



# 2021-2022 Associate MEMBERSHIP

*Small School Districts  
Have Unique Needs ....  
SSDA Amplifies Their Voices*

JOIN TODAY

916.750.0722

[SSDA.org](http://SSDA.org)

**"I've been going to SSDA for over 10 years now, and every year it continues to produce a quality event. I've appreciated the relationship that SSDA and Isom Advisors has developed."**

**Greg Isom**  
*President*  
*Isom Advisors*

**"SSDA is a strategic partner for any company that wants to be in direct contact with high level decision makers who act quickly to implement quality products and services. The numerous opportunities to interact with key district and site level leaders have resulted in several long term partnerships and collaborative relationships. As a bonus, joy and laughter are a guarantee when interacting with the down-to-earth SSDA educators."**

**Erin Walker**  
*CEO*  
*NextGenMath*

**"In my over 20 years being associated with SSDA it has been a true pleasure to work with and make friendships with its members. Sitelogleq United with IES is proud to continue our relationships with all involved in SSDA as we feel its Districts are the back bone of K12 in California and we are delighted to be a part of it."**

**Stan Butts**  
*President*  
*Sitelogleq United with IES*

## WHO IS SSDA?

In 1983, the Small School Districts' Association (SSDA) was formed to advocate for the unique concerns and needs of small school districts in California and ensure that their unique needs are protected as it relates to funding equity, waivers, and legislation. SSDA began with four member districts and has grown to a membership of over 350 small and mid-size districts. The SSDA remains today a non-profit association and is the only voice for small school districts in California.

SSDA provides relevant information and proactive assistance to small school district governing boards and superintendents through legislative advocacy, collaboration, professional development, and support services.

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## WHY JOIN?

SSDA represents **64 percent** of all the school districts in California. SSDA members include School Districts with 5,000 or less students, County Offices of Education and Associate members.

Our primary membership base consists of greater than 350 districts in California with fewer than 2,500 students. The Association also includes school districts with fewer than 5,000 students.

By becoming an SSDA Associate Member, your company gains direct access to the superintendents and trustees in districts through advertising, participation at conferences, regional meetings and various sponsorship opportunities.

SSDA works continuously to provide new and innovative opportunities that are beneficial to all of our members — Districts, COEs and Associates. Opportunities range from assisting member districts in finding your specific products and services, to sponsoring events to give you more time with school district superintendents and board members. We look forward to working with you to expand your business marketing success with all small school districts.

# ASSOCIATE MEMBERSHIP BENEFITS

## Platinum Level Membership\* — \$5,000

- ♦ **First Choice:** Platinum members receive first choice of exhibitor and sponsorship opportunities for all events.
- ♦ **New Superintendents Symposium:** 50% off booth price and **two (2) complimentary** registrations.
- ♦ **Annual Conference:** A “standard” booth and **two (2) complimentary** registrations at the Annual Conference Tradeshow (you may upgrade to a “premium” booth for an additional fee); opportunity to submit RFP for Associate Workshop strand (\$500 fee); a complimentary quarter page advertisement in the Conference Brochure; may place brochure or other items in Conference bags given to each attendee.
- ♦ **Regional Meetings:** **One (1) complimentary** registration at all Regional Meetings (benefit based on space availability).
- ♦ **Newsletter:** Submit one full-page Newsletter article (subject to SSDA approval, 500 words max) and one (1) full-page advertisement (color) per year.
- ♦ **Member Benefits/Discounts Directory:** Complimentary listing of your SSDA member discount/special pricing in our Directory sent to all members.
- ♦ **Website:** Enhanced listing in the Associate Member Directory on SSDA's website.
- ♦ **Webinar:** One complimentary Webinar per year (subject to SSDA approval).
- ♦ **SSDA Member Email:** SSDA will send out one email on your behalf to their member database per quarter (4x per year)
- ♦ **Special Recognition:** Recognition as a valued Associate Member at appropriate SSDA events
- ♦ **Negotiation Strategies:** Platinum Members have the ability to negotiate additional marketing strategies and give presentations.
- ♦ **Consultation:** Learn how educational, legislative and administrative actions can affect your business.
- ♦ **Referrals:** Be referred to SSDA member districts for services.

## Gold Level Membership — \$2,500

- ♦ **Annual Conference:** Opportunity to exhibit at the Trade Show (Exhibit fees vary from \$600-\$1,500 based on booth selection); opportunity to submit RFP for Associate Workshop strand (\$500 fee)
- ♦ **New Superintendents Symposium:** Opportunity to exhibit at the New Superintendents' Symposium (\$1,000 fee for exhibit space).
- ♦ **Regional Meetings:** Complimentary registration at two Regional Meetings and 50% off all other Regional Meetings (benefit based on space availability).
- ♦ **Newsletter:** Submit one Newsletter article (subject to SSDA approval, 500 words max) and one (1) half-page advertisement (color) per year.
- ♦ **Special Recognition:** Recognition as a valued Associate Member at appropriate SSDA events
- ♦ **Member Benefits/Discounts Directory:** Complimentary listing of your SSDA member discount/special pricing in our Directory sent to all members.
- ♦ **Website:** Complimentary link to company website in the Associate Directory on SSDA's website.
- ♦ **SSDA Member Email:** SSDA will send out one email on your behalf to their member database every 6 months (2x per year)
- ♦ **Referrals:** Be referred to SSDA member districts for services.

### BECOME AN SSDA PRINCIPAL PARTNER SPONSOR!

SSDA is currently seeking proposals from businesses interested in becoming a “Principal Partner” Sponsor in order to work collaboratively toward improving California's small school education system with products and services that provide cost-savings, efficiency instructional materials, and/or professional development.

The Principal Partner Sponsorship is \$15,000 for the year and includes all the benefits of a Platinum Associate member, plus much more! For more information, email [taylor@ssda.org](mailto:taylor@ssda.org).

# Associate Membership Application

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PLATINUM ASSOCIATE MEMBERSHIP

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GOLD ASSOCIATE MEMBERSHIP

**Submit Your Application:**

Email to [taylor@ssda.org](mailto:taylor@ssda.org) ♦ Mail: PO Box 276045

Sacramento, CA 95827 Please make checks payable to Small School Districts' Association

**Company Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail Address:** \_\_\_\_\_

**Company Category (choose one from below)**

- ☐ Architecture & Facilities Design ☐ Bonds ☐ Charter ☐ Communication Systems ☐ Consulting ☐ Curriculum  
☐ Curriculum/Assessment ☐ Document Management ☐ Facilities ☐ Financial Services, Insurance & Employee Benefits  
☐ Financing ☐ Heating, Ventilating, Air Conditioning & Energy Systems ☐ Higher Education ☐ Legal Services  
☐ Playground Surfacing ☐ Safety/Security Equipment & Systems ☐ Technology

**Don't See Your Category Above? Write It Here:** \_\_\_\_\_

## Method of Payment:

☐ Invoice Me to Pay by Check ☐ Pay by Credit Card

**\*Credit Card No.:** \_\_\_\_\_

**Credit Card Type:** ☐ MasterCard ☐ Visa ☐ AMEX **Exp. Date:** \_\_\_\_\_

**Name as it appears on card:** \_\_\_\_\_

**Billing Address of Credit Card:** \_\_\_\_\_

*\*Credit card charges will incur a 3% processing fee*

If you have any questions please contact Taylor Smith at (916) 750.0722 or via  
e-mail at [taylor@ssda.org](mailto:taylor@ssda.org).