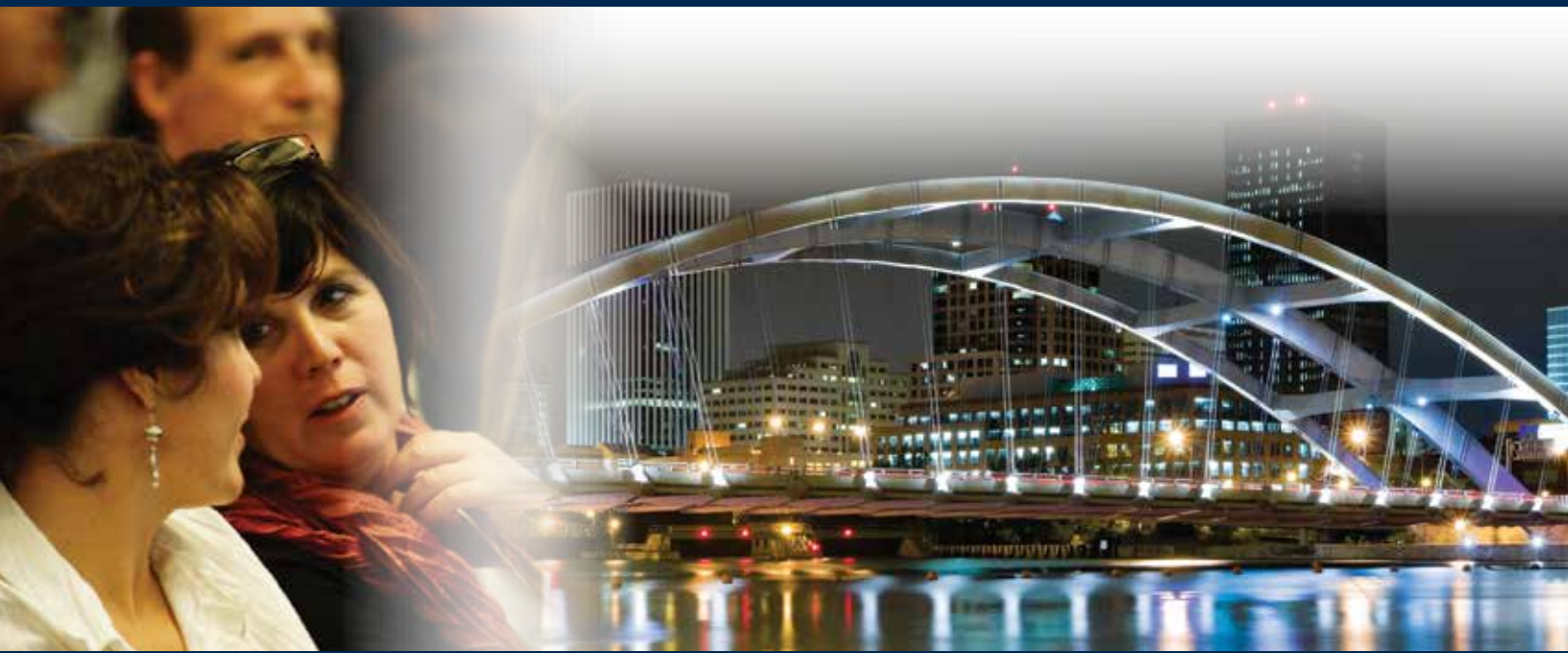


2015
Corporate
Sponsorship



P R O S P E C T U S





ROCHESTER | **OCT 18-19**
REJUVENATED
SAANYS **2015** CONFERENCE

**Interested in connecting with
education decision makers?**

Email Deborah Taylor at dtaylor@saanys.org.



Scan or visit saanys.org

HYATT REGENCY | **ROCHESTER, NEW YORK**

The SAANYS Difference

The School Administrators Association of New York State (SAANYS) was incorporated over 40 years ago with the goal of seeking continual improvement in the quality of education and educational leadership within New York State. To this end, SAANYS has committed itself to supporting school leaders through legislative representation, legal and labor relations, professional learning opportunities, and a strong benefits program.

Our commitment to education and school leadership remains as strong today as it did in 1971. Today, SAANYS is the largest school administrators organization in New York State, **representing over 7,000 school administrators** from Long Island to Buffalo. These administrators represent nearly **500 school districts** with a combined student body of nearly 1,000,000. SAANYS members also supervise and influence 72,000 teachers and make purchasing decisions and recommendations every day at both the building and district levels. For businesses wishing to reach and influence the educational marketplace in New York State, SAANYS is the partner that can get you there.

The program provides businesses with opportunities to influence these school leaders through a number of venues such as:

An Annual Conference and Trade Show – **October 18-19, 2015**

Hyatt Regency, Rochester, NY

- Statewide professional development conference & regional workshops throughout the year
- A monthly newsletter
- A full color magazine (Also mailed to all school superintendents)
- A dynamic website (www.saanys.org)
- E-mail services
- Direct mailings
- More personal contact with SAANYS members and other key educational decision makers at a variety of events, including regional membership dinners and training sessions.
- Webinar opportunities

Speaking on Partnership

“Castle Software’s relationship with SAANYS over the last eight years has proven to be a valuable asset to setting the seeds in our current and future customers. Remember, it is not always about how big the audience is, but the quality of those involved!”

Scott Fischer, President, Castle Software, Inc.

Member Titles include:

- Principal
- Assistant Principal
- Department Director / Chair
- Curriculum Director
- Technology Coordinator
- Director of Transportation
- Health Services Director
- Director of Special Education
- Director of Guidance
- Director of Media Services
- Coordinator of School Libraries
- School Psychologist



Corporate Sponsors

Generate New Leads and Increase Your Company's Visibility

Join the impressive list of local and national companies that choose to spend their marketing dollars with us. We can help you maximize your brand exposure to existing and potential clients.

- **Increase visibility for your business** at the annual conference and regional events. E-mail marketing, direct mail postcards, and advertising target a variety of leadership titles.
- **Face-to-face networking** at our annual conference, regional meetings, and professional development events.
- **Print advertising** in our monthly newsletter and in our award-winning magazine.
- **Website advertising** for increased visibility; increased brand recognition through a year-round sponsorship.
- Other marketing opportunities to **expand your customer base.**

Contact

Deborah G. Taylor
Director of Corporate Services
518-782-0600 • fax: 518-782-9552
dtaylor@saanys.org



ACT, Inc.
Amplify
AXA
B & H Foto & Electronics Corp.
Bedtime Math Foundation
Boardworks Education
BOSE
BrightBytes
Cambridge Educational Services
Castle Learning Online
Corwin
Curriculum Associates
Edgenuity
eDoctrina Corporation
Educational Leadership Institute
Educational Vistas, Inc.
Effective School Solutions
Follett
Franklin Covey
Fuel Education
Hazelden Betty Ford Foundation
Herff Jones, Inc.
Houghton Mifflin Harcourt
Houghton Mifflin Harcourt Leadership and Learning Center
Invent Now, Inc./Camp Invention
JP Associates
Kickboard for Teachers
L&M Financial Services
Law, Youth & Citizenship Program of NYS Bar Association
Liberty Mutual Insurance
Lifetouch National School Studios
Math & Movement
McGraw-Hill School Education Group
Mentoring Minds
myON Reader
New York Schools Insurance Reciprocal
Northwest Evaluation Association
NYS Office of Children and Family Services Mandated Reporter
NYS Superintendent Development Program
OSC World
ProdigyGame.com
Renaissance Learning
Residential Home Funding Corp.
Reynell Educational Resources, Inc.
Right Reason Technologies
Rowland Reading Foundation
Scholastic Book Fairs
School Datebooks
Singapore Math, Inc.
SMART Technologies
Sprint
Student Health 101
Studies Weekly
Successful Practices Network
The Breakthrough Coach
The Reading Solution
ThinkStretch
VariQuest Visual Learning Tools
Verizon Wireless
Virco
Walden University
Waterford Institute
Wilson Language Training Corp.

2015 Corporate Sponsors

2015 | Corporate Sponsorship

\$5,000 – Conference Sponsorship

- Annual Conference
 - Recognition in program and signage
 - One table top booth display in exhibit area
 - Company name and logo displayed prominently on signage at the annual conference and in all conference promotional materials
- One-third page advertising in SAANYS *Vanguard* magazine
- Two advertisements in SAANYS monthly newsletter *News & Notes* (size: 4" w x 3" h)
- One e-newsletter email advertising write-up
- Link on sponsors page of website for sponsorship year
- One year business membership – receive all publications

\$7,500 – Advocate Sponsorship

- Annual Conference
 - Recognition in program & signage
 - One table top display in exhibit area
- Regional meeting/professional development event sponsorship (1) including your choice of regional area and event with the opportunity to be introduced and speak for ten minutes
- Half-page advertisement in full color magazine (7,500 distribution)
- Newsletter
 - Advertising insert mailed with newsletter (1 per year)
 - Two 3" h x 4" w color advertisements (7,500 distribution)
 - Featured in yearly article on corporate sponsors
- Regular email to members (1 per year)
- Link on sponsors' page of website for sponsorship year
- One year business membership – receive all publications

\$15,000 – Visionary Sponsorship

- Annual Conference
 - Priority consideration to present a workshop
 - Recognition in program & signage
 - Preferential booth location
- Ad and event listing in electronic newsletter to membership
- Regular e-mail to members (2 per year)
- Direct mail opportunity to members (1 per year)
- Full-page advertisement in full color magazine (8,000 distribution)

- Newsletter
 - One article from corporation (200 words)
 - Advertising insert mailed with newsletter (1 per year)
 - Two 3" h x 4" w color advertisements (7,500 distribution)
 - Featured in yearly article on corporate sponsors
- Link on sponsors' page of website for sponsorship year
- Recognition at all SAANYS events (signage)
- One year business membership – receive all publications
- Regional meeting/professional development event sponsorship (1) including your choice of regional area and event with the opportunity to be introduced and speak for ten minutes

\$20,000 – Keystone Sponsorship

- Private dinner meeting with executive officers
- Opportunity to post a vendor neutral webinar on the SAANYS website
- Priority consideration to present a workshop at the SAANYS Annual Conference
- One table top display in the exhibit area – premium placement with meals for 2 at the SAANYS Annual Conference
- Name and logo to appear on all pre-conference marketing materials
- Opportunity to host networking round robin reception (additional costs apply)
- Opportunity to participate in a focus group discussion and webinar hosting.
- Full page advertisement in the Annual Conference program
- Promotional material inserted in the conference registration packets
- Regional meeting/professional development event sponsorship (2) including your choice of regional area and event with the opportunity to be introduced and speak for ten minutes

- Opportunity to host a "Lunch & Learn" session
- Direct mail opportunity to members (2 per year)
- Regular email to members (3 per year)
- Logo ad and website link in the E-newsletter to members
- Three full page advertisements in full color magazine, (one issue premium placement) distributed to all SAANYS members and every school superintendent in New York State
- Company written profile article in one monthly newsletter (200 words)
- Advertising insert/flyer mailed within the newsletter (2 per year)
- Three newsletter advertisements (3" h x 4" w) full color
- Logo link advertisement on SAANYS homepage and a link on the corporate sponsor page of the website for the sponsorship year
- Logo link advertisement on the SAANYS "Events" page of the website
- One year business membership – receipt of all publications

2015

Annual Conference & Expo

October 18-19, 2015

Hyatt Regency Rochester
Rochester, New York

Exhibiting Sponsor – \$1,950

Before the Conference

- Name and logo will appear on pre-conference marketing materials
- Acknowledgement of conference sponsors on the SAANYS website & in newsletter

At the Conference

Exhibit Space: Exhibits will be conducted in the foyers that lead conference participants between workshops, keynote sessions, and meals. Coffee breaks, dessert, and a cocktail reception will be held in this area to ensure a high traffic pattern.

- One table top display in exhibit area to include one 6' display table with 2 chairs
- Company name and logo displayed prominently on signage
- Corporate recognition and write-up in the annual conference program
- Includes 1 hour cocktail reception in exhibit area
- Invitation to member networking reception
- Special rate on lodging at the conference hotel
- Opportunity to attend all conference workshop sessions, receptions, and keynotes.

After the Conference

- *News & Notes* newsletter feature on conference sponsors
- List of conference participants
- Website link on the SAANYS website for one year
- One third-page color ad in SAANYS' magazine
- Receipt of all publications for one year

Conference Board of Directors Meeting Sponsor – \$3,500

Before the Conference

- Name and logo will appear on pre-conference marketing materials
- Acknowledgement of conference sponsors on the SAANYS website & newsletter

At the Conference

\$1,950 benefits, plus...

- Opportunity for a 15 minute presentation to the SAANYS board of directors prior to their meeting at the conference
- Signage with logo at the board meeting
- Logo on PowerPoint presentation
- Opportunity to distribute materials to all board members and key staff
- One half page advertisement in the conference program

After the Conference

- One half page, full color advertisement in SAANYS *Vanguard/Practices* magazine (\$1,200 value)
- One advertising insert mailed with the SAANYS *News & Notes* monthly newsletter

EXCLUSIVE OPPORTUNITIES FOR CORPORATE SPONSORS



2015

Annual Conference & Expo

October 18-19, 2015

Hyatt Regency Rochester
Rochester, New York

Exhibit hours:

Sunday 12:00 Noon - 7:15 pm
Monday 7:30 am - 2:30 pm

\$5,000 – Conference Keynote Speaker Sponsor (3)

Before the Conference

- Name and logo will appear on pre-conference marketing materials
- Acknowledgement of conference sponsors on the SAANYS website & in newsletter

At the Conference

\$3,500 benefits, plus...

- Acknowledgement and thank you by SAANYS president at the keynote
- Opportunity to introduce speaker and make welcoming remarks
- Premium exhibit space placement
- Signage with logo in the keynote session
- Corporate materials on chairs at the keynote session
- Company recognition in event materials
- One full page advertisement in the conference program

After the Conference

- One full page, full color advertisement in SAANYS *Vanguard/Practices* magazine (\$1,700 value)

- Company profile article to be published in *News & Notes*
- One advertising insert mailed with the monthly newsletter
- Receipt of all publications for one year
- One 60 word write-up with link and logo for the monthly e-newsletter
- Website link on the SAANYS corporate sponsor page for 1 year

SAANYS Annual Conference “No Booth” Option – \$500

- Sponsors will have their materials distributed to all attendees and receive sponsorship recognition signage throughout the conference and in the conference program

Additional Sponsorship Opportunities

- President’s Reception
- Lanyards, bags, pens
- Refreshment breaks

Networking Round Robin – \$300

Work directly with the resort banquet manager to host one of four networking round robin receptions to be held on Sunday evening, October 18 from 7:15 pm - 9:00 pm for all conference attendees. A wonderful opportunity to interact with all conference attendees.



Customized corporate sponsorship packages available – Contact Deborah Taylor at 518-782-0600.

Corporate Partner

Exclusive Opportunity

Optimum Exposure

for Corporate Partners

\$20,000+ Business Partner

Business partners assist SAANYS in its mission to provide service to public school administrators and ultimately the children they serve. Participating companies receive recognition and opportunities to interact with school district leaders from across the state throughout the year.

Some examples:

- Receive a customized marketing plan. Each agreement is unique to the company for which it is developed.
- Opportunity to access members at SAANYS regional events: This could include a workshop, dinner meeting, or professional development event at the regional level, including accompanying advertising. Regional event sponsors receive the opportunity to be introduced and speak for ten minutes on their products/services.
- Company promotional materials offered to SAANYS members by key SAANYS staff at regional presentations and/or meetings.
- Insertion of promotional materials into SAANYS new member packets and into packets for spring membership renewal.
- Opportunity to host a vendor networking reception at the annual conference.
- Opportunity to post a vendor neutral webinar on the SAANYS website.
- Participation in a focus group marketing discussion with select SAANYS board members.
- Opportunity to host a “lunch and learn” session in a SAANYS region.
- Executive Committee Reception / Dinner sponsor.
- NAESP / NASSP state representative dinner sponsor.

Workshop Presentation at SAANYS Annual Conference

SAANYS corporate partners are invited to submit a proposal to present at the Annual Conference. The 2015 conference will be held at the Hyatt Regency, Rochester, NY on **October 18-19, 2015**.

Generate New Leads and Increase Your Company's Visibility at the Annual Conference

- Reach key decision makers in school districts across New York State
- Increase visibility for your products and services
- Market your products and services at a 6 ft. conference display
- Meet attendees and generate new leads

“My partnership with SAANYS has provided us an invaluable opportunity to regularly collaborate with innovative educators. SAANYS members are always very appreciative of the support that vendors provide and are eager to learn as much as possible about the valuable services partners deliver. The investment in my SAANYS sponsorship has produced an average return of ten times my investment! Thank you SAANYS!”

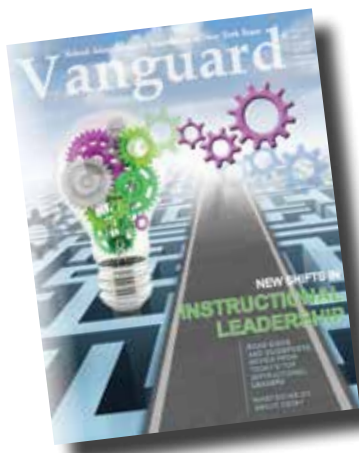
Jennifer Fosegan

Partnership

Sponsoring SAANYS demonstrates your company's commitment to school administrators and public education in New York State.



Member Communications



Target School Leaders Through SAANYS' Award-Winning Publications, E-Mails, and Direct Mail

SAANYS' Communications Department makes contact with members as easy and as diverse as you need it to be. Whether you prefer print advertising in one of SAANYS' award-winning full-color publications, e-mails, direct mail, or web advertising, your sponsorship can be customized to suit your marketing plan.

SAANYS' *Vanguard/Practices* magazine is a full-color publication distributed not only to members, but to superintendents and legislators at the forefront of education issues, three times per year. Nearly 8,000 decision-makers throughout the state read *Vanguard* for the information and direction they need to continually improve their practice.

You'll want your product or service in front of our readers when they are deciding what changes to make, what programs to adopt, what products to purchase, and what services to contract with to make their schools better places to learn.

News & Notes is a full-color publication distributed monthly (with the exception of summer months) to SAANYS members and select other education professionals, including staff at the State Education Department.

SAANYS' website is an important resource for members. From up-to-the-minute education news to professional development opportunities and social networking, it is a first stop for many members wishing to stay abreast of current issues relevant to their profession.



2015 Advertising Rates

News & Notes Monthly Newsletter (published September - May)
 One-eighth Page, Full Color\$400.
 (3.75" x 4")

Vanguard/Practices Magazine (published Winter/Spring/Fall)
 Full Page, Full Color.....\$1,700.
 Half Page, Full Color.....\$1,200.
 One-third Page, Full Color.....\$800.

If you're interested in website advertising, please contact Deborah Taylor at dtaylor@saanys.org.

For additional information, or to purchase an advertisement, please contact Deborah Taylor, Director of Corporate Services at (518) 782-0600 or dtaylor@saanys.org.



Additional Opportunities

MAY 8, 2015



Annual Awards Program

SAANYS invites you and your company to participate in the SAANYS Annual Awards Program. We know that the quality of a child's educational experience is determined primarily by the educational leaders who take them by the hand. Through our awards program, a number of educational leaders will be publicly recognized for their success in providing high-quality learning opportunities to the children of New York State.

The prestigious SAANYS Annual Awards Program held in May is a highly-anticipated and unforgettable evening of esteemed tribute. Sponsors are invited to take part in the dignified awards program, cocktail reception, and elegant dinner. The sponsorship includes invaluable corporate recognition and exposure, including:

- Name and logo in all event publicity and nomination materials
- Opportunity to present sponsored award
- Prominently displayed signage at the awards dinner
- Website logo and link next to award announcement on saanys.org
- Special coverage in the SAANYS newsletter awards issue
- Statewide and regional press release
- Acknowledgement in official Awards Dinner Program
- Invitation for two to the reception and awards dinner
- Right of first refusal in subsequent years



Awards

Elementary Principal of the Year Award
High School Principal of the Year Award
Assistant Principal of the Year
Middle School Principal Award
James E. Allen Award
T. Walsh McQuillan Award
Outstanding Educator Award
Irving Schwartz Distinguished Retiree Award
Leadership and Support Award
K-12 Leadership Award

Additional Events

Regional Events

By sponsoring a SAANYS regional event, your company may increase its visibility by targeting specific locations, topics, or job titles. Regional events are held throughout the year in numerous locations throughout New York State.

Your company's name and logo will be printed on all materials and mentioned as an event sponsor on our website. In addition, you will have an exclusive opportunity for a ten minute presentation.



Statewide Events

By sponsoring a SAANYS statewide event, your company may increase its visibility by targeting over 7,000 educational leaders. Statewide events are held throughout the year in numerous locations throughout New York State.

Your company's name and logo will be printed on all materials and mentioned as an event sponsor on our website. In addition, you will have an exclusive opportunity for a ten minute presentation.



Contact:

Deborah Taylor at 518-782-0600
or dtaylor@saanys.org.

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