



The Conference for  
Public Education Leaders

APRIL 8-10

## **Memorandum of Understanding for NSBA 2021 Online Experience**

This Memorandum of Understanding (MOU) is entered into by and between the following entities: **The National School Boards Association** and **The [STATE] School Boards Association**.

### **I. Purpose**

Revenue share opportunity in collaboration with our member state school board associations for the NSBA 2021 Online Experience, including a revamped pricing structure for individual pricing and added team district pricing.

The [STATE] School Boards Association (Association) and the National School Boards Association agree to work in partnership to promote the NSBA 2021 Online Experience to your member school district leaders and staff.

### **II. Scope**

NSBA will provide to the state association, a revenue-sharing/royalty payment based on the income generated from the NSBA 2021 Online Experience dependent on the amount of your increase above the base number. Registrations above the base number are eligible for a revenue share that starts at 33%. Revenue share participants can check conference registration numbers on the Executive Director's community page.

Outlined below are the roles of each association.

#### **NSBA's Role**

- Provide promotional toolkit that may be used by the state association to promote the conference to its member districts.
- Provide how-to training video on team registration.
- Initiate direct marketing campaigns and outreach to engage new district registration.
- Consult with the state association on strategies and keep the association informed of marketing and registration numbers.

### State Association Role

- Actively promote the conference in vehicles such as newsletter articles/ads, statements of endorsement, social media (includes retweets and shared Facebook posts), or other promotional supports.
- Provide NSBA the name of the person/position within its organization who will be responsible for actively promoting the online experience and providing documentation of the steps taken to promote the event by March 31, 2021.
- Such documentation may include copies of emails, newsletters, ads, statements, or any other documentation that indicates the Association has provided promotional support for the programs.
- Provide a prominent space on the state association’s website homepage so that districts can learn about the conference.
- Authorize the use of the state association logo in NSBA material and resources promoting the conference.
- Provide NSBA with mailing lists/membership rosters, if possible, to streamline record-keeping and database maintenance processes.

### State Association Staff Liaison

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### IV. Compensation

The revenue share will be calculated as follows:

- The state’s school district attendance reports will be downloaded and shared every two weeks.
- When the state reaches your base number outlined in the attached revenue share sheet, the revenue share will kick-in.
- The income generated by the conference is dependent on district team sales and the amount of increase over the base number. Everything above the base number is eligible for a revenue share that starts at 33%.

Percentage Increase from Base Number * Revenue Share Percentage to State Association	
0-25%	33%
26-50%	50%
51%+	65%

*\*The base number is the average number of districts that registered for the NSBA Annual Conference from your state for the past four years (2017-2020). We arrived at the district number by identifying individual registrants and matching them to their district affiliation.*

The final state attendance numbers will be calculated, and any earned revenue share will be paid within 30 days of conclusion of the event.

**V. Modifications**

This MOU may only be amended or modified in a written agreement signed by both parties.

**VI. Duration**

This is a pilot program, and the Agreement shall take effect beginning on the date of the signature of the last party and is valid for this event only.

**VII. Signatures**

*National School Boards Association*

\_\_\_\_\_  
Signature/Date

\_\_\_\_\_  
Print Name/Title

*School Boards Association  
Executive Director*

\_\_\_\_\_  
Signature/Date

\_\_\_\_\_  
Print Name/Title