



Small School Districts' Association

“OVER THIRTY YEARS, ONE VOICE!”

ASSOCIATE MEMBERSHIP

Benefits and Services

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www.ssda.org

About SSDA

In 1983, the Small School Districts' Association (SSDA) was formed to advocate for the concerns and welfare 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.

This brochure provides a summary of services that the SSDA currently provides and information on how your business can actively participate in the Small School Districts' Association. Please take a moment to review the SSDA's benefits, opportunities and levels of membership. We are confident that, after doing so, you will join the other 100+ Associates that are currently benefiting from their membership in SSDA.

SSDA Mission Statement & Goals

The mission of the Small School Districts' Association is to provide relevant information and proactive assistance to small school district governing boards and superintendents through legislative advocacy, collaboration, professional development, and support services.

SSDA Goals:

1. To develop high priority support services that will assist small school district superintendents to enhance their educational performance and reduce operating costs.
2. To provide SSDA participation opportunities for all small school district superintendents, administrators, governing board members and Associate Members, with a focus on new superintendents.
3. To strengthen relationships with officials, including superintendents of County Offices of Education, state education organizations, state agencies and other professional associations through collaborative activities such as direct contact, joint professional development, and informational workshops, while maintaining the SSDA's identity as an organization.
4. To strengthen, support, and maintain an SSDA office, while increasing communication with all stakeholders:
 - To expand SSDA communications through e-mail, SSDA website, and *SSDA Today* magazine, in addition to SSDA's newsletter.
 - The communications should include networking opportunities for superintendents, district staff and trustees.
5. The communication system will include use of workshops, conferences, meetings, webinars and other means of professional development information, with specific attention to improving student achievement.
6. To provide an advocacy program that supports and responds to the unique needs of all small school districts: specifically, to protect and increase small school district funding and ensure that the special needs of small school districts are reflected in waivers, exemptions and other appropriate legislative provisions.

Levels of Membership

Platinum Level Membership* — \$5,000

- ◆ **Consultation:** Learn how educational, legislative and administrative actions can affect your business.
- ◆ **Referrals:** Be referred to SSDA member districts for services.
- ◆ **Regional Meetings:** *One (1) complimentary* registration at all Regional Meetings.
- ◆ **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); a complimentary quarter page advertisement in the Conference Brochure; may place brochure or other items in Conference bags given to each attendee.
- ◆ **New Superintendents Symposium:** *50% off* booth price and *two (2) complimentary* registrations.
- ◆ **Newsletter:** Annually, a full-page Newsletter article (subject to SSDA approval) and one (1) full-page advertisement per year (color).
- ◆ **Special Recognition:** At all events you attend.
- ◆ **Brochures:** Complimentary quarter page advertisement in the New Superintendent and Annual Conference brochure (b&w).
- ◆ **Member Benefits/Discounts Directory:** Complimentary listing of your SSDA member discount/special pricing in our Directory sent to all members.
- ◆ **Website:** Each Associate Member will receive a complimentary link to their company website from the SSDA website on the Associate Member page.
- ◆ **Webinar:** One complimentary Webinar per year (subject to SSDA approval).
- ◆ **SSDA Database:** Complimentary SSDA database given in an Excel format (Regularly \$150).
- ◆ **Negotiation Strategies:** Platinum Members have the ability to negotiate additional marketing strategies and give presentations.

Gold Level Membership — \$2,500

- ◆ **Referrals:** Be referred to SSDA member districts for services.
- ◆ **Regional Meetings:** Complimentary registration at two Regional Meetings and 50% off all other Regional Meetings. *Membership does not include New Superintendents’ Symposium.*
- ◆ **Annual Conference:** Company is able to exhibit at the Trade Show (Exhibit fees vary from \$600-\$1,500 based on booth selection).
- ◆ **New Superintendents Symposium:** Company is able to exhibit at the New Superintendents’ Symposium (\$1,000 fee for exhibit space).
- ◆ **Newsletter:** One Newsletter article per year (subject to SSDA approval) and one (1) half-page advertisement per year (color).
- ◆ **Member Benefits/Discounts Directory:** Complimentary listing of your SSDA member discount/special pricing in our Directory sent to all members.
- ◆ **Website:** Each Associate Member will receive a complimentary link to their company website from the SSDA website on the Associate Member page.
- ◆ **SSDA Database:** 50% off SSDA database given in an Excel format. (Regularly \$150.00)

*Platinum Members receive first choice at all events

Additional Associate Membership Benefits

The Small School Districts' Association represents **64 percent** of all school districts in California, in addition to County Offices of Education and associate business 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 both your district and business 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.

Membership Services

Be a Part of the SSDA Newsletter

The Small School Districts' Association publishes a newsletter five times per year. The newsletter is posted on the website and emailed to every small school district in California. It includes special notifications, educational news, legislative updates, and news about new members and the SSDA Community.

Limited advertising space is available in the newsletter on a first-come, first-serve basis. Therefore, it is very important to reserve space in the issue you desire *well ahead of the publishing schedule* (below) to coincide with your marketing efforts.

2018- 2019 Publishing Deadlines

SSDA Newsletter is published five times per-year, every other month as follows:

September - October, November - December,
January - February, March - April, and May - June.

September - October Issue:

Article/Ad Submission Date: Aug. 31, 2018
Publication Date: Sept. 17, 2018

November - December Issue:

Article/Ad Submission Date: Oct. 31, 2018
Publication Date: Nov. 16, 2018

January - February Issue:

Article/Ad Submission Date: Jan. 4, 2019
Publication Date: Jan. 18, 2019

March - April Issue:

Article/Ad Submission Date: March 8, 2019
Publication Date: March 22, 2019

May - June Issue:

Article/Ad Submission Date: May 3, 2019
Publication Date: May 17, 2019

(publishing dates are subject to change)

SSDA Newsletter Rates

Advertising space in the newsletter is limited and available on a first-come, first-serve basis until all ads for the targeted issue are sold. Special insertion rates are available but limited to one (single or double sided) per issue, full page only.

Advertising in the SSDA Newsletter or any other publication of SSDA is limited to **members** only. Please use the following guidelines when submitting an advertisement:

- Ads must be **camera-ready** by the publication deadline for that month's issue (.jpeg or .pdf)
- Ad position is not guaranteed; we reserve the right to place and position the advertisement
- Ads may identify specific services only and may not include specific prices for such services

The SSDA Newsletter is emailed to over 300 member Districts and COEs, and also archived on SSDA.com.

Ad Size	Black & White Advertisement	Black & White Insert	Color Advertisement	Color Insert
Full Page 8 1/2" w x 11" h	\$450	\$550 per side	\$650	\$750 per side
Half Page 5 1/2" w x 8" h	\$375	n/a	\$575	n/a
Quarter Page 4" w x 5 1/2" h	\$250	n/a	\$450	n/a
1/2 Column 2" w x 5 1/2" h	\$125	n/a	\$325	n/a
Banner Ad 8 1/2" w x 1/2" h	\$200	n/a	\$400	n/a

**Advertisement sizes are approximate
Reserve your space on our website: SSDA.org**

Annual Conference Sponsorship Opportunities

The Small School Districts' Association's 36th Annual Conference will be held March 31-April 2, 2019 at the Hilton Sacramento—Arden West. The Conference is scheduled to allow small school district superintendents, trustees and chief business officers the most flexibility to attend the Conference without interfering with their school and work responsibilities. On average, the SSDA Annual Conference attracts approximately 300 small district superintendents and board members.

Highlights of the 1 ½ Days Trade Show include:

- **Pre-Conference Sessions**
- **Scholarship Golf Tournament**
- **General Sessions with informative and motivational Keynote Speakers**
- **Associate Member-hosted meals, Trade Show, and Dessert Crawl**
- **30+ Workshop Sessions, including Associate Member presentations, on topics specific to small school districts**

A Sample of the Sponsorship Opportunities Available at the Annual Conference:

- **Keynote Speaker Sponsor - \$5,000** - Sponsor a Keynote Speaker during one of the general sessions, receive recognition in the conference brochure and during the conference.
- **Partial Keynote Speaker Sponsor - \$2,500** - Partially sponsor a Keynote Speaker during one of the general sessions, receive recognition in the conference brochure and during the conference.
- **Meal Sponsor: Breakfast \$4,000; Lunch \$5,000 or Dinner \$8,000** Sponsor breakfast, lunch or dinner and receive signage during the meal, a 3 to 5 minute presentation, and recognition in the Conference Brochure.
- **Reception Sponsor - Hors d'oeuvres: \$3,000; Beverages: \$3,000** Sponsor an evening reception on Monday or Tuesday -- a chance for attendees to network and mingle while enjoying entertainment, heavy appetizers and refreshments.
- **Afternoon Refreshment Break Sponsor - \$3,000** Provide an always-appreciated afternoon refreshment break for attendees by sponsoring a refreshment station during the afternoon general sessions on Tuesday.

Eye On Education Collaborative

The Eye On Education Collaborative corporate partners will have uninterrupted access to between 50-75 educational leaders from throughout California — including county superintendents, district superintendents, superintendent/principals, CBOs, principals. Corporate partners will be able to present solutions, build relationships through networking, ask important questions, collect data, and gather invaluable feedback that they can then use to fine-tune their products and services to better serve small school districts in the California K-12 market.

Partner and sponsorship opportunities include:

- Focus Group Sessions
- Workshops
- Carousel Focused Presentations
- Shark Tank
- Speed Dating
- Meal & Reception Sponsors
- Round Table Partners

Contact corrie@ssda.org for a full list of partner opportunities.

Conference, Workshop & Sponsorship Opportunities

Regional Meetings

The SSDA Regional Meetings are designed to address the issues and concerns faced by district superintendents and trustees in specific areas of California. These meetings are generally held in July, September and October. You may choose to be a Breakfast, Lunch, Reception or Program Sponsor, or you may wish to attend as an Exhibitor. Sponsorships are not included in your regular Associate Membership. All sponsors are provided a 3- to 10-minute presentation, depending on the level of sponsorship, and a complimentary lunch or breakfast.

Exhibitor Registration Feevaries based on membership
Program Sponsor\$500
Breakfast Sponsor\$750
Lunch Sponsor\$1,500
Reception Sponsor\$2,000

New Superintendents' Symposium



For over 30 years, SSDA's New Superintendents' Symposium has been one of the premier conferences for new superintendents. The Symposium occurs in July. You can be a part of welcoming and assisting superintendents new to their districts. Any Associate Member Sponsors at this event receive a brief presentation time.

Registration Fee.....varies based on membership

Includes: (2) Attendees' participation in the Symposium, lunch and dinner, and (1) draped tabletop with chairs.

The sponsorships for this event are limited, and are on a first-come, first-serve basis:

- Hospitality Sponsor*.....\$1,500-\$2,750
- Lunch Sponsor*.....\$2,000-\$3,750
- Dinner Sponsor**.....\$3,000-\$5,750

*Hospitality/Lunch/Dinner Sponsors will be given time to present their services during the workshop.

Associate Membership Application

[Click here](#) to register online, or fax or mail this completed form to 925 L Street #1200, Sacramento, CA 95814

YES! We want to join the Small School Districts' Association.

Membership Levels:

Platinum (\$5,000) Gold (\$2,500)

Company Name: _____ Date: _____

Contact Name: _____ Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-mail Address: _____

Type of Company: _____

Method of Payment:

Check No. _____

*Credit Card No.: _____

Credit Card Type: _____ Exp. Date: _____

Name as it appears on card: _____

Billing Address of Credit Card: _____

*Credit card charges will incur a 3% processing fee

Please return this application with your payment to:

Small School Districts' Association

925 L Street, Suite 1200

Sacramento, CA 95814

FAX: (916) 443-7468

**If you have any questions please contact Corrie Pelc at (916) 662-7213
or via e-mail at corrie@ssda.org.**