



2021

CORPORATE SPONSORSHIP



saanys.org | 518-782-0600

"The SAANYS conference was by far one of the best conferences I have attended as an educator, admin, and sponsor. I couldn't have been happier with the traffic through the room but most important was the depth of conversation I had with everyone who stopped by. The SAANYS membership was curious, conversational, and genuinely eager to learn from all of the partners. It was refreshing and invigorating."

Jared Heiner, Aspire

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, future regional meetings, and professional development events.
- **Print Advertising** in our weekly e-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



American College of Education
Anderson Center for Autism
ClearTrack200
The College Board
Creative Education Foundation
Curriculum Associates
Dreambox Learning
Edgenuity
Edmentum
Educational Leadership Institute: Oswego
Educational Vistas, Inc.
Equitable
eSD by Illuminate Education
Guest Communications
Hapara
Harris Education
Herff Jones
Hunger Solutions of New York State
Leader in Me
Lexia Learning
Liberty Mutual Insurance
LifeTouch
Members Mortgage
New York Institute of Technology
New York Schools Insurance Reciprocal
NYS Superintendent Development Program
Passport for Good
Peaceful Schools
Promethean
Read To Them
Reynell Educational Resources
RTI Edge
St. John Fisher College
Scholastic
School Datebooks
School Outfitters
SchoolTool
Successful Practices Network
Vape Educate
VIRCO
Voyager Sopris Learning
Zaner-Bloser

The **SAANYS** Difference

About **SAANYS**

The School Administrators Association of New York State (SAANYS) was incorporated almost 50 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 nearly 8,000 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 Annual Conference and Education Expo 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 17, 2021 | **Crowne Plaza** – The Desmond Hotel | Albany

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

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Jared Heiner, Aspire

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



Register at saanys.org!



bouncing back better

2021 SAANYS **ANNUAL CONFERENCE** | **OCTOBER 17-18**

CROWNE PLAZA ALBANY – THE DESMOND HOTEL



OCTOBER 17-18, 2021

Crowne Plaza Albany – The Desmond Hotel



**INTERESTED IN CONNECTING WITH
EDUCATION DECISION MAKERS?**

Email Deborah Taylor at: dtaylor@saanys.org.

Conference Expo

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/dinner 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 150 words

Featured Speaker Sponsor – \$4,000

\$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 in program
- 1 advertisement in SAANYS e-newsletter, *News & Notes*

Luncheon Presentation Sponsor – \$5,000

4 opportunities (includes luncheon costs)

\$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



2021 SAANYS ANNUAL CONFERENCE | OCTOBER 17-18

CROWNE PLAZA ALBANY – THE DESMOND HOTEL

1 EXCLUSIVE OPPORTUNITY

Conference Board of Directors Meeting Sponsor – \$4,500

\$2,500 benefits, plus...

- Introduction by SAANYS president and the opportunity for a 10 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 – \$5,000

\$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
- 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
- 4 advertisements in SAANYS e-newsletter, *News & Notes*
- Two full page, full color advertisements in SAANYS *Vanguard/Practices* magazine (\$3,500 value)

Networking Dinner Receptions – \$3,500

Cohost a networking international food station reception to be held on Sunday evening, 7:15 pm-9:15 pm.

“No Booth” Option – \$650

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, gifts, refreshment breaks, breakfast, dessert sponsor, cocktail reception, transportation, etc.

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	\$5,000+	\$7,000+	\$10,000+
\$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)	✓	✓	✓
Program Ads	Full page	Full page	Full page
Materials inserted into attendee bags		✓	✓
Video – 2 minutes (during opening session)	✓	✓	✓
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			
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 (when resumed)			
Exclusive opportunity to speak 10 min. at a regional meeting or unit president dinner	1	2	3
Presentation to the board			✓
Emails/e-newsletter			
Direct e-mail to members	2	3	4
E-newsletter company write-up or video	✓	✓	✓
Tweets - social media (twitter, facebook)	✓	✓	✓
Statewide Awards			
Sponsorship of award reception			✓
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



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 an electronic newsletter distributed weekly (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.

2021 Advertising Rates

News & Notes e-newsletter

Three, one-eighth page, full color.....\$1,200.
(3.7" w x 2.8" h)

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	

School Administrators Association of New York State



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