



2014 - 2015 Strategic Partnership Program

Developing strategic and sustainable relationships between business leaders and school districts across New York State.



What is The Council?

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The New York State Council of School Superintendents is a professional and advocacy organization with over a century of service to school superintendents in New York State. The Council provides its more than 800 members with numerous professional development opportunities, publications and personal services, while advocating for public education and the superintendency.

The Council's Vision:

To be the pre-eminent professional organization in New York State influencing the development of educational policy and asserting the leadership role of the superintendent.

The Council's Mission:

The purpose of THE COUNCIL is to provide leadership and membership services through a professional organization of school superintendents.

- to promote the interest of education and children in New York State;
- to influence local, state, and national policy affecting education;
- to enhance the superintendency as a profession;
- to uphold the integrity of the office;
- to foster support and collegiality among its members;
- to provide leadership and membership services through a professional organization of school superintendents.

Program Purpose:

Our Strategic Partnership Program provides opportunities for companies, associations, organizations and foundations to connect with educational leaders. Through the Partnership Program, companies and organizations will experience:

- Year-long exposure and sponsorship opportunities to build name recognition and customer loyalty.
- Visibility and access with Council Members, LEAF, Inc. partners and other strategic alliances.
- Opportunities to gain new insight into strategies, programs, products and services by participating in educational offerings with Council members, as well as opportunities for customized marketing research.
- Insights into trends, issues and research affecting the education field.
- The ability to demonstrate commitment to education to key educators.

Our Strategic Partnership Guiding Principles:

- Create opportunities to build and deepen relationships with Council members.
- Connect education leaders to the most current and effective tools and services in education.
- Promote and support trends in education.
- Provide a revenue stream separate from those generated by dues and other Council activities to fund professional development programs, advocacy and legal services efforts of Council staff.
- Establish ongoing relationships through comprehensive and interactive benefits.



There are five categories of partnerships available to support the programs and services of The Council. We limit the total number of partnerships to maximize the benefits each partner receives. Partnership packages are available on a first-come, first-serve basis and operate with a one-year (July 1-June 30) renewable contract. When participating in the Partnership Program, you select the benefits which are most important to you and your organization. Your Menu of Marketing Benefits should total the amount of the sponsorship package you select. In addition, you'll receive the basic contract benefits package.



1. Signature Partners

Signature Partners have annual renewable contracts with THE COUNCIL and receive a customized marketing plan, basic contract benefits, and full access to the Menu of Marketing Benefits. Each agreement is unique to the company for which it is developed.

Certain marketing benefits are only open to Signature Partners:

- **Networking Dinners and Luncheons with Superintendents**
- **New Superintendent and Executive Committee Reception at The Fall Leadership Summit and Winter Institute (Limited)**
- **Preferential exhibiting opportunities at The Fall Leadership Summit and Winter Institute**
- **Logomark on The Council's website under Strategic Partners**
- **Highlight in *The Councilgram* newsletter**
- **Technical article in *The Councilgram* newsletter**

Costs/Commitment: \$15,000 – Limited Contracts Available

2. Premier Partners

Premier Partners have annual renewal contracts with THE COUNCIL and receive the basic contract benefits automatically and select their marketing options from the Menu of Marketing Benefits to develop their own customized marketing plan. Partnerships are arranged on a first-come, first-serve basis. **Premier Partners must commit to one of the four levels of support: Diamond, Platinum, Gold, or Silver.**

- **Diamond Level – Commitment \$10,000**

Certain marketing benefits are only available to Diamond Partners:

- **New Superintendent and Executive Committee Reception at The Fall Leadership Summit and Winter Institute (Limited)**
- **Preferential booth locations at The Fall Leadership Summit and Winter Institute**
- **Technical article in *The Councilgram* newsletter**
- **Platinum Level – Commitment: \$8,000**
- **Gold Level – Commitment: \$6,000**
- **Silver Level – Commitment: \$4,000**

See attached menu of marketing benefits to select marketing option plus the basic contract benefits package. Remember your marketing benefits should total the amount of the sponsorship package that you choose!

3. Business Member

Business members are individuals who are active in a field that is allied to education and who wish to support the programs of THE COUNCIL and the public education system of New York State. These business members may gain access to THE COUNCIL on payment of prescribed dues of \$650 per year. **Business members do not have access to the Menu of Marketing Benefits or exhibiting opportunities.** However, should a member wish to move to either the Premier or Signature level during the contract year, the amount paid into the business level will be applied to the higher level. **Business members list of benefits include:**

- **Receipt of Council publications**
- **Receipt of one *Membership Directory***
- **Access to label purchases**
- **Annual event registration at the member price**
- **Half page ad in the *Membership Directory***
- **Participation in the Annual Golf Tournament with Council members at the Fall Leadership Summit**

Costs/Commitment: \$650



4. Legal Support Member

Legal Support Members are attorneys who are active in a field that is allied to education and who wish to support the programs of THE COUNCIL and the public education system of New York State. As a member, you may gain access to THE COUNCIL with payment of dues of \$650 per year. This membership gives you the opportunity to present during one of THE COUNCIL's Legal Briefing Workshops. **Presentations must be approved by the legal department of The Council.** Legal Support Members do not have access to the Menu of Marketing Benefits or exhibiting opportunities that are offered with the Strategic Partnership Program. However, should a member wish to become a Strategic Partner during the contract year, the amount paid into the sustaining level will be applied to the higher level. **Legal Support members receive:**

- **Council publications**
- **One *Membership Directory***
- **Access to label purchases**
- **Annual event registration at the member price**
- **Access to purchase *Membership Directory* advertising**
- **Access to participate in the Annual Golf Tournament with Council members at the Fall Leadership Summit**
- **Access to participate in one Legal Briefing Workshop** (*Presentations must be approved by the legal department of The Council.*)

Costs/Commitment: \$650

Additional Opportunities

THE COUNCIL and LEAF, Inc. occasionally have opportunities for our Signature partners who are interested in providing additional support. The staff will meet with interested Signature Partners to determine if there is an opportunity that is mutually beneficial. Opportunities may include support of a professional development workshop, or a presentation on a specific topic of interest to our membership. This must be approved by the LEAF, Inc. Director and Board of Directors. Proposal may be required to be submitted.

Our Signature and Premier Partners have access to the services in our Menu of Marketing Benefits as well as exhibiting opportunities at our annual events. In addition to the benefits selected, a partner will receive the following benefits as part of the basic contract package:

Basic Contract Package Benefits

Identification

- Special logomark designed for chosen level
- Identify self as a supporter in materials using special logomark
- Three Sustaining Memberships (Value: \$500 per membership)
- Plaque highlighting level of support

Recognition

- Logoed listing in *Membership Directory* with 50-word company profile and client referral list
- Listing in *Annual Report*
- Logoed listing in Fall Leadership Summit/Winter Institute program and event mobile app
- Welcome Registration power point
- Special signage at Council exhibit

Communication

- Copies of Council publications – 1 *Membership Directory*, monthly *Councilgram* newsletter, annual event materials
- Strategic Partnership listserv participation (unlimited)
- Receive Legislative e-mail transmissions
- Web link to partner company website, partner profile and contact information
- Electronic directory listing on council website
- Pre-registration lists of annual event participants

Access

- Fall Leadership Summit/Winter Institute exhibiting
- Menu of Marketing Benefits

INCLUDED IN BASIC PACKAGE



When participating in the Partnership Program, you select the benefits that are most important to you and your organization. Your marketing benefit choices should total the amount of the sponsorship package you select. For example if you select:

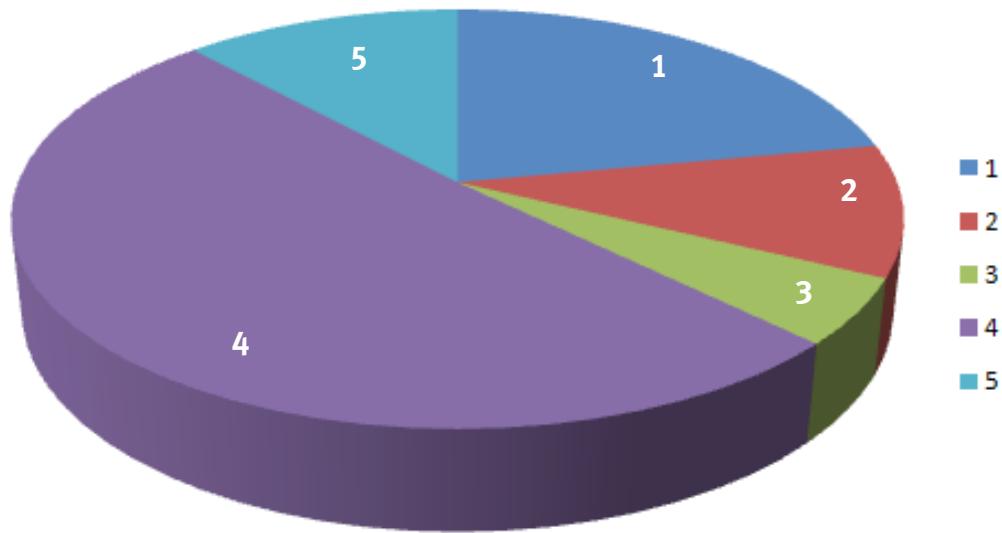
Premier Gold Partnership – \$6,000

You would then select from the Menu of Marketing Benefits these possible items:

- **Fall Leadership Summit Booth – \$1,600**
- **Fall Leadership Summit Full Page Program Advertisement – \$700**
- **Winter Institute Quarter Page Program Advertisement – \$400**
- **Skill Building Workshop – Fall Leadership Summit – \$3,000**
- **3 Sets of Membership Labels – \$300**

Sample Premier Gold Level Selected Benefits \$6,000

An example of a personalized marketing plan:



- 1. Fall Leadership Summit Booth - \$1,600
- 2. Fall Leadership Summit Full Page Ad - \$700
- 3. Winter Institute Quarter Page Ad - \$400
- 4. Skill Building Workshop - \$3,000
- 5. Three Sets of Membership Labels - \$300

Thank you for Partnering with The Council! Please complete this form and your Menu of Marketing Benefits by checking those items you would prefer as part of your program and return to The Council to receive your 2014-2015 Council Contract. You may mail or fax this form to (518) 426-2229, Attn: Deidre Hungerford, Assistant Director of Business Development. If you would like to access this brochure on-line, please go to The Council's website at www.nyscoss.org and click on the Strategic Partners tab on the sidebar. Click on the 2014-2015 Strategic Partnership Program Brochure. If you have any questions, please don't hesitate to call Deidre at (518) 694-4885.

1. Partnership Level (Please check one level only)

- Signature Partnership** - \$15,000 / Limited Contracts Available

Benefits:

- Full access to Menu of Marketing Benefits. See benefits list for more detail.
- Customized marketing plan
- Preferential exhibiting opportunities
- Personalized marketing opportunities
- Specialized benefits available only to Signature Partners (See page 4)

- Premier Partnership** (select one) - # of contracts vary for each plan.

- Diamond Level - \$10,000
- Platinum Level - \$8,000
- Gold Level - \$6,000
- Silver Level - \$4,000

Benefits:

- Access to certain Menu of Marketing Benefits. See benefits list for more details.
- Access to exhibiting opportunities

- Business Member** - \$650 **Legal Support Membership** - \$650

If you choose not to participate as a strategic partner, you may still become a Business or Legal Support member. Benefits are limited. See page 5 of this brochure for more details on benefits received. **Business and Legal Support members do not have access to the Menu of Marketing Benefits or exhibiting opportunities at conferences.**

2. Company Information

Name of Company: _____
(Please list your legal company name)

Main Office Address: _____

Street#: _____ City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Web Site Address: _____



3. Company Contacts

a. Please designate one person as the main contact for THE COUNCIL's members:

Main Contact (include name & title): _____

Address (if different from main address): _____

Street _____ City _____ State/Zip Code _____

Telephone: _____ Fax: _____ E-mail: _____

b. Please designate one person that we should write the contract to if different from the main contact:

Company Contact for Contract (if applicable, include name & title): _____

Address (if different from main address): _____

Street _____ City _____ State/Zip Code _____

Telephone: _____ Fax: _____ E-mail: _____

4. Menu of Marketing Benefits (This option is not available to Business or Legal Support members).

Please check off those benefit options that you are interested in for your company/organization on the Menu of Marketing Benefits lists included on pages 10-13 of this brochure.

5. Signature of Company Representative (Electronic Signature is acceptable).

Signature _____ Date _____ Printed Name _____

Title _____

**This selection form is not a signed contract.
A formal contract will be created
once this selection form is received.**



Partner Access	DIAMOND	PLATINUM	GOLD	SILVER	Event / Availability	Value / Select
✓	✓	✓	✓	✓	Advocacy – FULL YEAR	\$1,700 <input type="checkbox"/>
✓	✓	✓	✓	✓	Advocacy – HALF YEAR.....	\$850 <input type="checkbox"/>
✓	✓	✓	✓	✓	Advocacy – QUARTER YEAR	\$425 <input type="checkbox"/>
✓	✓	✓	✓	✓	LEAF, Inc. – FULL YEAR	\$1,700 <input type="checkbox"/>
✓	✓	✓	✓	✓	LEAF, Inc. – HALF YEAR.....	\$850 <input type="checkbox"/>
✓	✓	✓	✓	✓	LEAF, Inc. – QUARTER YEAR	\$425 <input type="checkbox"/>
✓	✓	✓	✓	✓	Educational Opportunities – FULL YEAR.....	\$1,700 <input type="checkbox"/>
✓	✓	✓	✓	✓	Educational Opportunities – HALF YEAR	\$850 <input type="checkbox"/>
✓	✓	✓	✓	✓	Educational Opportunities – QUARTER YEAR.....	\$425 <input type="checkbox"/>
✓	✓	✓	✓	✓	Resources Page – FULL YEAR.....	\$1,700 <input type="checkbox"/>
✓	✓	✓	✓	✓	Resources Page – HALF YEAR	\$850 <input type="checkbox"/>
✓	✓	✓	✓	✓	Resources Page – QUARTER YEAR.....	\$425 <input type="checkbox"/>
✓	✓	✓	✓	✓	Newsroom Page – FULL YEAR	\$1,700 <input type="checkbox"/>
✓	✓	✓	✓	✓	Newsroom Page – HALF YEAR.....	\$850 <input type="checkbox"/>
✓	✓	✓	✓	✓	Newsroom Page – QUARTER YEAR	\$425 <input type="checkbox"/>
✓	✓	✓	✓	✓	Listserve Ad Space (Coming Soon)	TBD <input type="checkbox"/>
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	ADVERTISING:	
✓	✓	✓	✓	✓	FALL LEADERSHIP SUMMIT:	
✓	✓	✓	✓	✓	Inside Full Page, Color Tab Ad – Fall & Winter (2 available) ..	\$1,400 <input type="checkbox"/>
✓	✓	✓	✓	✓	Fall Leadership Summit Program – B&W Full Ad (4 available)..	\$700 <input type="checkbox"/>
✓	✓	✓	✓	✓	Fall Leadership Summit Program – B&W Half Ad	\$550 <input type="checkbox"/>
✓	✓	✓	✓	✓	Fall Leadership Summit Program – B&W Quarter Ad	\$400 <input type="checkbox"/>
✓	✓	✓	✓	✓	Fall Leadership Summit Program (1 of each available)	
					Color Outside Back Cover.....	\$1,100 <input type="checkbox"/>
					Color Inside Back Cover	\$900 <input type="checkbox"/>
					Color Inside Front Cover.....	\$900 <input type="checkbox"/>
					Full Page Color Ad/Front Section	\$800 <input type="checkbox"/>
✓	✓	✓	✓	✓	Fall Leadership Summit Mobile App Sponsorship	
					Welcome Page (1 available)	\$800 <input type="checkbox"/>
					Home Page (1 available).....	\$750 <input type="checkbox"/>
					Footer – All Pages (1 available)	\$1,000 <input type="checkbox"/>
					Ad Alerts (limited to 10).....	\$200 <input type="checkbox"/>
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	WINTER INSTITUTE:	
✓	✓	✓	✓	✓	Winter Institute Program – B&W Full Ad (4 available)	\$700 <input type="checkbox"/>
✓	✓	✓	✓	✓	Winter Institute Program – B&W Half Ad.....	\$550 <input type="checkbox"/>
✓	✓	✓	✓	✓	Winter Institute Program – B&W Quarter Ad	\$400 <input type="checkbox"/>
✓	✓	✓	✓	✓	Winter Institute Program (1 of each available)	
					Color Outside Back Cover.....	\$1,100 <input type="checkbox"/>
					Color Inside Back Cover	\$900 <input type="checkbox"/>
					Color Inside Front Cover.....	\$900 <input type="checkbox"/>
					Full Page Color Ad/Front Section	\$800 <input type="checkbox"/>
✓	✓	✓	✓	✓	Winter Institute Mobile App Sponsorship	
					Welcome Page (1 available)	\$800 <input type="checkbox"/>
					Home Page (1 available).....	\$750 <input type="checkbox"/>
					Footer-All Pages (1 available).....	\$1,000 <input type="checkbox"/>
					Ad Alerts (limited to 10).....	\$200 <input type="checkbox"/>
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	THE DIRECTORY:	
✓	✓	✓	✓	✓	The Directory – Full Ad (Limited)	\$700 <input type="checkbox"/>
✓	✓	✓	✓	✓	The Directory – Half Ad (Limited).....	\$500 <input type="checkbox"/>
✓	✓	✓	✓	✓	The Directory (1 of each available)	
					Color Outside Back Cover.....	\$1,300 <input type="checkbox"/>
					Color Inside Back Cover	\$1,000 <input type="checkbox"/>
					Color Inside Front Cover	\$1,000 <input type="checkbox"/>
					Inside Back Page	\$800 <input type="checkbox"/>
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	PUBLICATIONS:	
✓	✓	✓	✓	✓	Annual Report Underwriter	\$1,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Retired Life Member Booklet Underwriter (Fall Summit)	\$500 <input type="checkbox"/>

Please Note: All benefits are on a first come/first serve basis. Once a benefit has been selected with a signed contract holder, it is no longer available.

3. Industry Support

Partner Access

Event / Availability

Value / Select 12

SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	
✓	✓	✓	✓	✓	SCHOLARSHIPS:
✓	✓	✓	✓	✓	Dr. Mary Barter Scholarship for Women & Minorities (1 available – Winter Institute)..... \$3,000 <input type="checkbox"/>
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	Aspiring Leaders: Delaney Scholarship (1 available – Fall).. \$3,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	AWARDS:
✓	✓	✓	✓	✓	Friend of The Council Award (1 available)..... \$1,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	Appreciation Award (1 available) \$1,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	Distinguished Service Award (1 available)..... \$1,000 <input type="checkbox"/>
					SCHOLARSHIP/AWARD BENEFITS RECEIVED:
					- Logo on all materials attached to scholarship program – (registration, Power Points™, letters, newsletter).
					- Members of company presents award at podium.
					- Photo Opportunity
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	PROFESSIONAL DEVELOPMENT PROGRAMS (LEAF, Inc.)
✓	✓	✓	✓	✓	New Superintendent Two-day Orientation and Reception \$3,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	(July 10 & 11; Albany)
✓	✓	✓	✓	✓	New Superintendent Program Sponsor (4 available) \$1,200 <input type="checkbox"/>
					Dates: September 21, 2014; November 19, 2014; January 15, 2015; March 8, 2015 (<i>Companies may only sponsor 1 program</i>)
					Second and Third Year Superintendent Program
					July 14 & July 15, 2014\$1,500 <input type="checkbox"/>
					September 21, 2014.....\$1,200 <input type="checkbox"/>
					March 8, 2015.....\$1,200 <input type="checkbox"/>
					(<i>Companies may only sponsor 1 program</i>)
✓	✓	✓	✓	✓	Aspiring Superintendents Program \$1,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	(3 available; Dec. 10, 2014, plus two other dates TBD)
✓	✓	✓	✓	✓	Spring Conference (April 2015)..... \$1,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Cabinet Workshop (October 2014) \$1,000 <input type="checkbox"/>
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	LEGAL PROGRAMS:
✓	✓	✓	✓	✓	Legal Featured Presentation \$2,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	at the Fall Leadership Summit
✓	✓	✓	✓	✓	Legal Featured Presentation \$2,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	at the Winter Institute
✓	✓	✓	✓	✓	Legal Briefing Workshop Title Sponsorship..... \$2,000 <input type="checkbox"/>
					which includes 3 presentations (4 available)
					(Long Island, Southern Westchester BOCES, Herkimer, Rochester)
✓	✓	✓	✓	✓	Legal Article for the Councilgram \$1,500 <input type="checkbox"/>
					(<i>All Legal Program participation needs to be approved by The Council's Legal Department</i>)
✓	✓	✓	✓	✓	LEGAL LEVEL II Sponsorships
✓	✓	✓	✓	✓	Retirement Newsletter Articles..... \$300 <input type="checkbox"/>
					(Financial Planning Companies only - 4 Available)
✓	✓	✓	✓	✓	1 hour presentation at Legal Briefing Workshops..... \$800 <input type="checkbox"/>
					for Financial Planning and Insurance Companies only (4 available)
					(<i>All Legal Level 2 Program participation needs to be approved by The Council's Legal Department</i>)
SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER	FALL LEADERSHIP SUMMIT (SEPTEMBER 21-23, 2014 / Saratoga, NY):
✓	✓	✓	✓	✓	Title Sponsor \$7,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Opening Session Introduction \$2,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Second General Session Acknowledgement \$2,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	Closing Session Introduction \$1,800 <input type="checkbox"/>
✓	✓	✓	✓	✓	Featured Presentation Introduction (3 available)..... \$800 <input type="checkbox"/>
✓	✓	✓	✓	✓	Golf Tournament Sponsor \$1,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	Annual Banquet Sponsor \$3,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	President's Reception Sponsor \$2,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	Networking Breakfast Sponsor \$1,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Networking Lunch Sponsor \$1,500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Refreshment Break Sponsor (2 available) \$1,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	Dessert Sponsor \$1,000 <input type="checkbox"/>
✓	✓	✓	✓	✓	5K Run/Walk Sponsor \$500 <input type="checkbox"/>
✓	✓	✓	✓	✓	Lanyards (supply lanyards)..... \$350 <input type="checkbox"/>
✓	✓	✓	✓	✓	Pens (supply pens) \$350 <input type="checkbox"/>
✓	✓	✓	✓	✓	Bags (supply bags)..... \$350 <input type="checkbox"/>
✓	✓	✓	✓	✓	Room Keys Sponsor (In addition cost of keys) \$500 <input type="checkbox"/>



The Strategic Partnership Advisory Committee

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The Strategic Partnership Advisory Committee is composed of individuals participating in our Partnership Program that are interested in guiding THE COUNCIL'S efforts in the support area. The committee is open to all representatives from companies/organizations enrolled in the Partnership Program and who are invited by THE COUNCIL to sit on the committee. The committee meets once a year to plan the fall and winter events and review the Partnership Program and consists of THE COUNCIL'S Associate Director, Assistant Director of Business Development, one or two active superintendents and company/organization representatives. Decisions affecting the Partnership Program will be reviewed with the Advisory Committee prior to implementing changes. For more information about this committee, please contact Deidre Hungerford, Assistant Director of Business Development, at (518) 694-4885 or deidre@nyscross.org.



Guidelines

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The Strategic Partnership Program Advisory Committee has developed the following guidelines to provide clarity to companies and organizations about what THE COUNCIL expects of our Partners. Representatives of companies and organizations that participate in our Partnership Program will:

- **Conduct business with integrity.**
- **Recognize that The Council does not endorse companies, organizations or their products or services.**
- **Comply with all points of agreement outlined in their contracts.**
- **Comply with conference exhibit hours, set-up and breakdown times, and space constraints.**
- **Treat fellow exhibitors with respect.**
- **Follow the guidelines outlined for Skill Building Workshops, presentations and printed publications.**
- **Comply with criteria for participating in professional development offerings and advocacy events.**



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For more information about the Strategic Partnership Program, please contact Deidre Hungerford, Assistant Director of Business Development, at 518.694.4885 or deidre@nyscoss.org

New York State Council
of School Superintendents
7 Elk Street, Third Floor
Albany, New York 12207
518.449.1063
www.nyscoss.org