

Conference Sponsorship Guide

Sponsor The Event

Join education leaders from across the nation at one of the fastest-growing and most influential gatherings in public education governance.

The COSSBA National Conference brings together state association leaders, board members, and education professionals dedicated to shaping the future of our schools.

Why Sponsor

As a sponsor, your organization will gain unparalleled exposure to key decision-makers, strengthen relationships with state-level leaders, and position your brand at the forefront of educational excellence.

Join COSSBA to make an impact that extends far beyond the conference floor.

**COSSBA UBA
Preconference Day**
March 12, 2026
2026 National Conference
March 13- 15, 2026
Louisville, Kentucky



1500+ Attendees from Across the Nation

Engage directly with a diverse network of education leaders



30+ School Board Organizations

Reach decision-makers at the state level, all in one place



80%+ Attendees are Decision Makers

Connect with the leaders who drive policy and purchasing



50+ Exhibitors and Sponsors

Join a thriving marketplace of innovation and solutions



80+ of Breakout Sessions, Keynotes, and Networking Events

Showcase your brand center stage of timely conversations



FOR MORE INFORMATION
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CHOOSE A SPONSORSHIP PACKAGE

	CHAMPION SPONSOR (\$25,000)	LEADER SPONSOR (\$20,000)	TRUSTEE SPONSOR (\$15,000)	SUPPORTER SPONSOR (\$7,500)
PRE & POST EVENT PROMOTION				
Logo lock up with event logo*	✓	✓	-	-
Logo recognition in monthly emails	✓	✓	-	-
List of attendees following conference*	✓	✓	✓	✓
Sponsor spotlight email	2 Individual: 1 pre/1 post	2 Group: 1 pre/1 post	1 Group: post	1 Group: post
Announcement of sponsor commitment on social media	✓	✓	-	-
Company logo, name, and link on COSSBA event website	✓	✓	✓	✓
EVENT PARTICIPATION				
Verbal name recognition during opening & closing program	✓	✓	-	-
On-screen recognition during opening and closing program	Logo	Logo	Name	Name
Session at the COSSBA National Conference	✓	✓	-	-
ON-SITE PROMOTION				
On-site signage	Logo Headliner Placement	Logo	Name	Name
Company logo on event app	Sponsor & Exhibitor page	Sponsor & Exhibitor page	Sponsor & Exhibitor page	Sponsor & Exhibitor page
Push notification(s) on event app	Promo Session Notification	Promo Session Notification	-	-
EXHIBITOR PARTICIPATION				
Tradeshow booth at National Conference	Standard	50% Discount	20% discount	10% discount
Selection of booth location	✓	-	-	-
EVENT TICKETS				
Complimentary tickets (inclusive of exhibit booth representatives)	5	4	2	1

Customized sponsorships are available.

Lock-up is used when the sponsor logo is not present on collateral. When combined, the "logo lock-up with event logo" ensures that the primary brand logo and the event logo are displayed together in a visually appealing manner that maintains the branding guidelines. This combination is often used in promotional materials, merchandise, and event signage to create a unified visual identity.

*List to include those attendees who have opted in for communications.



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Sponsorship Package	Sponsored Item	Sponsorship Amount	Supporter Descriptions
Champion	Conference Internet	\$25,000.00	Be recognized as the internet provider with your company name as the password, which is displayed on the back of every name badge. (Exclusive)
Champion	Welcome Reception	\$25,000.00	Enhance brand visibility through networking and create meaningful connections with attendees by sponsoring the Friday night Welcome Reception. Your company will receive wall graphics and a banner ad on the vendor listing in the app. (Three available)
Champion	COSSBA Welcome Gift	\$25,000.00	Maximize your brand's reach by placing our company's logo directly in the hands of every education decision-maker attending the conference. (Exclusive)
Leader	Lanyard Sponsor	\$20,000.00	Put your company logo on one of the most visible items at the event, given to each attendee: the official conference lanyard. (Exclusive)
Leader	Keynote Sponsorship	\$20,000.00	Highlight your logo and brand as the Opening keynote sponsor. Banner ad featured on exhibitor page and Social media callouts. (Four available)
Leader	Conference App	\$20,000.00	Stand out and remain top of mind 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. (Exclusive)

Stand out. Be seen. Build trust.

All COSSBA sponsors enjoy exclusive exposure, recognition, and benefits tailored to their chosen level.



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Leader	Preconference Lunch	\$20,000.00	Put your logo in front of industry leaders at the UBA Preconference Lunch. Sponsorship includes tickets to lunch for your whole team and social media call-outs and wall graphics. (Exclusive)
Trustee	Preconference Morning Keynote	\$15,000.00	Position your company in the spotlight as the sponsor of the opening speaker for the UBA Preconference. Includes wall graphics and social media callout. (Exclusive)
Trustee	Preconference Breakfast	\$15,000.00	Put your logo in front of industry leaders at the UBA Preconference Breakfast. Sponsorship includes tickets for the breakfast for your team, plus social media posts and wall graphics. (Three available)
Supporter	General Session Keynote (Sat): Ravi Hutheesing	\$7,500.00	Position your company in the spotlight at the Saturday General Session Keynote. Banner signage and social media call-outs leading up to the event. (Three available)
Supporter	General Session Keynote (Sun)	\$7,500.00	Position your company in the spotlight at the Sunday General Session Keynote. Banner signage and social media call-outs leading up to the event. (Three available)
Supporter	Preconference General Session	\$7,500.00	Position your company in the spotlight as the sponsor of the opening speaker for the UBA Preconference. Includes wall graphics and social media callout. (Two available)



Strengthen relationships and maximize your visibility by partnering with COSSBA. Sponsorship opportunities position your company as a trusted resource for education leaders nationwide. Every sponsor receives valuable baseline benefits, along with unique enhancements tied to their selected sponsorship level.



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Supporter	Hotel Transportation	\$7,500.00	Boost your brand's visibility with your logo front and center on conference shuttles. Sponsors are invited to ride the bus and greet attendees. (Three available)
Supporter	Coffee Breaks	\$7,500.00	Treat attendees to a cup of coffee while driving booth traffic and creating brand awareness. (Multiple available)
Supporter	Charging Stations	\$7,500.00	Electrify your presence with your company's logo prominently displayed at always-in-use charging stations. (Three available)
Supporter	Student Performances	\$7,500.00	Elevate your brand and contribute to the growth of young minds! Show your support for students and opportunity to travel and showcase their talents. (Two available)
Supporter	Headshot Station	\$7,500.00	Show your company's best side and promote professionalism for industry leaders. (Exclusive)
Supporter	Tranquility Room	\$5,000.00	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 social media call-out and an InfoAlert. (Two available)
Supporter	Puppy Station	\$7,500.00	Bring joy, relaxation, and unforgettable smiles to conference attendees by sponsoring the COSSBA Puppy Station! This unique wellness feature offers participants the chance to take a break from sessions and interact with playful, adoptable puppies from a local shelter. The Puppy Station will be open during peak conference hours, ensuring maximum visibility and attendee interaction. (Exclusive)



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