

4 T H   A N N U A L   I N S T I T U T E



# BLACK to the BASICS



ROOT CAUSES

INTERVENTIONS

July 14-17, 2024

Meritage Resort & Spa  
Napa, California

## Sponsorship Prospectus

[www.cabse.org](http://www.cabse.org)



[cabseconference](#)



[@cabse\\_](#)

# Welcome

## Black to the Basics – Root Causes & Interventions

For over seven years, the California Association of Black School Educators (CABSE) has been at both the forefront and the center of education innovation. It works to address the inequity that thwarts Black student opportunity and will continue to do so until the system of education in California is exemplary for every single student. Our annual conferences and institutes have become centers of exploration and quality improvement. Our Blueprint for equity, sourced from across the CABSE network, underlies much of our work as a platform for transformation.

At CABSE, we believe that effective intervention begins with a deep understanding of root causes. Our Institute serves as a dynamic forum where thought leaders, educators, and experts converge to share tangible solutions for the challenges Black students face in education. This year's theme, "Black to the Basics - Root Causes and Interventions," invites a deeper exploration into the systemic issues impacting Black students as well as emergent effective responses to them.

Your sponsorship will place you at the heart of this transformative experience, aligning your brand with a commitment to education equity and innovation. As our attendees engage in critical conversations and workshops, they gain valuable insights and leave with not only a renewed sense of purpose but also a clear action plan to implement change in their respective educational spheres.



# Why Exhibit and Sponsor?

## The CABSE Network



**3,006**  
Attendees to Date



**500**  
Educational  
Agencies



**7.9M**  
Students



**\$146B**  
Total Budget  
Across All Agencies



**30**  
On-Site Exposure  
Hours



**15**  
Networking  
Opportunities



**10**  
Distinct Branding  
Opportunities



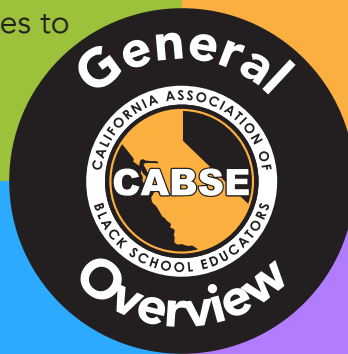
## Comprehensive and Collaborative Learning Environment

The CABSE Institute is a three-day convening designed to foster collaborative action among education professionals committed to advancing equity for Black students. This Institute is a unique gathering of board members, district superintendents, administration officials, teachers, leaders and decision makers. Representing a broad spectrum of educational institutions, including K-12 schools, community colleges, and charter schools, our attendees bring a wealth of knowledge, experience, and perspectives to the table.



## Networking and Collaboration Opportunities

Recognizing the importance of networking in professional growth and systemic change, the CABSE Institute provides numerous opportunities for attendees to connect with peers, mentors, and industry leaders. These networking events are structured to facilitate meaningful conversations, exchange of ideas, and forming collaborative relationships. Our aim is to create a community atmosphere where attendees can build lasting connections that extend beyond the Institute.



## Diverse and Dynamic Sessions

The Institute program is thoughtfully curated to cater to the varied roles and interests of our attendees. Over three days, participants have opportunities to engage in interactive workshops, enlightening general sessions, and specialized tracks. These sessions are designed not only to address the current trends and challenges in education but also to delve into practical strategies and innovative approaches to enhance educational outcomes for Black students.



## A Platform for Empowerment and Advocacy

At its core, the CABSE Institute is more than just an event; it is a platform for empowerment that equips education professionals with the knowledge, tools, and connections needed to effectively create impact for Black students. By attending, participants contribute to their personal and professional development as well as broader mission of advancing education equity in California and beyond.

# BENEFITS OF SPONSORING

The California Association of Black School Educators (CABSE) offers a valuable opportunity for sponsors to engage with a community of influential educators and decision-makers dedicated to advancing outstanding education opportunities for Black students. By sponsoring and exhibiting at our CABSE Institute, organizations gain access to a unique platform that allows them to showcase their products, services, or initiatives to an audience of decision makers. Investing in CABSE not only aligns with corporate social responsibility goals but also provides an unparalleled opportunity to engage with leaders on the forefront of sector transformation in education.

## Benefits for Sponsors:



### **Targeted Visibility:**

Gain exposure to a specialized audience of school board members, administrators, and educators who are directly involved in shaping educational experiences and policies for Black students.



### **Networking Opportunities:**

Connect with key decision-makers and develop leads in California's education sector, including representatives from public schools, charter schools, community colleges, and governmental agencies.



### **Brand Alignment with Equity Goals:**

Demonstrate your organization's commitment to social equity and education by aligning with CABSE's mission of advancing educational opportunities for underrepresented students.



### **Insight into Educational Needs:**

Obtain valuable insights into the current challenges and opportunities in education for Black students, enabling more effective tailoring of products and services.



### **Innovative Showcase:**

Utilize our platform to introduce innovative solutions or services that can directly contribute to enhancing educational outcomes for Black students.

By sponsoring the Annual CABSE Institute, organizations not only contribute to an important cause but also position themselves at the forefront of educational change and development.

# OUR ROBUST LIST OF PAST SPONSORS HAVE INCLUDED:

BILL & MELINDA  
GATES foundation



ORANGE  
COUNTY  
REGIONAL  
CONSORTIUM

WORKFORCE  
DEVELOPMENT ALLIANCE

Stride  
Professional Development Center



imagine  
learning

nwea



GRAND CANYON  
UNIVERSITY



University of  
La Verne



Subject



Amplify.



Capital  
Markets



# TESTIMONIALS

"This was my first time attending a CABSE Institute, and what a fabulous Institute. The inspirational speakers throughout the general sessions helped us to reflect on our work as educators and how we support our students of color. I enjoyed it greatly, and am thinking about how to take this information back to our school and district to keep fighting the good fight. Thank you for coordinating this event."  
- District Superintendent

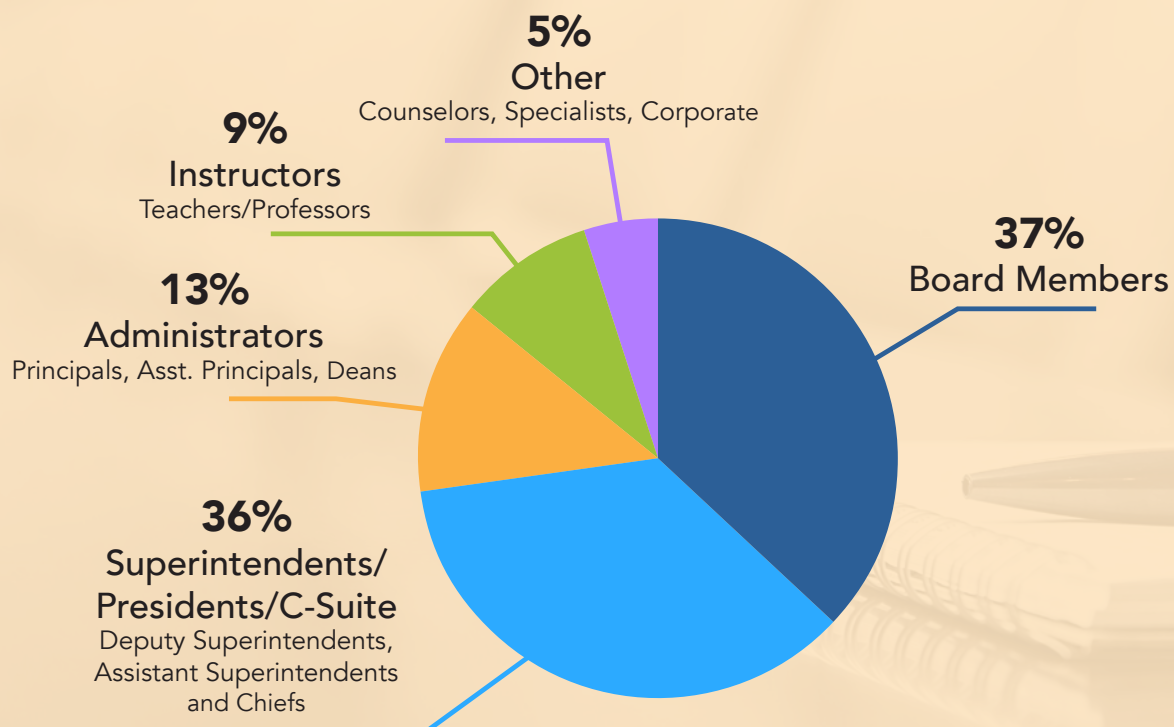
"I feel that CABSE is the most progressive black organization nationally." - District School Board Member

"This was a great balance of practicality for work in education, and networking for practitioners around the country." - District Chief Financial Officer

"The speakers, venue and sessions are excellent. Amazing work and coordination... We are proud sponsors of CABSE." – Corporate Business Development Executive

"The networking here is excellent and the content inspiring. I've made so many new contacts." – Nonprofit Executive Director

## ATTENDEE PROFILES



# SPONSORSHIP PACKAGES

## Platinum \$30,000

- Full page advertisement in a prominent position in program book (7" x 8.5")
- Seven (7) complimentary registrations
- Opportunity to provide attendees with branded giveaway for distribution in Institute bags
- Opportunity to provide 60 second pre-recorded message to be played at a general session
- Attendee registration list distributed pre and post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Logo on Institute program
- Link on CABSE Institute website
- Marketing message as Sponsor to CABSE network (Available until start of Institute)

### Select two options to complete package

#### **Keynote General Session Presenting Sponsor**

3 - Minute Greeting  
**Monday, July 15th**  
**Tuesday, July 16th**

(Multiple Opportunities)

#### **Black EDcellence Awards Luncheon**

3 - Minute Greeting

**Monday, July 15th**

(Multiple Opportunities)

#### **Chairman's Soirée Off Site Reception**

3 - Minute Greeting

**Monday, July 15th**

(Multiple Opportunities)

#### **Custom Room Key Cards**

Logo/brand displayed  
on room key  
card of attendees

(Two Opportunities)

## Diamond \$20,000

- Full page advertisement in Institute program (7" x 8.5")
- Four (4) complimentary registrations
- Opportunity to provide attendees with branded giveaway for distribution in Institute bags
- Opportunity to provide 30 second pre-recorded message to be played at a general session
- Attendee registration list distributed pre and post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Logo on Institute program
- Link on CABSE Institute website
- Marketing message as Sponsor to CABSE network (Available until start of Institute)

### Select one option to complete package

#### **Keynote General Session Presenting Sponsor**

3 - Minute Greeting  
**Monday, July 15th**  
**Tuesday, July 16th**

(Multiple Opportunities)

#### **Black EDcellence Awards Luncheon**

3 - Minute Greeting

**Monday, July 15th**

(Multiple Opportunities)

#### **Custom Room Key Cards**

Logo/brand displayed  
on room key  
card of attendees

(Two Opportunities)

#### **Chairman's Soirée Off Site Reception**

3 - Minute Greeting  
**Monday, July 15th**

(Multiple Opportunities)

# SPONSORSHIP PACKAGES

## Gold \$10,000

- Half page advertisement in Institute program (7"x 4.25")
- Three (3) complimentary registrations
- Attendee registration list distributed pre and post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Logo on Institute program
- Logo on general session pre-show slide
- Link on CABSE Institute website

Select one option to complete package

### President's Welcome Reception

3 - Minute Greeting  
**Sunday, July 14th**

(Multiple Opportunities)

### Networking Event

3 - Minute Greeting  
**Tuesday, July 16th**

(Multiple Opportunities)

### Breakfast

3 - Minute Greeting  
**Wednesday, July 17th**

(Multiple Opportunities)

## Silver \$5,000

- Two (2) complimentary registrations
- Attendee registration list distributed post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Company name on Institute program
- Company name on general session pre-show slide
- Logo on CABSE Institute website

Select one option to complete package

### Institute Bags

Institute bags with company logo included with CABSE logo

(Three Opportunities)

### Attendee Badges

Logo/branding on attendee badges

(Single Opportunity)

### Refreshment Breaks

**Monday, July 15th**  
**Tuesday, July 16th**  
**Wednesday, July 17th**

(Multiple Opportunities)

### Transportation to Chairman's Soirée

(Multiple Opportunities)

# 2024 Institute Sponsorship Opportunities

## 1. Complete your contact information for invoicing

Company Name

Contact Person

Position

Phone

Fax

Address

City

State

Zip Code

Email Address

Website

## 2. Select your sponsorship level

**Platinum**  
**\$30,000**

**Select two options to  
complete your package:**

- ☐ Keynote General Session  
Presenting Sponsor
- ☐ Black EDcellence Awards  
Luncheon
- ☐ Chairman's Soirée
- ☐ Custom Room Key Cards

**Diamond**  
**\$20,000**

**Select one option to  
complete your package:**

- ☐ Keynote General Session  
Presenting Sponsor
- ☐ Black EDcellence Awards  
Luncheon
- ☐ Chairman's Soirée
- ☐ Custom Room Key Cards

**Gold**  
**\$10,000**

**Select one option to  
complete your package:**

- ☐ Presidents Welcome  
Reception
- ☐ Networking Event
- ☐ Breakfast Sponsor

**Silver**  
**\$5,000**

**Select one option to  
complete your package:**

- ☐ Institute Bags
- ☐ Refreshment Breaks
- ☐ Transportation to  
Chairman's Soirée
- ☐ Name Badges

### Deadline

Deadline for sponsor commitment form  
and all marketing materials:

**May 1, 2024**

### Artwork Requirements

Note: Submit print ready artwork  
at resolution of 300 DPI or greater to  
ensure the highest quality.

All logos are required in vector  
format (\*.EPS or \*.AI)

### Remittance

Credit Card payments will incur  
a 5% processing fee which  
will be added to the invoice.

Return completed form to:  
**conference@cabse.org**

13337 South St. #675  
Cerritos, CA 90703  
(833) 502-2273