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# AESA

ASSOCIATION OF  
EDUCATIONAL SERVICE AGENCIES

# **2025 BUSINESS PARTNERSHIP & SPONSORSHIP OPPORTUNITIES**

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## WHY CONSIDER A RELATIONSHIP WITH AESA?

There are 500 Educational Service Agencies (ESAs), with over 200,000 employees in at least 40 states. AESA is in the position to reach 11,700 **(79%)** of the public school districts, 22,710 **(83%)** of the private schools, 2,160,955 **(79%)** certified teachers, and 2,018,888 **(80%)** non-certified school employees, and well over 40,732,954 **(80%)** public and private school students. This includes administrators, administrative support staff, instructional coordinators, principals, assistant principals, school librarians and support staff, instructional aides, guidance counselors, and other support and service staff members.

## BENEFITS OF PARTICIPATION WITH AESA

ESAs are in face-to-face contact with nearly every superintendent and LEA key staff of local school districts on a weekly/monthly basis. As a result, ESA staff is acutely aware of the needs and problems faced by local public school districts, as well as private and parochial schools in their area along with other youth service agencies.

One of the most critical responsibilities that AESA has is to ensure that ESAs and schools have access to the best educational products and services available. Therefore, AESA offers Business Opportunities to companies wishing to join and/or partner with AESA and its members. AESA also makes available, separately or in conjunction with the business levels, opportunities to participate in and sponsor a variety of additional “Marketing Opportunities” to help maximize exposure and brand recognition.

There are a variety of participation opportunities available with the AESA. In the following pages, you will see specific benefits offered at each participation level. Working with AESA offers a level of access and visibility not afforded by other national associations.





**AESAs**

ASSOCIATION OF  
EDUCATIONAL SERVICE AGENCIES

# **BUSINESS SPONSORSHIP OPPORTUNITIES**

## SPRING EXECUTIVE COUNCIL PACKAGE 1

**When:** May 5, 2025

**Where:** Palm Springs, CA

**Description of Meeting:** The 17 CEOs (14 current and 3 new) serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

**Cost:** \$7,500 (one opportunity available)

### Package Includes:

- Dinner sponsorship for 17 CEOs
- Introduction/presentation of company and services--15 minutes maximum
- Attendee list w/contact information
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

## SPRING EXECUTIVE COUNCIL PACKAGE 2

**When:** May 6, 2025

**Where:** Palm Springs, CA

**Description of Meeting:** The 17 CEOs (14 current and 3 new) serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

**Cost:** \$7,500 (one opportunity available)

### Package Includes:

- Dinner sponsorship for 17 CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list w/contact information
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



# WOMEN'S LEADERSHIP NETWORK

**When:** July 1, 2025 – June 30, 2026

**Description:** The AESA Women's Leadership Network is a forum that strengthens female leadership by networking with women who lead educational service agencies. This group of approximately 35 women leaders from across the country gather for this in-person retreat once per year.

**Cost:** \$10,000

**Package Includes:**

- Dinner sponsorship for 35 women leaders
- Introduction/presentation of company and services--15 minutes
- Attendee list w/contact information
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



# SUMMER LEADERSHIP EXECUTIVE COUNCIL DINNER

**When:** July 14, 2025

**Where:** Austin, TX

**Description of Meeting:** The 14 CEOs serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

**Cost:** \$7,500

**Package Includes:**

- Dinner Sponsorship for 14 CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from the Summer Leadership Conference
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



# SUMMER LEADERSHIP EXECUTIVES IN RESIDENCE DINNER

**When:** July 15, 2025

**Where:** Austin, TX

**Description of Meeting:** Executives in Residence Program participants are in attendance at this dinner. This group of educational administrators is learning the necessary skills to lead a successful educational service agency.

**Cost:** \$7,500

**Package Includes:**

- Dinner Sponsorship for approximately 15 EIRs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Summer Leadership Conference
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



## SUMMER LEADERSHIP PACKAGE

**When:** July 15-17, 2025

**Where:** Austin, TX

**Description of Meeting:** 125 - 200 ESA CEOs and key staff invited by the CEO usually attend this three-day event. There are **NO** exhibits as such. Two representatives of the sponsor are given complimentary registrations and are invited to participate in the conference as regular attendees. The Sponsor is given 15 minutes to market their company. This gives the Sponsor a great opportunity to talk with ESAs and to engage in soft selling and contact development. Sponsors are recognized in the mobile app, conference signage, and during announcements from the podium.

**Cost** - \$7,500 each (four packages available)

1. Reception - First night – July 15, 2025
2. Breakfast – Second day – July 16, 2025
3. Lunch - Second day – July 16, 2025
4. Breakfast - Third day – July 17, 2025

### Packages Include:

- Reception/breakfast/lunch/dinner sponsorship for approximately 175-200 CEOs/Executive Leaders
- Introduction/presentation of company and services--10 minutes
- Recognition of sponsorship by executive leadership during opening/closing business sessions
- Attendee list with contact information from Summer Leadership Conference
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information
- Conference signage



# ADVOCACY IN ACTION PACKAGE

**When:** September 16-19, 2025

**Where:** Hyatt Regency on Capitol Hill, Washington, DC

**Description of Meeting:** This event is focused on updates of federal legislation and meetings with members of Congress. Between 60 and 80 members are usually in attendance. There are no exhibits and sponsors will be given 15 minutes to market their company.

## **First Package: Executive Council Dinner – September 16, 2025**

**Cost:** \$7,500

- Dinner sponsorship for 14 CEOs that make up the AESA Leadership Board
- Introduction/presentation of company and service--15 minutes
- Recognition of sponsorship by executive leadership at the Advocacy in Action Conference
- Attendee list with contact information from Advocacy in Action Conference
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

## **Second Package: Welcome Reception – September 17, 2025**

**Cost:** \$7,500

- Sponsorship for 60-80 attendees
- Introduction/presentation of company and services--10 minutes
- Attendee list with contact information from Advocacy in Action Conference
- Recognition of sponsorship by executive leadership at the Advocacy in Action Conference
- Annual Conference & Expo attendee lists – pre- and post- with contact information
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Conference signage

## **Third Package: Executives in Residence Dinner – September 17, 2025**

**Cost:** \$7,500

- Dinner Sponsorship for approximately 15 EIRs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from the Advocacy in Action Conference
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



## BUSINESS PARTNER

### Two Options:

**Option #1 - \$45,000 for a single-year agreement**

**Option #2 - \$40,000 per year for a 3-year agreement**

### Package Includes:

- Exclusive representation of like businesses at Business Partner Level
- Prime 10' x 10' booth at Annual Conference & Expo w/5 complimentary registrations
- Pipe and draping for table and 2 chairs
- Pre/post-attendee list
- Opportunity to conduct one breakout session at the Annual Conference & Expo (*BP Option*)
- First choice of sponsorship of additional specific marketing materials
- First choice of Business Sponsorship Opportunities at state and regional meetings
- AESA Membership Directory
- Company recognition on AESA website with link to Business Partner website
- One article in AESA Online Newsletter announcing the partnership
- Article submission opportunities in the AESA Online News
- Use of AESA name, trade name, service mark, and logo in trade magazines/periodicals with pre-approval by AESA
- Direct access to the AESA National Marketing channel
- Opportunity to participate in market research/joint marketing programs
- Invitation to attend and participate in the AESA Summer Leadership Conference with executive leadership recognition (2 complimentary registrations)
- Email notification to each AESA executive director/CEO to introduce the business partner services
- Webinar time per quarter hosted by AESA and must be scheduled at least one month in advance





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# **ANNUAL CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES**



The Broadmoor  
1 Lake Avenue, Colorado Springs, CO  
855.634.7711

Since first opening over a century ago, The Broadmoor has offered guests an incredible way to experience the unique beauty of the American West. Today, as the world's longest-running consecutive Forbes Five-Star, AAA Five-Diamond resort, that tradition is met with warm, genuine hospitality and an unmatched selection of adventures and activities that celebrate our magnificent surroundings.

The Broadmoor is nestled on the southern edge of the Rocky Mountains in the Cheyenne Mountain foothills of Colorado Springs, with 5,000 lush acres of resort space to explore. The iconic hotel is home to 20 restaurants cafes and lounges, two legendary golf courses, a world-renowned Five-Star Spa, 20 distinctive retail outlets, and an array of programs for guests of all ages and interests. It also specializes in hosting unforgettable meetings and events with over 315,000 square feet of sophisticated function space.

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# ANNUAL CONFERENCE & EXPO EXECUTIVE COUNCIL AND EXECUTIVES IN RESIDENCE DINNER

**When:** December 2, 2025

**Where:** Colorado Springs, CO

**Description of Meeting:** The 14 CEOs serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country. The Executives in Residence, which is an annual cohort of future ESA leaders, are also in attendance.

**Cost:** \$9,500

**Package Includes:**

- Dinner sponsorship for 14 CEOs and other ESA leaders from across the country
- Introduction/presentation of company and services--15 minutes
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



## ANNUAL CONFERENCE & EXPO – Exhibitor

**When:** December 3-5, 2025

**Where:** Colorado Springs, CO

**Description of Meeting:** This is the major AESA event of the year and will be held at The Broadmoor in Colorado Springs, Colorado. The event attracts between 750 and 800 people comprised of ESA CEOs, board members, and staff.

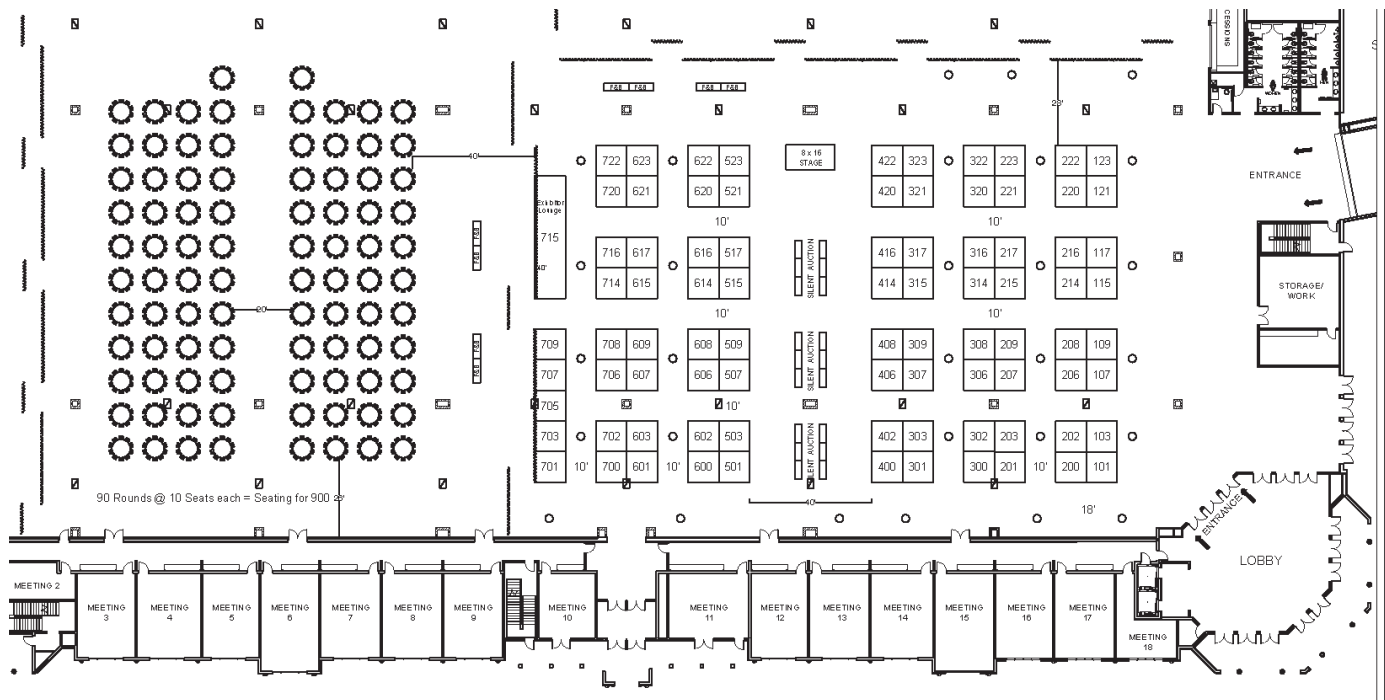
**Cost: \$2,100 (prior to 10/1/25)**  
**\$2,300 (after 10/1/25)**

**Package Includes:**

- 10' X 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Pipe & drape
- Skirted table and 2 chairs
- Attendee lists – pre- and post- with contact information
- High member traffic (meals, refreshments, Welcome and President's Receptions, Silent Auction held in the exhibit hall)
- Company recognition included in AESA website Annual Conference & Expo Exhibitor Directory, and conference mobile app



# 2025 ANNUAL CONFERENCE & EXPO EXHIBIT HALL MAP



## ANNUAL CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	DATE	AMOUNT
AESA Executive Council Dinner	December 2	\$7,500
Welcome Reception	December 3	\$7,500
Continental Breakfast	December 4	\$7,500
Networking Lunch	December 4	\$7,500
Members' Reception	December 4	\$7,500
Breakfast	December 5	\$7,500
Lanyards	Entire Conference	\$5,500
Conference Padfolio	Entire Conference	\$5,500
Conference Mobile App	Entire Conference	\$3,500
Conference WiFi	Entire Conference	\$3,500
Charging Station & Lobby Lounge	Entire Conference	<i>Call for Quote</i>
Video Wall(s)	Entire Conference	<i>Call for Quote</i>
Wall Cling(s)	Entire Conference	<i>Call for Quote</i>

Access AESA's [Annual Conference & Expo Sponsorship Chart](#) to see sponsorship availability and the benefits you receive with each sponsorship.

