



2018

CORPORATE SPONSORSHIP

PROSPECTUS



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:

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dtaylor@saanys.org



Achieve 3000
Advanc-ED
Amplify
Anderson Center for Autism
APEX
A+ Educators
ASVAB Career Exploration
Avigilon
AXA
B&H
Castle Learning Online
CDW-G
Champions
ClearTrack 200
CTE Technical Assistance Center of New York
Curriculum Associates
eDoctrina
Educational Leadership Institute: Oswego
Educational Vistas, Inc.
Engaging Schools
eSchool Data
Follett
Gale Cengage Company
Houghton Mifflin Harcourt
Hunger Solutions of New York
JP Associates
L&M Financial Services
Lego Education
Lexia Learning
Lexiquest Language Services
Liberty Mutual Insurance
Lifetouch National School Studios
McGraw-Hill Education
Mind Research Institute
myON Reader
NYSIR – New York Schools Insurance Reciprocal
PayPal
Rally! Education
Renaissance Learning
Reynell Education Resources
Right Reason Technologies
RTI Edge
School Datebooks
School Planner
SchoolTool
SMART Technologies
SMP
Solar Liberty
Sprint
STEMscopes
Successful Practices Network
The Breakthrough Coach
The CollegeBoard
The Reading Solution
TurnIt In
U.S. Airforce
U.S. Army
West Ed
Zaner-Bloser

2018 Corporate Sponsors

The SAANYS Difference

About SAANYS

The School Administrators Association of New York State (SAANYS) was incorporated over 45 years ago with the goal of seeking continual improvement in the quality of education and educational leadership within New York State. SAANYS has committed itself to supporting school leaders through legislative representation, legal and labor relations, professional learning opportunities, and a strong benefits program. Today, SAANYS is the largest school administrators association in New York State, representing over 7,000 school administrators from Long Island to Buffalo. SAANYS members supervise and influence teachers and make purchasing decisions and recommendations 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 School Administrators Association's 46th Annual Conference and Education Expo at the Otesaga Resort in Cooperstown is the best venue to meet new audiences, learn the educational needs of school administrators, and grow your business. We invite your company to join us!

Education Expo – October 14, 2018 | The Crowne Plaza, Lake Placid

Our Expo is an extension of the conference learning experience – your participation and interaction with our attendees will have a lasting impact on our state's K-12 public schools. Our annual conference and Education Expo has been a great success over the years and is only getting better. Our corporate sponsors understand the value of our conference and each year we sell out of exhibit space.

Speaking on Partnership

“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, Curriculum Associates

“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



Meet us in

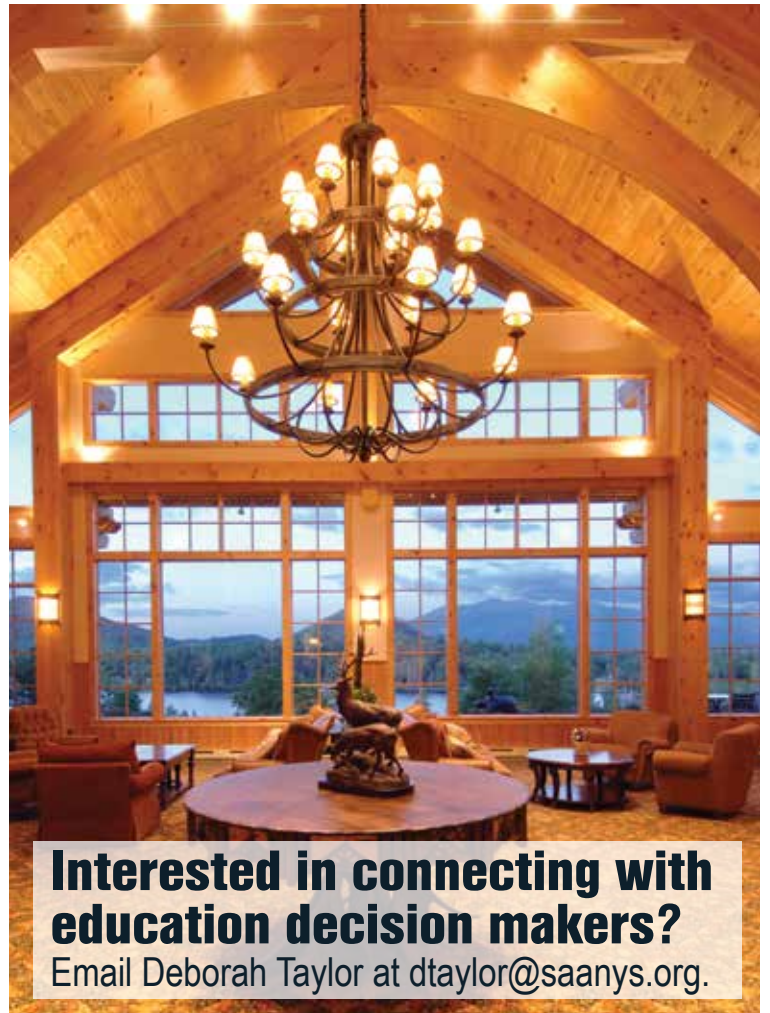
L A K E

P L A C I D



ANNUAL *Conference*
OCTOBER 14-15 2018

CROWNE PLAZA LAKE PLACID



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

Email Deborah Taylor at dtaylor@saanys.org.

Conference Expo

ANNUAL *Conference*
OCTOBER 14-15 2018

CROWNE PLAZA LAKE PLACID

Exhibit Booth Sponsor – \$1,950 LIMITED SPACE

- One 6' table top display with 2 chairs in exhibit area
- Write-up in the conference program

Exhibit and Advertising Sponsor – \$2,500

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, and a cocktail reception will be held in a high traffic area.

- One 6' table top display with 2 chairs in exhibit area
- Company name and logo displayed on signage
- Corporate recognition and write-up in the annual conference program and conference app
- Includes one-hour cocktail reception in exhibit area
- Invitation to member networking reception for 2 company representatives
- Special rate on lodging at the conference hotels
- 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 half-page color ad in SAANYS' magazine (\$1,200 value)
- Receipt of all publications for one year
- eNews featured sponsor – write up with logo and contact information up to 100 words

Featured Speaker Sponsor – \$3,500

\$2,500 benefits, plus...

- Acknowledgement and introduction
- Opportunity to make brief welcoming remarks
- Signage with logo at the meeting
- Corporate materials on chairs at the meeting
- One quarter page advertisement

Luncheon Presentation Sponsor – \$4,000*

6 opportunities

(*plus the cost of the luncheon)

\$2,500 benefits, plus...

- Introduction by SAANYS board member and the opportunity for an hour lunch presentation
- Premium exhibit space
- Signage with logo
- Opportunity to distribute materials to all attendees
- One half page advertisement in the conference program
- 2 min. video clip advertisement shown at the conference

Conference Board of Directors

Meeting Sponsor – \$4,500 1 EXCLUSIVE OPPORTUNITY

\$2,500 benefits, plus...

- Introduction by SAANYS president and the opportunity for a 20 minute presentation at the meeting
- Premium exhibit space
- Signage with logo at the board meeting
- Opportunity to distribute materials to all attendees
- One full page advertisement in the conference program
- 2 minute video clip advertisement shown at various times during the conference
- One full page, full color advertisement in SAANYS *Vanguard/Practices* magazine (\$1,700 value)

Conference Keynote Sponsor – \$6,000

\$2,500 benefits, plus...

- Acknowledgement and introduction by SAANYS president at the keynote
- One-hour focus group discussion with the Board
- Opportunity to introduce keynote speaker and make welcoming remarks
- Mini learning lab presentation in the exhibit area
- Premium exhibit space
- Signage with logo at the keynote session
- Corporate materials on chairs at the keynote session
- One full page, full color advertisement in SAANYS conference program
- 2 minute video clip advertisement shown at various times during the conference
- Opportunity to submit a workshop proposal for consideration
- 2 advertisements in SAANYS newsletter, *News & Notes*
- Advertising insert mailed within 1 issue of a SAANYS newsletter
- One full page, full color advertisement in SAANYS *Vanguard/Practices* magazine (\$1,700 value)

Networking Dinner Receptions

Work directly with the resort banquet manager to host one of four networking international food station receptions to be held on Sunday evening, 7:15 pm-9:15 pm.

“No Booth” Option – \$600

Sponsors will have their materials distributed to all attendees in the conference bag and receive sponsorship recognition in signage at the conference.

Additional Sponsorship Opportunities

Lanyards, bags, pens, refreshment breaks, breakfast, dessert sponsor, cocktail reception, transportation, institute gifts (supply gifts).

Sponsorship Opportunities

Our three sponsorship levels offer the optimal combination of face-to-face time, promotion and advertising – all in one package. Enhance your presence with the k-12 market with a customized business partnership package. Business partners are entitled to quarterly marketing meetings to discuss a customized marketing plan and specialized benefits.

Sponsor Benefits	\$7,500+	\$10,000+	\$12,500+
\$2,500 benefits of Corporate Sponsorship, plus:			
Conference Booth	Premium Placement	Premium Placement	Premium Placement
Breakfast focus group discussion with Board of Directors (1 hour)	✓	✓	✓
Mini Learning Lab in exhibit area	✓	✓	✓
Program Ads	Full page	Full page	Full page
Materials inserted into attendee bags		✓	✓
Video – 2 minutes (during opening session)	✓	✓	✓
Workshop proposal for consideration	✓	✓	✓
Website Advertising			
Link on corporate sponsor page for 1 year	✓	✓	✓
Logo ads on website pages		✓	✓
Link on cover page		✓	✓
Video on home page – 1 month			✓
Webinars hosted on website			✓
Print Advertising			
Newsletter ads	3 – 4” x 3” Ads	4 – 4” x 3” Ads	6 – 4” x 3” Ads
Insert flier in newsletter	1 issue	2 issues	3 issues
Company profile article in newsletter		1 issue	1 issue
Direct mail to membership		✓	✓
<i>Vanguard</i> magazine advertising	3 – half page ads	3 – full page ads	3 – full page ads*
Submit articles for consideration for <i>Vanguard</i>			✓
Company logo and write up in <i>Vanguard</i> “Trade Talk” (50 words)	✓	✓	✓
Regional Meetings & Presentations			
Exclusive opportunity to speak 10 min. at a regional meeting or unit president dinner	2	3	4
Presentation to the board		✓	✓
Emails/e-newsletter			
Direct e-mail to members	2	3	4
E-newsletter company write-up	✓	✓	✓
Tweets - social media (twitter, facebook)	✓	✓	✓
Statewide Awards			
Sponsorship of one award and presentation to winner			✓
Special coverage in newsletter awards issue			✓
Inclusion in statewide and regional press releases			✓
Invitation to the reception and awards dinner			✓

*Includes one 11” x 17” inside cover spread advertisement.

Member Communications

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



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

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* direction they need to continually

2018 Advertising Rates

News & Notes Monthly Newsletter
(published September - May)

One-eighth page, full color \$400.
(3.6875" wide x 2.8125" high)

Vanguard/Practices Magazine
(published Winter, Spring, and Fall)

Full Page, full color \$1,700.
Half-page, full color \$1,200.
One-third, full color \$800.
11" x 17" Inside cover \$2,500.
fold-out, full color

Annual Awards Program

Friday, May 4 | 2018 \$1,000



The prestigious SAANYS Annual Awards Program 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
- Invitation for two to the reception and awards dinner
- Recognition in targeted emails, communications, and online marketing

Awards

SAANYS/NAESP Elementary
Principal of the Year Award

SAANYS/NASSP High School
Principal of the Year Award

SAANYS/NAESP Assistant
Principal of the Year

SAANYS/NAESP Middle School
Principal Award

James E. Allen Award

Leader in Digital Education Award

Outstanding Educator Award

Irving Schwartz Distinguished Retiree Award

Leadership and Support Award

K-12 Building Principal Award

Friend of Education Award

School Administrators Association of New York State



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