Exhibitor Prospectus & Sponsorship Opportunities

2020 ANNUAL CONFERENCE
September 24-26 | Houston, TX

AN nsba EVENT
Identifying and Eradicating Discriminatory Practices, Prejudices, and Beliefs in Education Policy.

CUBE: Impacting Educational Equity
CUBE programming supports school boards and superintendents through professional development, legislative advocacy, legal updates, and other resources that address today’s critical urban education issues with the goal of ensuring equitable outcomes for every child.

About CUBE
The Council of Urban Boards of Education (CUBE) is an integral program within NSBA’s Equity and Member Services Department whose mission is to champion educational equity for ALL children, while recognizing that historically underserved, underrepresented, and economically disadvantaged children require unique focus on the part of policymakers.

With a renewed commitment to our supporters, we are focusing on meaningful opportunities to bring greater awareness to NSBA’s commitment to educational equity. While we will continue to develop programming, conferences, and equity symposium events, we will have a greater focus on content deliverables, specialized professional development, and thought leadership.
Education Sponsor
(MULTIPLE)
• As a CUBE Education Sponsor, your company will conduct a 75-minute education session. Education Sponsors select both content and speaker(s); however, it is encouraged to include a speaker(s) from a public school district and topics that relate to CUBE’s equity focus.

State of Urban Education Address and Luncheon Host
(EXCLUSIVE)
• A highlight of the CUBE Conference is the State of Urban Education Address in which the CUBE Chair reflects on the past year and, more importantly, discusses the strategic direction for CUBE in the year ahead.
• As host, your company representative can share remarks at the luncheon (up to four minutes).
• Your company will be recognized on all print, signage, and electronic communication regarding the luncheon.
• Your company representative(s) will receive a professional photo with the CUBE Chair.

CUBE Awards Dinner Host
(EXCLUSIVE)
• On Friday, Sept. 25, CUBE will hold its annual awards dinner at which the Benjamin Elijah Mays Lifetime Achievement Award, the CUBE District Award, and other presentations will take place.
• As host of the CUBE Awards Dinner, your company representative can share remarks at the dinner (up to four minutes).
• Your company will be recognized on all print, signage, and electronic communication regarding the CUBE Awards Dinner.
• Your company representative(s) will receive a professional photo with the award winners.

Keynote General Session Presenting Sponsor
(EXCLUSIVE)
• A focal point of the CUBE conference is the Keynote General Session. By serving as the Presenting Sponsor of the session, your company will enable CUBE to secure a prominent keynote speaker who will create a buzz throughout the conference.
• As Presenting Sponsor, your company representative can share remarks at the general session (up to four minutes).
• Your company will be recognized on all print, signage, and electronic communication regarding the session and keynote speaker.
• Your company representative(s) will receive a professional photo with the keynote speaker.

Sponsorship Levels

PLATINUM SPONSORS ($20,000)
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Sponsorship Levels

GOLD SPONSORS ($15,000)

Benjamin Elijah Mays Lifetime Achievement Award Presenting Sponsor
(EXCLUSIVE)
• Named in honor of the scholar credited for laying the intellectual foundation of 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 has made a lasting impact on urban education.
• As the Presenting Sponsor, your company representative can share remarks (up to four minutes) and participate in the award presentation.
• Your company will be recognized on all print, signage, and electronic communication regarding the award.
• Your company representative(s) will receive a professional photo with the winner of the Mays Award and CUBE Chair.

CUBE Awards Reception Host
(EXCLUSIVE)
• On Friday, Sept. 25, CUBE will hold its annual awards dinner at which the Mays Award, the CUBE District Award, and other presentations will take place.
• Prior to the dinner, your company will host a reception, and your company representative can share remarks during the reception (up to three minutes).
• Your company logo will be displayed on the cocktail napkins at the reception.
• Your company will be recognized on all print, signage, and electronic communication regarding the award.
• Your company representative(s) will receive a professional photo with the award winners.

CUBE Site Visit Host
Choice of:
Dr. Archie L. Blanson Career and Technical Education High School (TWO)
Rose M. Avalos P-TECH Early College High School (TWO)
• Students always look forward to getting out of class for a field trip. On Thursday morning, Sept. 24, CUBE attendees will share that feeling as they take a field trip to visit a Houston school that is raising the bar on academic achievement of Latinx students.
• As host of the site visit, your company representatives will accompany CUBE attendees on the trip. This is a unique opportunity in which you will have up to three hours to network with leaders from these large urban districts, as well as demonstrate your support for improving equity for Latinx students.

Networking Luncheon Host
(EXCLUSIVE)
• Host the Networking Luncheon on Friday Sept. 25.
• Your company representative can share remarks at the lunch (up to three minutes).
• Your company will be recognized on all print, signage, and electronic communication regarding the Networking Luncheon.

Keynote Brunch Host
(EXCLUSIVE)
• On Saturday, Sept. 26, the brunch will feature a prominent keynote speaker.
• As host of the Keynote Brunch, your company representative can share remarks at the brunch (up to three minutes).
• Your company will be recognized on all print, signage, and electronic communication regarding the Keynote Brunch.

GOLD SPONSORSHIPS

Sponsorship Levels

Benjamin Elijah Mays Lifetime Achievement Award Presenting Sponsor
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• Your company will be recognized on all print, signage, and electronic communication regarding the Keynote Brunch.
CUBE District Award Presenting Sponsor
(EXCLUSIVE, $10,000)
• CUBE will recognize outstanding achievements by CUBE districts during the Friday, Sept. 25, awards dinner.
• Your company representative can share remarks (up to two minutes) and participate in the awards presentation.
• Your company will be recognized on all print, signage, and electronic communication regarding the awards.
• Your company representative(s) will receive a professional photo with the winners of the CUBE District Awards and CUBE Chair.

Mobile App Sponsor
(EXCLUSIVE, $10,000)
• CUBE attendees use the mobile app to plan their schedule, find meeting locations, and connect with other attendees.
• As sponsor of the mobile app, each time the app loads, your company ad or message appears as a banner.
• Your sponsorship of the mobile app will be recognized during a general session.

Leadership Training Workshops Presenting Sponsor
(EXCLUSIVE, $7,000)
• These simultaneous workshops—sorted by district—provide a forum for like-sized districts to discuss important issues pertinent to them.
• As Presenting Sponsor of these workshops, your company representative can share remarks and introduce speakers (up to three minutes).
• Your company will be recognized on all print, signage, and electronic communication regarding the Leadership Training Workshops.

Thursday Breakfast Host
(TWO, $7,000)
• Your company representative will start the day, and conference, for attendees with the most important meal of the day and two-minute remarks.
• Your company will be recognized on all print, signage, and electronic communication regarding this breakfast.

Friday Breakfast Host
(TWO, $7,000)
• As the host of the breakfast buffet, your company representative will start the day for attendees with the most important meal of the day and two-minute remarks.
• Your company will be recognized on all print, signage, and electronic communication regarding this breakfast.

Refreshment Breaks
(EXCLUSIVE, $6,000)
• Host one of the four refreshment breaks.
• Your company will be recognized with signage and a verbal mention during a general session.

Lanyards
(EXCLUSIVE, $10,000)
• Enhance your branding at the CUBE Annual Conference as your company logo appears along with the CUBE logo on a lanyard.
• Your company will be recognized with a verbal mention during a general session.

SILVER SPONSORS
CUBE District Award Presenting Sponsor
(EXCLUSIVE, $20,000)
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• Your company representative can share remarks (up to two minutes) and participate in the awards presentation.
• Your company will be recognized on all print, signage, and electronic communication regarding the awards.
• Your company representative(s) will receive a professional photo with the winners of the CUBE District Awards and CUBE Chair.

Mobile App Sponsor
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• As sponsor of the mobile app, each time the app loads, your company ad or message appears as a banner.
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• Your company will be recognized with a verbal mention during a general session.

BRONZE SPONSORS ($5,000)
• This sponsorship level enables companies to gain recognition and offers an opportunity for representatives of companies and other organizations to attend and have branding in a general session and on signage.

LEVELS SUMMARY

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<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Complimentary registrations</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
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<tr>
<td>Discount on additional conference registrations</td>
<td>☑</td>
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<tr>
<td>Sponsor level recognition on slides, signage, and the conference website with a link to the company site</td>
<td>☑</td>
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<td>Opportunity to provide attendees with a branded giveaway</td>
<td>☑</td>
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<td>One-time use of the attendee registration list, including emails</td>
<td>☑</td>
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<td>Engagement Station table in a high-traffic area to network with attendees</td>
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<td>Video advertisement on large screen monitors in high-traffic areas</td>
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<td>A banner advertisement on the conference mobile app</td>
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<td>Sponsor recognition at the Opening General Session by CUBE Chair</td>
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<tr>
<td>VIP dinner, reception, or other social networking event co-hosted by CUBE with districts selected by sponsor</td>
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</table>
Interested in becoming an NSBA sponsor, or additional information?

Contact Us!

Damien Delgado — ddelgado@nsba.org  
Eric Hargis — ehargis@nsba.org  
Kristen Hutter — khutter@nsba.org