

# TSBA

## Business Affiliate Program

TSBA has established one more opportunity for the community to get involved in supporting children through the association's Business Affiliate Program. The Business Affiliate Program makes it easier for businesses that work with school boards to reach their target audience.

### Who are Business Affiliates?

Business Affiliate membership is extended to businesses and organizations providing goods and services to Tennessee's school systems. Business Affiliates are crucial to TSBA's efforts to improve education across the state because they work with school boards to improve educational opportunities for children. Business Affiliates must receive high recommendations from boards they already serve.

### How does being a Business Affiliate benefit a company?

There are numerous tangible benefits from partnering with TSBA in our Business Affiliate program, but most of all school boards know that Business Affiliates have worked successfully with other boards. Becoming a Business Affiliate gives reputable companies credibility with boards or school system personnel who make decisions regarding products.

### How does a company become a Business Affiliate?

TSBA is committed to having the highest quality companies as Business Affiliates. To become eligible, companies must have recommendation letters from three boards of education in Tennessee. The program makes choosing a vendor easier for school systems. If school systems have companies they would like to recommend as a Business Affiliate, please contact: TSBA at 615-815-3900.

### How is the program organized?

- ➔ There are five different levels of involvement in the Business Affiliate Program - **Business Affiliate**, Silver Business Affiliate, **Gold Business Affiliate**, **Platinum Business Affiliate**, and **Premier Business Affiliate**.
- ➔ Membership benefits begin January 1 and end December 31 of each year. Each level of membership offers a package of benefits, one of which is sure to be the perfect fit for your company.

# Membership Benefits

## *Premier Business Affiliate*

**\$7,500/yr.**

- All of the Business Affiliate Basic Services;
- A wall plaque with the year of membership identifying the member as an affiliate member of TSBA. Each year on the occasion of membership renewal, a plate engraved with the year will be issued for insertion on the plaque;
- The company's logo on the Business Affiliate page on the TSBA web site and a link to the company's website;
- A free standard booth in prime space in the TSBA Annual Convention Exhibit Hall;
- Four (4) tickets to the awards ceremony at the TSBA Annual Convention;
- Special Recognition at the awards ceremony at the TSBA Annual Convention;
- Four (4) complimentary registrations to Summer Law Institute in Gatlinburg and the option to set up a table in the lobby;
- Special recognition at Summer Law Institute in Gatlinburg;
- Two (2) full-page advertisements in the *TSBA Journal*;
- Free ad displayed on monitor at TSBA Headquarters during all scheduled meetings and in the TSBA booth during the TSBA Annual Convention Tradeshow;
- Free ad placement in the TSBA event mobile app;
- A complimentary list of TSBA Annual Conference participants;
- A letter to all school boards introducing the company to the TSBA membership and explaining their product/service;
- A meeting with the TSBA Board of Directors; and
- Permission to use the Business Affiliate logo and the statement, "*Premier Level Business Affiliate of the Tennessee School Boards Association*" on stationery, advertisements, etc.;

## *Platinum Business Affiliate*

**\$15,000/yr.**

- All of the Business Affiliate Basic Services;
- A wall plaque with the year of membership identifying the member as an affiliate member of TSBA. Each year on the occasion of membership renewal, a plate engraved with the year will be issued for insertion on the plaque;
- The company's logo on the Business Affiliate page on the TSBA web site and a link to the company's website;
- A free standard booth in prime space in the TSBA Annual Convention Exhibit Hall;
- Four (4) tickets to the awards ceremony at the TSBA Annual Convention;
- Special Recognition at the awards ceremony at the TSBA Annual Convention;
- Two (2) full-page advertisements in the *TSBA Journal*;
- A fifty percent (50%) discount to have ad displayed on monitor at TSBA Headquarters during all scheduled meetings and in TSBA booth during the TSBA Annual Convention Tradeshow;
- A fifty percent (50%) discount on ad placement in TSBA event mobile app;
- Permission to use the Business Affiliate logo and the statement, "*Platinum Level Business Affiliate of the Tennessee School Boards Association*" on stationery, advertisements, etc.

## *Gold Business Affiliate*

\$5,000/yr.

- All of the Business Affiliate Basic Services;
- A wall plaque with the year of membership identifying the member as an affiliate member of TSBA. Each year on the occasion of membership renewal, a plate engraved with the year will be issued for insertion on the plaque;
- The company's logo on the Business Affiliate page on the TSBA web site and a link to the company's website;
- A free standard booth in prime space in the TSBA Annual Convention Exhibit Hall;
- One (1) full-page or two (2) half-page advertisements in the *TSBA Journal*;
- A twenty-five percent (25%) discount to have ad displayed on monitor at TSBA Headquarters during all scheduled meetings and in TSBA booth during the TSBA Annual Convention Tradeshow;
- A twenty-five percent (25%) discount on ad placement in TSBA event mobile app; and
- Permission to use the Business Affiliate logo and the statement, "Gold Level Business Affiliate of the Tennessee School Boards Association" on stationery, advertisements, etc.

## *Silver Business Affiliate*

\$2,000/yr.

- All of the Business Affiliate Basic Services;
- A wall plaque with the year of membership identifying the member as an affiliate member of TSBA. Each year on the occasion of membership renewal, a plate engraved with the year will be issued for insertion on the plaque;
- The company's logo on the Business Affiliate page on the TSBA web site and a link to the company's website;
- A twenty-five (25%) discount on prime booth space in the TSBA Annual Convention Exhibit Hall;
- One (1) half-page advertisement in the *TSBA Journal*;
- A ten percent (10%) discount to have ad displayed on monitor at TSBA Headquarters during all scheduled meetings and in TSBA booth during the TSBA Annual Convention Tradeshow;
- A ten percent (10%) discount on ad placement in TSBA event mobile app; and
- Permission to use the Business Affiliate logo and the statement, "Silver Level Business Affiliate of the Tennessee School Boards Association" on stationery, advertisements, etc.

## *Business Affiliate*

\$1,000/yr.

### *Basic Services:*

- One (1) subscription to the *TSBA Journal* and BoardTalk. Other publications shall be available upon request;
- Listing in the *TSBA Journal*, Annual Convention program, event mobile application and on the TSBA website as a Business Affiliate;
- One (1) copy of the *Directory of TN Superintendents and Board Members*; and Statewide promotion.

### *Additional Services:*

- A membership certificate identifying the member as an affiliate member of TSBA issued at the time of acceptance into the program and each year on the occasion of membership renewal; A ten (10%) discount on prime booth space in the TSBA Annual Convention Exhibit Hall; and
- Permission to use the Business Affiliate logo and the statement, "Business Affiliate of the Tennessee School Boards Association" on stationery, advertisements, etc.