



NATIONAL STUDENT BOARD MEMBER ASSOCIATION

## SPONSORSHIP OPPORTUNITIES



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**T**RUSTEE  
**A**CTION  
**R**EADINESS  
**T**RAINING



# START+

AUGUST 16-18, 2024

# ABOUT

## The National Student Board Member Association (NSBMA)

NSBMA is the only national organization that specifically focuses on **empowering and elevating students on school boards** across the United States. NSBMA is the **first association built by and for student board members (SBMs)**. With over 1,000 students serving on school boards nationally, our organization and the student board members we serve **represent a total of 20 million students**. Our work fosters youth civic engagement and we aim to ensure that students have representation in the education field.

## Student Trustee Action Readiness Training (START+)

The START+ **virtual conference** is dedicated to **training the next generation of student school board members** across America. Building on last year's START success, and in addition to the three-day online conference, START+ 2024 features three online webinars throughout the school year, as well as ongoing, tailored support for participants.

Taking place from August 16 to 18, START+ will bring together **around 50 student board members from across the United States**, who represent the interests of their peers on local, state and public charter school boards. We estimate that approximately 40% of students in the US are currently represented through student board members, and we are actively working with students and school districts to expand student board member positions across the country.





START+ focuses on **school board governance processes and mechanisms**, providing **hands-on training** through **policy development** and a **mock board meeting** to prepare student board members for a term of service. The online training presents a **unique opportunity** for educational companies and foundations to **engage with future educational leaders and decision-makers**. You can support NSBMA and our student board members in this transformative event through one of our tailored sponsorship packages.

## Student Board Members

The student board member role is the **only governmental role for individuals under 18 years old**. Student board members bridge the communication gap between students and administrators, fostering **meaningful student representation**, increasing effectiveness in addressing student issues, and ensuring that decisions reflect the actual needs and experiences of the student body.

As the voice of students on their school board, student board members are able to **widely gather information** and **share it with their student body**. Each student board member **represents their entire district**, which can range from **1,000 to 500,000 students**. Through newsletters, social media, and other means of reaching their peers, student board members **amplify and disseminate** crucial information through a network that does not exist elsewhere by students in the school community.

# WHY SPONSOR

**Maximize Visibility:** Elevate your brand's visibility to a nationwide audience of future educational leaders and decision-makers at the only national conference run by and for student board members.

**Enhanced Outreach:** Connect and engage with student members of local, state, or public charter school boards who are actively shaping education policy today and are poised to become the influential leaders of tomorrow.

**Strategic Brand Alignment:** Position your brand as a beacon of innovation and leadership within the education sector. Associate your organization with forward-thinking approaches and visionary leadership in education.





# SPONSORSHIP

## PLATINUM SPONSOR | \$20,000 (Limit: 1)

- Prime logo placement in all event materials and the event website
- 10-minute speaking opportunity at the opening session
- Two emails sent to conference participants by NSBMA on your behalf
- Ability to include two small items of merchandise in the conference welcome pack for participants (such as e.g. a USB flash drive, screen cleaner, stress relief ball, vouchers, etc.)
- Include a flier or single page document in the conference welcome pack for participants
- Co-organize one webinar with NSBMA during the school year, open to all our members
- Contributes to the participation of up to six student board members in START+ and provides you with exclusive access via a 30-minute noncommercial focus group with them

## GOLD SPONSOR | \$10,000 (Limit: 3)

- Logo placement in all event materials and the event website
- 3-minute video message to be played during one of the conference plenary sessions
- One email sent to conference participants by NSBMA on your behalf
- Ability to include one small item of merchandise in the conference welcome pack for participants (such as e.g. a USB flash drive, screen cleaner, stress relief ball, vouchers, etc.)
- Include a flier or single page document in the conference welcome pack for participants

For more information contact:  
**George Charonis, NSBMA**  
Executive Director, at  
[george.charonis@nsbma.net](mailto:george.charonis@nsbma.net) or  
646-875-3897.

## SILVER SPONSOR | \$5,000

- Logo placement on the event website
- Include a flier or single page document in the conference welcome pack for participants

## BRONZE SPONSOR | \$2,500

- Logo placement on the event website

## SUPPORTER | \$1,000

- Name listed on the event website.



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# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## Intergenerational Partners Panel: \$10,000 (Limit: 1)



- Sponsor the panel on Sunday, August 18, where participants present their policy proposals, receive feedback and discuss effective intergenerational collaboration as a means to effect positive change in education systems
- Opportunity for one representative to deliver a 3-minute noncommercial message
- Panel sponsorship recognized in emails to participants prior to the conference
- Sponsorship of the panel featured on NSBMA social media
- Verbal recognition during the panel

## START+ T-shirt: \$6,000 (Limit: 1)



- Logo will feature on the conference t-shirt designed by NSBMA and shipped to participants in advance of the event
- Logo on the sponsor page of START+ conference website

## START+ Tote Bag: \$4,000 (Limit: 1)



- Logo will feature on the conference tote bag designed by NSBMA and shipped to participants in advance of the event
- Logo on the sponsor page of the START+ conference website

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### **START+ Pen: \$2,000 (Limit: 1)**



- Logo will feature on the conference pen shipped to participants in advance of the event
- Logo on the sponsor page of the START+ conference website

### **Don't see a suitable option?**

If you would like to contribute to our vision of placing students at the center of educational decision-making but want to contribute a different amount, **please get in touch. We are very grateful for your support regardless of the amount**, and will be happy to recognize you as a general sponsor of the START+ conference.



NSBMA is incubated and fiscally sponsored by the National Center on Education and the Economy (NCEE), which demonstrates a clear commitment to intergenerational partnership and student voice systems.





# TESTIMONIALS



**"The START Conference made me a lot more confident going into my role as student board member. It's a very hands-on experience where I was able to apply my learning and I would definitely recommend it to my successor."**

Nikita Jadhav,  
2023-2024 Student Board Member, San Marcos  
Unified School District (CA)

**"The education system is a complex bureaucracy that can be tough to navigate. START familiarizes student board members with the education landscape and provides them a new method of problem solving focused on community engagement and school governance. "**

Andrew Brennen,  
Kentucky Education Leader



**"START models the intergenerational collaboration that we want to see on school boards. START provides an innovative approach to learning board governance fundamentals."**

Richard Barrera, San Diego Unified School District  
Board of Education

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