



**CALIFORNIA COUNTY  
SUPERINTENDENTS**

# Become Our Partner

*Promoting, influencing, and advocating for high-quality education*

2023 California County Superintendents  
Business Partner Program



CALIFORNIA COUNTY  
SUPERINTENDENTS

## Our Vision

California, a state with high-quality education where all children thrive, and all communities prosper.

## Our Mission

To promote, influence, and advocate for an educational system that supports all students.

## Our Goals

- **Collaborate to influence public systems that impact children. Focus on advocacy.** Advocate for transformative efforts to ensure an integrated system of public education that supports all children, youth, families, schools, and communities.
- **Cultivate student success. Focus on students.** Promote policies and seek resources that put the needs of students first.
- **Connect California's 58 county superintendents. Focus on California County Superintendents members.** Support county superintendents as they work to improve outcomes for all children and as they champion educators and schools.



# Our Members | County Superintendents

The California County Superintendents are all fifty-eight County Superintendent of Schools. In all but five counties, our members are a publicly-elected official.

## Supporting School Districts and Students Across California

- Providing direct services to small districts and implementation of regional support activities to assist district and school staff
- Ensuring districts' fiscal stability and approve district LCAPs, ensuring alignment of projected spending, services, and goals
- Offering professional development opportunities to teachers and administrators
- Assisting districts with academic performance initiatives and student enrichment programs
- Serving as statewide and regional leads for grant work implementation
- Supporting students, their families, and communities through emergency recovery planning and management, organizing the distribution of testing kits during the pandemic, and leading the development of community schools
- Directly serving the most vulnerable student populations, such as early learners, students with severe special needs, and students in alternative education programs



1,000+ school districts  
6.2 million students



## Leading California as a Trusted Partner

The Governor's Office, Legislature, California Department of Education, and other leading universal pre-kindergarten (UPK) through Grade 12 state agencies look to the county superintendents to guide their historic investments in California education. As a trusted partner, county superintendents guide the development and implementation of statewide programs.



## Shape the Future of Education in California

California County Superintendents Business Partners serve as thought leaders for our members by sharing valuable information that promotes their professional development, provides efficiency, cost-savings, and/or instructional materials. As a trusted affiliate, your company receives access to promotional opportunities that ensures your message reaches our members directly.

## Find Your Target Audience

25+ California County Superintendents committees, subcommittees, and workgroups comprised of county superintendents and/or job-alike county office leaders.

## Impactful Connections

California County Superintendents introduces its members directly to business partner companies, providing a unique opportunity for partners to shape current and potential customer attitudes towards products and services.

## Meet with UPK–12 Leaders

In addition to County Superintendents, the California County Superintendents network includes Assistant Superintendents, Chief Business Officials, Chief Technology Officers, Chief Information Officers, HR Directors, Facilities Managers, Communications Specialists, School Communicators, Grant Administrators, and other county office leadership positions from all 58 counties across the state.

# Connect with County Superintendents of Schools, the **key decision-makers** in California's public education system.



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## CA County Supts Business Partner | \$35,000 annually

Benefit from a marketing and advertising package that promotes your company's services and places your product directly in front of key decision makers.

### Educate key California leaders on your product or services

- Submit professional development articles to California County Superintendents website
- Advertisement in California County Superintendents Weekly Update circulated to all 58 counties
- Opportunity to present virtually to county superintendents
- Focus group discussions with county office leaders that engage directly with your company's services

### Year-round visibility on California County Superintendents' website

- Company logo on California County Superintendents website
- Web-banner white ad year-round on website
- Web-brick color ad for three months on California County Superintendents website

### Recognition on California County Superintendents meeting materials

- Name recognition on California County Superintendents General Membership programs
- Opportunity to advertise as a California County Superintendents event sponsor



## CA County Supts Business Partner | **\$65,000 minimum investment**

Enjoy a customized marketing package that will include exposure and networking with the county superintendents, and at committee and subcommittee events and/or meetings.

### Educate key California leaders on your product or services

- Opportunity to present to county superintendents
- Opportunity to present to California County Superintendents' 25+ committees and subcommittees
- Submit professional development articles to California County Superintendents website
- Advertisement in California County Superintendents Weekly Update circulated to all 58 counties

### In-person networking opportunities based on your partnership goals. For example:

- “By invitation only” access to California County Superintendents General Membership Meetings, including meals or awards, as an event sponsor
- Focus group discussions with county office leaders that engage directly with your company’s services
- California County Superintendents facilitated introductions to county superintendents or their staff

### Year-round visibility on California County Superintendents’ website and meeting materials

- Company logo on California County Superintendents website
- Name recognition on California County Superintendents General Membership programs
- Web-banner white ad year-round on website
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# Become a Partner Today

## Join Now

Partner with key leaders and work collaboratively towards improving California's education system by joining California County Superintendents in promoting, influencing, and advocating for all students.

## Want to learn more?

Complete our online application or email [info@cacountysupts.org](mailto:info@cacountysupts.org), ATTN: Business Partnership Committee for more information.

## Contact Us

California County Superintendents  
Business Partnership Committee

[info@cacountysupts.org](mailto:info@cacountysupts.org)

[www.ccsesa.org](http://www.ccsesa.org)