

Membership Application

Company/Organization Name _____

Mailing Address _____

Contact _____

AC/Telephone () _____

Mobile Phone () _____

Fax No. () _____

E-mail _____

Company URL _____

Payment Method: \$519 Annual Fee

Check enclosed (payable to KASA)

Charge my Credit Card

__ MasterCard __ VISA __ AMEX

Card No. _____

Expiration Date _____

Cardholder Name as Listed on Card _____

Safety Code: (3-digit MC/VISA listed on back or

4 digit AMEX listed on front) _____

Signature _____

Company description. In the space provided, please describe your company in 50 words or less.

Are you ready to join us?

Corporate Membership



*Program for Friends
of P-12 Education*

**Kentucky Association of School
Administrators**

152 Consumer Lane, Frankfort, KY 40601

Ph. (800) 928-KASA * (502) 875-3411

www.kasa.org

Return to the KASA Office
Mail: 152 Consumer Lane, Frankfort, KY 40601
Fax: (502) 875-4634

As a Corporate Member, you will receive

Dear Friend of Education:

We invite you and your company to join the Kentucky Association of School Administrators (KASA) as a corporate member, a program designed especially for friends of P-12 education.

Who is KASA? KASA is the largest school administrators group in Kentucky, representing more than 3,000 education leaders. Formed in 1969, KASA connects education leaders to policy-makers, legislators, business partners and other interest groups, and provides numerous benefits and services to Kentucky's school administrators.

How can KASA's corporate membership program benefit your company? Corporate members are seen by the general membership as committed, dedicated firms who support school administrators' professional mission. When you display the recognized, branded credibility of the KASA corporate membership logo, you...

- ◆ Are not just a vendor, but a member. You belong. Your foot's in the door.
- ◆ Increase your name brand visibility, product recognition and corporate credibility.
- ◆ Receive a greater return on investment, expanding your share of the education market.
- ◆ Multiply your total market's awareness. Our members learn from one another about who and what works; much of their network is built around KASA resources.
- ◆ Strengthen your position with influential decision makers through visibility and contact with KASA's logo, whether in sponsorships, advertising, conference displays, direct mail, business cards or pure networking.

—KASA Board of Directors



- ◆ Use of the KASA corporate member logo on your promotional business materials (for use while firm is an active member)
- ◆ Your company logo, contact information, self written 50-word description of your business, and hotlink to your company's Web site included on the KASA Web site
- ◆ Subscription to the *Hotline*, KASA's monthly newsletter, the *Kentucky School Leader*, tri-annual magazine, distributed to 3,000 school administrators
- ◆ Your company name and contact information listed in the corporate members column of the *Hotline* twice annually
- ◆ Access to KASA staff for assistance with strategic marketing decisions regarding KASA resources and its extensive network of educators
- ◆ Access to KASA's Members Only Web pages, including a directory of members and online communities
- ◆ Your company logo posted to the KASA home page for 30 days, with the opportunity to extend your company's presence through paid advertisements (available only to corporate members)
- ◆ Two copies of the annual pictorial directory of Kentucky's school superintendents
- ◆ \$50 discount, preferred booth location, and corporate member signage at KASA's annual conference. (Note: Some restrictions apply to booth location.)
- ◆ The opportunity to include company information/brochure in welcome packets sent annually to KASA's 3,000 members (maximum one sheet of 20 lb./ 8.5 X 11 paper)



How do I become a member?

Complete the application form on the back side of this brochure and return to the KASA office with payment.

By Mail:

KASA
152 Consumer Lane
Frankfort, KY 40601

By Fax:

(502) 875-4634

Online:

Visit the KASA Web site at www.kasa.org and access the Corporate Membership link.

Note: Don't forget to send your corporate logo and 50-word description of your firm and its products to carole@kasa.org.

For more information, contact

Membership Assistant Carole Watters
(carole@kasa.org)
Communications Specialist Wanda Darland
(wandad@kasa.org)
Deputy Director Rhonda Caldwell
(rhonda@kasa.org)

Kentucky Association of School Administrators
Phone: (800) 928-KASA ~ Fax (502) 875-4634