

Corporate Sponsorship

P R O S P E C T U S

access principals, magazine, open doors, emails, advertising, **partnership, networking**, trade shows, face-



to-face, decision makers, direct mail, **statewide access principals**, magazine, open doors, emails, advertising

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 7,300 school administrators** from Long Island to Buffalo. These administrators represent over **476 school districts** with a combined student body of nearly 1,000,000. SAANYS members also supervise and influence nearly 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 14-15, 2012

- 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.

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!”

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

Your business can have the potential to reach key decision makers in school districts across New York State. The SAANYS exhibitor and sponsorship program gives your business exposure to our members with as much flexibility as you choose.

- **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.

Contact

Deborah G. Taylor
Director of Corporate Services
8 Airport Park Boulevard
Latham, New York 12110
518-782-0600 • fax: 518-782-9552
dtaylor@saanys.org

AccelerateU
ACT, Inc.
Advanced Academics
American Dairy Association and Dairy Council
Archipelago Learning, Inc.
Aventa by K12
BOSE
Cambium Education Group/Voyager
Canisius College
Castle Learning Online
Central New York Agency/Mass Mutual
Childrens Institute
Core BTS
Discovery Education
eDoctrina
e-Instruction Corporation
Educational Leadership Institute
EPS/School Specialty Literacy & Intervention
Handwriting Without Tears
Headsprout
Herff Jones, Inc.
Infinite Campus
ING Financial Advisers
L&M Financial Services
Law, Youth & Citizenship Program of NYS Bar Assoc.
Lifetouch School Portraits
Lightspeed Technologies, Inc.
Lincoln Learning Solutions
Logical Choice Technologies
McGraw-Hill School Education Group
Nickerson Corporation
NYS Superintendent Development Program
Ontario Principals Council
Pearson Digital Learning - NovaNET
Pearson School
PLATO Learning
Ray Supply, Inc.
Renaissance Learning
Rowland Reading
Scholastic Classroom and Library Group
School Counselor Central
School Datebooks
School Specialty
Seton Hall University
SkillsTutor
SMART Technologies
Successful Practices Network
Tequipment, Inc.
Texas Instruments
The College Board
The Sage Colleges
The United States Marine Corps
Townsend Press
Verizon Wireless
Virtual High School Global Consortium, Inc.



Corporate Sponsorship 2012

\$15,000 – Keystone Sponsorship

- Private dinner meeting with association executive officers
- Opportunity to post a 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 with select SAANYS board members
- 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
- Summer School Administrators Conference exhibit space
- Priority consideration to present a workshop at the Summer School Administrators Conference
- 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

\$10,000 – Visionary Sponsorship

- Annual Conference
 - Priority consideration to present a workshop
 - Recognition in program & signage
 - One table top display in exhibit area
- 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 (8,000 distribution)
 - Featured in yearly article on corporate sponsors
- Link on sponsors’ page of website for sponsorship year
- Sponsorship listing in Annual Calendar and Directory
- 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

\$5,000 – Advocate Sponsorship

- Annual Conference
 - Recognition in program & signage
 - One table top display in exhibit area
- Opportunity to host a “Lunch and Learn” session
- Half-page advertisement in full color magazine, (8,000 distribution)
- Newsletter
 - Advertising insert mailed with newsletter (1 per year)
 - One 3”h x 4”w color advertisements (8,000 distribution)
 - Featured in yearly article on corporate sponsors
- Regular email to members (1 per year)
- Link on sponsors’ page of website for sponsorship year
- Sponsorship listing in Annual Calendar and Directory
- Recognition at all SAANYS events (signage)
- One year business membership – receive all publications

2012

Annual Conference & Expo

October 14-15, 2012

Saratoga Hilton
Saratoga Springs, New York

\$1,750 – Conference Sponsor

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

- One table top display in exhibit area
- Company name and logo displayed prominently on signage
- Corporate recognition in the annual conference program
- Invitation to member networking reception

After the Conference

- *News & Notes* newsletter feature on conference sponsors (mailed to over 7,300 members)
- Website link on the SAANYS website for one year
- Listing in the SAANYS Annual Calendar and Directory
- One third-page color ad in SAANYS' magazine
- Receipt of all publications for one year

\$3,500 – Conference Sponsor

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

- One table top display in exhibit area
- Company name and logo displayed prominently on signage
- Corporate recognition in the annual conference program
- Half-page ad in the conference program
- Promotional material inserted into registration packets
- Invitation to member networking reception
- Pre-conference workshop sponsor or breakfast sponsor with the opportunity to make welcoming remarks

After the Conference

- *News & Notes* newsletter feature on conference sponsors (mailed to over 7,300 members)
- Website link on the SAANYS website for one year
- One e-mail sent to SAANYS members
- Listing in the SAANYS Annual Calendar and Directory
- One half-page, full-color ad in the *Vanguard & Journal* magazine (\$1,000 value)
- One full-color ad in the SAANYS monthly newsletter (4" x 3")
- Receipt of all publications for one year

EXCLUSIVE OPPORTUNITIES FOR CORPORATE SPONSORS

2012



Annual Conference & Expo

OCTOBER 14-15, 2012

SARATOGA SPRINGS, NEW YORK

2012

Annual Conference & Expo

October 14-15, 2012

Saratoga Hilton

Saratoga Springs, New York

\$5,000 – Conference Keynote Speaker Sponsor – Jonathan Kozol (or Presidential Induction Luncheon)

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

- One table top display in exhibit area
- Priority consideration to present a workshop at the annual conference
- Company name and logo displayed prominently on signage at the keynote session or luncheon
- Corporate recognition in the annual conference program
- Full page advertisement in the conference program
- Promotional materials inserted into registration packets or seat drop at the keynote
- Invitation to member networking reception
- Acknowledgement from the event moderator
- Exclusive opportunity to introduce the keynote speaker (or make welcoming remarks)
- Six seats reserved in the front row of keynote session (or table at luncheon)
- Opportunity to host a round table reception (additional costs apply)

After the Conference

- *News & Notes* feature article on conference sponsors (mailed to over 7,300 members)
- Website link on the SAANYS website for one year
- Listing in the SAANYS Annual Calendar and Directory
- One email sent to all SAANYS members
- Two one-half page, full-color ads in SAANYS' *Vanguard & Journal* magazine (\$2,000 value)
- Company profile article about corporation in *News & Notes*
- One advertising insert mailed with newsletter
- Receipt of all publications for one year

SAANYS Annual Conference “No Booth” Option – \$400

- Sponsors will have their materials distributed to all attendees and receive sponsorship recognition signage throughout the conference and in the conference program
- Additional opportunities to sponsor: breaks, dessert, presidential luncheon, lanyards, bags, pens

**Interested in sponsorship but don't see
exactly what you're looking for?**

**Contact Deborah Taylor at 518-782-0600
for a customized
corporate sponsorship package.**



Corporate Partner

Exclusive Opportunity

Optimum Exposure

for Corporate Sponsors

\$25,000 - \$50,000+ Business Partner

Business partners with SAANYS receive a *customized* marketing plan. Each agreement is unique to the company for which it was developed. Certain marketing benefits are only open to business partners.

Some examples:

- 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 two 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 sponsors (above \$10,000) are invited to submit a proposal to present at the Annual Conference. The 2012 conference will be held in Saratoga Springs, NY on **October 14-15, 2012**.

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



Member Communications

Exclusive Opportunity for Corporate Sponsors

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



SAANYS' Communications Department makes contact with members 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 & Journal* 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.

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. Advertising is available only to sponsors.

Advertising in these publications is only available to SAANYS corporate sponsors.

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. Advertising on the SAANYS website is available only to corporate sponsors.



The New Principals Institute: Investing in Success



To support those who have taken on the challenges of the principalship, SAANYS and the Magellan Foundation, Inc. have developed The New Principals Institute: Investing in Success. The institute will prepare a new principal for a bright beginning, a successful first year, and a new stage in their career. Bringing together veteran administrators as institute facilitators, this year-long institute will provide practical information, strategies, and insights. The institute takes place over four sessions – summer, fall, winter, and spring – taking educational leaders through that tough first year, covering topics in an appropriate order.

Sponsorship will include acknowledgement in the invitation and promotional materials.

Opportunity to display products and literature on one table at a session, acknowledgement from the session moderator, and opportunity to speak briefly and welcome guests to a session.

Packages include magazine advertising and email opportunities. To maximize access to members, sponsorship is limited to one company per session.

Two Locations: Albany and Wheatley Heights



1 Session One – August 2012 A Successful Beginning: Starting the School Year Out Right

This session will focus on the ISLLC standards, time management, the first faculty meeting agenda and entry plan development.

2 Session Two – November 2012 Setting the Tone: The Steps A Leader Takes

Participants will discuss effective evaluation and its importance to the new APPR statute, dealing with difficult employees, how to handle harassment and bullying situations and school operations.



3 Session Three – February 2013 Building Momentum and Maintaining Balance

This session will cover the creation of professional learning communities; the importance of, and effective practice around data analysis; understanding special education in the building and concepts and practices related to master scheduling.



4 Session Four – April 2013 Finishing Strong

Participants will learn more about the change process and discuss effective teamwork, the balance between personal and professional life and evaluate the previous year.



Additional Opportunities

MAY 4, 2012



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

School Administrators Association of New York State

Deborah G. Taylor
Director of Corporate Services
8 Airport Park Boulevard
Latham, New York 12110

Phone: (518) 782-0600
Fax: (518) 782-9552

www.saanys.org
dtaylor@saanys.org