

2014  
Corporate  
Sponsorship



P R O S P E C T U S





Register Online –  
saanys.org/events

## 43rd SAANYS ANNUAL CONFERENCE

# October 26-27 | 2014

## The Sagamore, Lake George, New York



### Keynote Speaker: **Todd Whitaker**

One of the nation's leading authorities on staff motivation, teacher leadership, and principal effectiveness, Todd has written over 30 books including the national best seller, *What Great Teachers Do Differently*. Other titles include: *Shifting the Monkey*, *Dealing with Difficult Teachers*, *The Ten-Minute Inservice*, *The Ball*, *Motivating and Inspiring Teachers*, and *What Great*

*Principals Do Differently*. A former teacher and principal, Todd will enlighten and encourage attendees with insights and practical advice.

"By far the best speaker I have seen."  
- Dr. Peter DeWitt, *Education Week*



Scan or Visit:  
*The Ball*  
<http://youtu.be/BpRuVxUAVQ0>



Scan or Visit:  
*What Great Principals Do Differently*  
<http://youtu.be/sJNRWEhbZRw>



### Featured Speaker: **Bruce Taylor**

#### *The Pathway to the Core Through the Arts*

Within the next decade there will be a fundamental rethinking on how kids will learn and what they should be learning. The Common Core will bring more of a need for understanding rather than simple recall. Much of what kids will need to develop is how to think, create, and communicate effectively. Bruce Taylor will demonstrate that these very abilities are in reality arts skills! In order to succeed in an increasingly complex, conceptual, and globalized world, kids will have to acquire skills that require them to analyze, interpret, evaluate, and demonstrate understanding, skills artists have employed for centuries.



# 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 26-27, 2014

The Sagamore, on Lake George, Bolton Landing, 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](http://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.  
American Book Company  
Amplify  
Apex Learning  
AXA-Equitable  
B & H Photo, Video, Pro Audio  
BOSE  
Camp Invention  
Castle Learning Online  
Common Sense Media  
CTE Technical Assistance Center  
Curriculum Solutions Associates, Inc.  
Destination Imagination of New York, Inc.  
e-Instruction Corporation  
Edmentum  
eDoctrina Corporation  
Educational Leadership Institute  
Educational Vistas, Inc.  
EF Education First  
Follett  
Herff Jones, Inc.  
Infinite Campus  
K-12  
Kickboard  
L&M Financial Services  
Law, Youth & Citizenship Program of  
NYS Bar Association  
Liberty Mutual Insurance  
Lifetouch School Portraits  
MAC Source Communications  
Math & Movement  
McGraw-Hill School Education Group  
Measurement Incorporated  
Media Flex, Inc.  
NYS Office of Children and Family Services  
- Mandated Reporter  
NYS Superintendent Development Program  
OverDrive  
Renaissance Learning  
Residential Home Funding Corp.  
Reynell Educational Resources, Inc.  
Right Reason Technologies  
Rowland Reading Foundation  
Scholastic Book Fairs  
School Datebooks  
Seton Hall University  
SMART Technologies  
Sprigeo  
St. John Fisher College  
SUNY Albany School of Education  
Teachscape  
Tequipment, Inc.  
The School Planner Company  
Think Through Math  
ThinkStretch  
Universal Technical Institute  
University of Pennsylvania -  
Mid-Career Doctoral Program  
in Educational Leadership  
VariQuest Visual Learning Tools  
Verizon Wireless  
Vocabulary Spelling City  
Wiley/Jossey-Bass

# Corporate Sponsorship 2014

## \$20,000 – Keystone Sponsorship

- Private dinner meeting with association 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

## \$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

## \$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)
  - One 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

2014

# Annual Conference & Expo

**October 26-27, 2014**

The Sagamore

On Lake George, Bolton Landing, New York

## Conference 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 (mailed to over 7,000 members)
- List of conference participants
- 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

## 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
- Receipt of all publications for one year
- One 60 word write-up with your link and logo in the SAANYS *News & Notes* newsletter
- Link on the SAANYS website corporate sponsorship for one year

## 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 26 from 7:15 pm - 9:00 pm for all conference attendees. A wonderful opportunity to interact with all conference attendees.

## EXCLUSIVE OPPORTUNITIES FOR CORPORATE SPONSORS



**October 26-27 | 2014**  
The Sagamore, Lake George, New York





2014

# Annual Conference & Expo

**October 26-27, 2014**

The Sagamore On Lake George, Bolton Landing, 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)

**Keynote Speaker: Todd Whitaker** – One of the nation’s leading authorities on staff motivation, teacher leadership, and principal effectiveness, Todd has written over 30 books including the national best seller, *What Great Teachers Do Differently*. A former teacher and principal, Todd will enlighten and encourage attendees with insights and practical advice.

Sponsored by:  **RENAISSANCE LEARNING**  
Accelerating learning for all

## Featured Speaker: Bruce Taylor – *The Pathway to the Core Through the Arts*

Much of what kids will need to develop is how to think, create, and communicate effectively. Bruce Taylor will demonstrate that these very abilities are in reality arts skills! In order to succeed in an increasingly complex, conceptual, and globalized world, kids will have to acquire skills that require them to analyze, interpret, evaluate, and demonstrate understanding, skills artists have employed for centuries.

### 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



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

# Corporate Partner

# Exclusive Opportunity

Optimum Exposure

for Corporate Partners

## \$25,000+ 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 2014 conference will be held at the Sagamore on Lake George, Bolton Landing, NY on **October 26-27, 2014**.

### 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.



### 2014 Advertising Rates

*News & Notes* Monthly Newsletter

(published September - May)

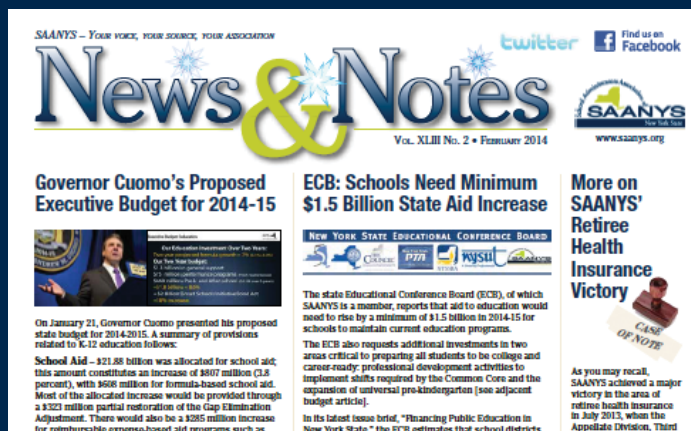
One-eighth Page, Full Color .....\$400.  
(3.75" x 4")

*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.

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 9, 2014**



## 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](http://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





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