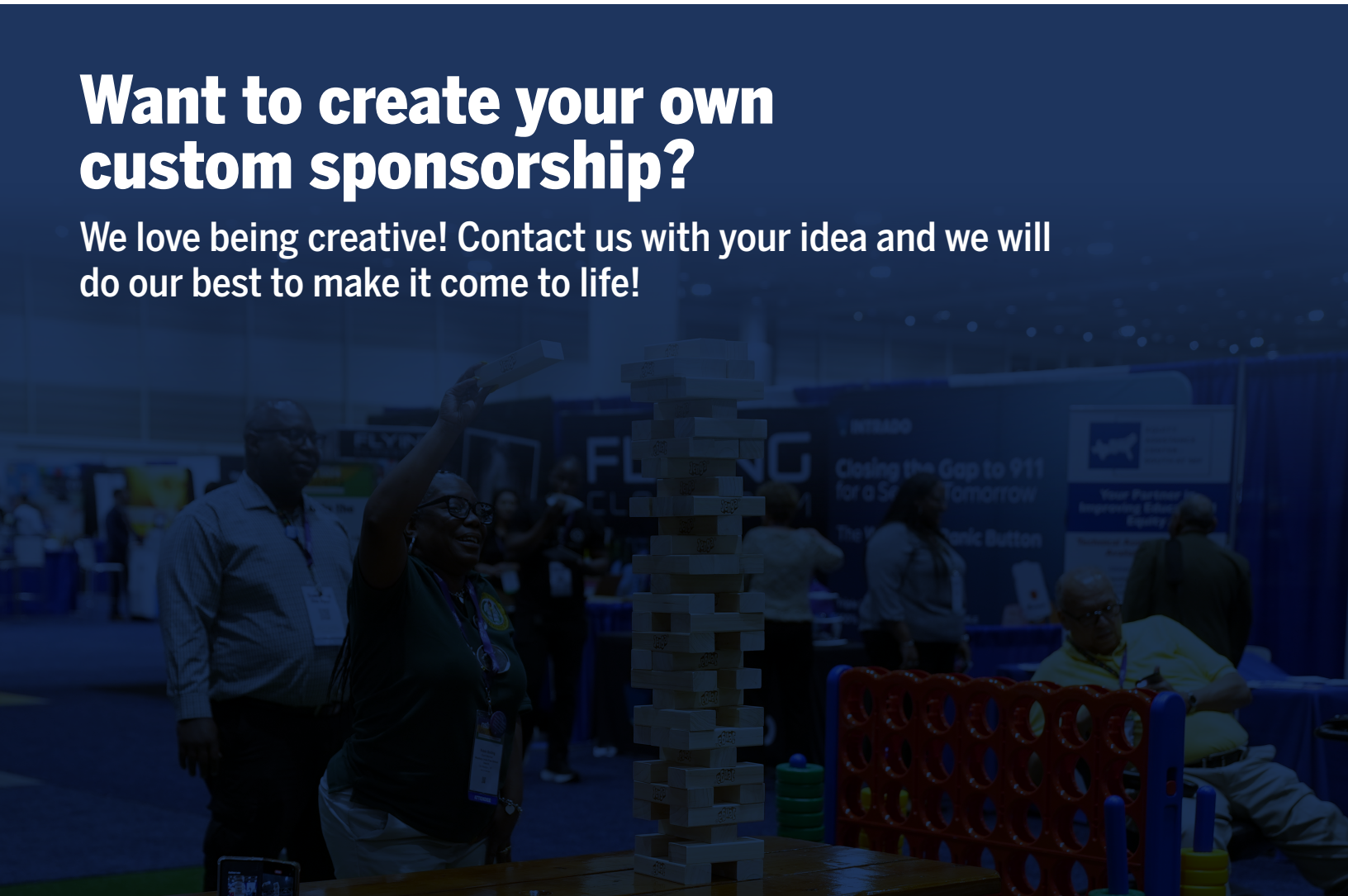
## NEW! Photo Booth

Contact us for pricing

Attendees leave with a digital photo keepsake containing your company's logo, slogan, website, or more. You'll expand your reach as the photos are shared with colleagues and friends.

# Want to create your own custom sponsorship?

We love being creative! Contact us with your idea and we will do our best to make it come to life!



# Sponsorship Levels and Benefits

## **Diamond Sponsor (\$50,000 investment and above)**

Platinum level benefits plus:

- Eight (8) Full Conference registrations (registrations do not accumulate from lower sponsorship tiers)
- VIP dinner or event co-hosted by NSBA (based on availability)
- One push notification via mobile app during one show day (limited opportunities available)
- Custom post-show ROI report

## **Platinum Sponsor (\$25,000-\$49,999 investment)**

Gold level benefits plus:

- Six (6) Full Conference registrations (registrations do not accumulate from lower sponsorship tiers)
- One-time use of attendee registration list, including emails
- One (1) 60-minute education session (based on availability) with lead retrieval

## **Gold Sponsor (\$15,000-\$24,999 investment)**

Silver level benefits plus:

- Four (4) Full Conference registrations (registrations do not accumulate from lower sponsorship tiers)
- Company banner ad on mobile app

## **Silver Sponsor (\$7,500-\$14,999 investment)**

Bronze level benefits plus:

- Three (3) Full Conference registrations (registrations do not accumulate from lower tiers)
- Engagement station to network with attendees
- Company logo on conference website with a hyperlink to sponsor's website
- Company logo on sponsor recognition signage, website, mobile app and slides (hyperlinked when available)

## **Bronze Sponsor (Up to \$7,499 investment)**

- Two (2) Full Conference registrations
- Company listing on conference website
- Recognition in NSBA-sent email blast to attendees recognizing sponsors
- Company name on sponsor recognition signage, website, mobile app and slides



# Sponsor Advertising Opportunities

## **NEW! Walk-in Slides at Education Sessions**

\$3,000

Grab the audience's attention beyond the exhibit floor! Showcase your logo or static ad as part of our walk-in slide presentation at 20 education sessions. Be a part of the first impression where it matters most.

## **American School Board Journal Magazine**

Contact us for pricing

Reach key decision-makers, such as school board members, superintendents, and business officials, in public schools across the United States with print advertising in the award-winning magazine.





Save The Date

ADVOCACY & EQUITY  
INSTITUTE



FEBRUARY 2-4, 2025 | WASHINGTON, D.C.

AN **nsba** EVENT







**nsba**  
**APRIL 5-7**  
**2025**  
**ATLANTA**  
The Conference for Public Education Leaders

**SAVE THE DATE**

[nsba.org/NSBA2025](https://nsba.org/NSBA2025)



# About CUBE

The Council of Urban Boards of Education (CUBE) supports excellence in urban school board leadership. As part of its mission, CUBE creates educational opportunities for urban school board leaders to gain the knowledge and skills necessary to serve as effective local education policymakers and as advocates for equity in public education.

Committed to addressing the educational challenges that exist in our nation's urban centers, CUBE helps school boards close the student achievement gap and provide all students equal opportunity to receive a high-quality education, focusing on meeting the needs of our nation's historically underrepresented and underserved students.

