ALLIANCE PARTNERSHIP

OPPORTUNITIES
“Personal relationships are the fertile soil from which all advancement, all success, all achievement in real life grows.”

- Ben Stein
We are PSBA, the only association in Pennsylvania dedicated to school boards

The Pennsylvania School Boards Association is the statewide association for public school boards. Our access is to a core member audience of 4,500 elected school officials and 500 superintendents who together oversee the 500 school districts that comprise our state’s public education system.

In the 2018-19 school year, Pennsylvania’s school districts and the locally elected school board directors who govern them, were responsible for nearly $31.4 billion in budget oversight.

WHO ARE THESE DECISION-MAKERS that participate in the direction of more than $31 BILLION in budgetary determinations?

Each school director takes on an enormous responsibility that is driven by passion and commitment. They are unpaid officials who work not as individuals, but as a collective authority. They are lay leaders from every walk of life and every or any professional background, who have a strong commitment to the communities they serve and whose driving motivation is the best public education outcomes for the students of Pennsylvania. They are regularly faced with decisions about technology, construction, curricula, staffing, facilities, security, food services, systems and solutions, along with the ongoing operations of the district.

Now that you know a little about what drives our members, HOW DO YOUR COMPANY AND YOUR BRAND FIT INTO THIS PICTURE?

Your relationship with PSBA is a conduit to this complex audience that also includes our extended membership audience of career and technology centers, intermediate units and community colleges. We work with partners we believe can provide top solutions in services and products for our members and their districts. Our commitment to our members runs as deep as their commitment to public education and their communities. Our goal is to help our school boards be successful in leading their districts. This includes introducing them to brands with which we are comfortable being aligned -- our Alliance Partners.
We invite you to have a conversation with us about our Alliance Partners program, but before that, please take a close look at the opportunities that exist and the channels through which you may reach our members.

**How We Can Help You Engage Our Audience**
Communication and content sponsorships is a strategic way to align your brand to one of our communication channels and meet our members where they are reading, viewing, hearing and consuming news from PSBA.

- *Bulletin* magazine advertising - discounted
- *Bulletin* magazine special conference issue, sponsored content - discounted
- *Keystone Education Radio* podcast sponsorship mention
- *VideoEDition* sponsorship mention
- Webcast sponsorship mention
- Logo presence on PSBA.org
- Social media shout outs

**Sharing Your Expertise**
Subject matter expertise (SME): sourcing for editorial and content development, education and training content development and LinkedIn articles.

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**ALLIANCE PARTNERSHIP LEVELS**

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>$750</td>
<td>- School Leadership Conference exhibit space – 20% discount&lt;br&gt;- <em>Bulletin</em> advertising – 10% discount&lt;br&gt;- PSBA content – 1 sponsorship mention&lt;br&gt;- PSBA.org – logo featured on partner page with backlink to sponsor site&lt;br&gt;- Six month partnership report</td>
</tr>
<tr>
<td>Silver</td>
<td>$3,500</td>
<td>- School Leadership Conference exhibit space – 40% discount&lt;br&gt;- <em>Bulletin</em> advertising – 15% discount&lt;br&gt;- PSBA content – sponsorship mentions – 3&lt;br&gt;- Subject matter expertise (SME) – 1 custom opportunity&lt;br&gt;- PSBA.org – logo featured on partner page with backlink to sponsor site&lt;br&gt;- Six month partnership report and check-in meeting</td>
</tr>
<tr>
<td>Gold</td>
<td>$10,000</td>
<td>- School Leadership Conference exhibit space – 1 complimentary booth&lt;br&gt;- <em>Bulletin</em> advertising – 25% discount&lt;br&gt;- PSBA content – sponsorship mentions – 6 custom opportunities&lt;br&gt;- Subject matter expertise (SME) – 2 custom opportunities&lt;br&gt;- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site&lt;br&gt;- Quarterly partnership report and check-in meetings</td>
</tr>
<tr>
<td>Platinum</td>
<td>$25,000+</td>
<td>- School Leadership Conference exhibit space – 1 complimentary booth&lt;br&gt;- <em>Bulletin</em> advertising – 50% discount&lt;br&gt;- PSBA content – sponsorship mentions – 10 custom opportunities&lt;br&gt;- Subject matter expertise (SME) – 3 custom opportunities&lt;br&gt;- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site&lt;br&gt;- Quarterly partnership report and check-in meetings</td>
</tr>
</tbody>
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WWW.PSBA.ORG/ALLIANCE-PARTNERS/
EVENT SPONSORSHIP OPPORTUNITIES

Connecting In-Person

Event sponsorships is an effective and personal way to show members you are immersed in the public education space and dedicated to helping them succeed in leading their schools. You and your brand as part of a PSBA conference, symposium or workshop tells our members that you are committed to their professional development and connectivity to their peer community.

**Solicitors Symposium | July 8-9, 2021 | The Penn Stater Hotel & Conference Center**
The annual Solicitors Symposium provides an informative and relaxed training and networking opportunity for school attorneys. This day-and-a-half program focuses on topics of special legal significance, featuring Pennsylvania’s best-known experts in various areas of school law practice.

**Conference Booster $3,500**
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Invitation/opportunity to provide marketing materials, tables dedicated to display area(s)
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out
- Opportunity to connect with school leaders, small group or one-to-one networking

**Conference Supporter $1,500**
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out

**School Board Secretaries Conference | July 28-29 2021 | Kalahari Resort**
This annual event is designed specifically to meet the networking and training needs of school board secretaries.

**Conference Booster $3,500**
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Invitation/opportunity to provide marketing materials, tables dedicated to display area(s)
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out
- Opportunity to connect with school leaders, small group or one-to-one networking

**Conference Supporter $1,500**
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out

**School Law Workshop | September 27, 2021 | Kalahari Resort**
The School Law Workshop offers valuable learning opportunities for school attorneys and school officials. Presentations provide an overview of legal issues school entities across the commonwealth may face, including occurrence from the past year and insight on what’s likely to come.

**Conference Booster $3,500**
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Invitation/opportunity to provide marketing materials, tables dedicated to display area(s)
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out
- Opportunity to connect with school leaders, small group or one-to-one networking

**Conference Supporter $1,500**
- Brand/logo exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral, signage
- Invitation/opportunity to provide swag or giveaway item, included in distributed meeting materials
- Social media shoutouts
- Brand exposure – PSBA.org, event webpage, with link to company website
- Access to attendee list – two weeks out
Save the Date!

Join us for the PASA-PSBA School Leadership Conference in 2021:
Monday, September 27–Wednesday, September 29
Kalahari Resorts & Conventions in the Poconos

NEW dates, NEW location!
PASA - PSBA School Leadership Conference
September 27 - 29, 2021 | Kalahari Resort

This is a multi-day annual conference hosted by the Pennsylvania Association of School Administrators (PASA) and the Pennsylvania School Boards Association (PSBA), which draws school leaders from across the state. Live programming, peer learning and networking opportunities comprise the event, designed to inform and inspire. A significant element of the attendee experience is the exhibit hall, where decision-makers come to find out about the latest and greatest products and services to help equip them for the decisions they’ll be faced with throughout the year. PASchoolLeaders.org: for more information.

Benefits:
- Access to attendee list four weeks out
- Signage and recognition in/around the event
- Brand exposure – PaSchoolLeaders.org, the dedicated conference website
- Company listing in conference program

Conference Booster $3,500
(choice of one)
Hydration Stations
In-room rack cards
(three available)
Snacks and Refreshments in the Exhibit Hall
Conference Wi-Fi
Hotel Room Key

Benefits:
- Access to attendee four two weeks out
- Brand exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
- Brand exposure – PaSchoolLeaders.org, the dedicated conference website
- Special sponsor signage attached to booth space
- Brand/logo exposure – onsite conference signage, digital content for video wall and monitors
- Social media sponsor shoutouts
- Company listing in conference program
- Free full-page advertisement in the Special Conference issue of Bulletin - digital

Conference Benefactor
$10,000
(choice of one)
Conference Attendee Totebag
Conference Mobile App
Energy Break
Exhibit Hall Reception
Attendee Boxed Lunches
Lanyard

Benefits:
- Exhibit hall challenge – company/booth incorporated into challenge series
- One Learning Lab presentation opportunity (non-sales talk, topic-based)
- Access to attendee list four weeks out
- Brand exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
- Brand exposure – PaSchoolLeaders.org, the dedicated conference website
- Special sponsor signage attached to booth space
- Brand/logo exposure – onsite conference signage, digital content for video wall and monitors
- Social media sponsor shoutouts
- Company listing in conference program
- Free full-page advertisement in the Special Conference issue of Bulletin - digital

Conference Champion
$20,000+
(choice of one)
Keynote Speakers
Continental Breakfast
Coffee Breaks

Benefits:
- Opportunity to provide keynote speaker introduction
- Banner ad on PaSchoolLeaders.org and link to sponsor website
- Brand/logo exposure on back cover of conference program.
- Exhibit hall challenge – company/booth incorporated into challenge series
- One Learning Lab presentation opportunity (non-sales talk, topic-based)
- Access to attendee list four weeks out
- Brand exposure – promotional content affiliated with lead-up, onsite and post-event marketing collateral
- Brand exposure – PaSchoolLeaders.org, the dedicated conference website
- Special sponsor signage attached to booth space
- Brand/logo exposure – onsite conference signage, digital content for video wall and monitors
- Social media sponsor shoutouts
- Company listing in conference program
- Free full-page advertisement in the Special Conference issue of Bulletin - digital

STEAM Scholarship $500
(three available)

Benefits:
- Access to attendee list four weeks out
- Signage and recognition in/around the event
- Brand exposure – PaSchoolLeaders.org, the dedicated conference website
- Company listing in conference program
PSBA BULLETIN
Connect with potential clients by advertising in PSBA Bulletin, the leading magazine for public education decision-makers.

DISTRIBUTION & REACH
Pennsylvania’s premier education magazine, PSBA Bulletin, is published five times a year. The Bulletin covers state governmental issues affecting public education, legal developments, education research, feature stories, opinion pieces, bright ideas and public education standouts. The Bulletin is designed to offer content and value to our members. Topics support school directors in their role, providing insight, information and inspiration. The Bulletin reaches more than 35,000 school board directors, administrators and other personnel in school districts, IUs and CTCs across the state.

NEW VIDEO ADVERTISEMENTS
A new platform means more opportunities for you to reach our members. PSBA’s award-winning magazine, the Bulletin, has gone digital! The electronic version of the Bulletin is housed on www.psba.org. Engage readers with a video ad from your company, embedded in our new, interactive publication. Your ad will also be linked to your company’s website, providing instant information to potential clients. (Space is limited to three video ads per issue)

SPECIAL CONFERENCE ISSUE
Connect with potential clients by advertising in PSBA special edition of Bulletin, released exclusively at the 2021 annual School Leadership Conference. This offer is available only to PSBA Alliance partners, conference sponsors and exhibitors.

Each year, the Pennsylvania Association of School Administrators (PASA) and the Pennsylvania School Boards Association (PSBA) host a joint multiday conference for school leaders from across the commonwealth. Serving and supporting the role of school administrators and school board directors, the live programming and gatherings that comprise the event are designed to inform and inspire. The purpose of the event is to equip education leaders for the challenges of their roles by bringing learning opportunities, product and service offerings, along with networking to one place at one time for a maximized attendee experience.

WE LOVE OUR ADVERTISERS
Each issue of the Bulletin includes an advertiser index with contact information for all companies. The PSBA Bulletin is available to members and subscribers online at www.psba.org. The new online magazine platform contains enhanced interactivity and resources, including videos, and links to webpages and publications.

2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topic</th>
<th>Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan./Feb.</td>
<td>Operating a Pennsylvania public school</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>Mar./Apr.</td>
<td>Developing successful leaders</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>May/June</td>
<td>The fundamentals of instruction</td>
<td>Apr. 1</td>
</tr>
<tr>
<td>Sept./Oct.</td>
<td>Technology/Cybersecurity</td>
<td>Aug. 1</td>
</tr>
<tr>
<td>Nov./Dec.</td>
<td>A focus on equity</td>
<td>Oct. 1</td>
</tr>
<tr>
<td>SLC Special Issue</td>
<td>School Leadership Conference highlights</td>
<td>Aug. 15</td>
</tr>
</tbody>
</table>

Publication Specifications:
- Trim size: 8.5" x 11"
- Bleeds: All bleeds must be set for .25"
- Safety: All live matter should be 3/8" from the trim (live area is 8 1/8" x 10 6/8")
- Please name file: companyname issuemonth.pdf

Note: subject to change.

SEND A COMPLETED INSERTION CONTRACT & PAYMENT TO:
Deb Harrington, Partnerships Manager | Pennsylvania School Boards Association
400 Bent Creek Blvd., Mechanicsburg, PA 17050 | fax: (717) 506-2451 | email: deb.harrington@psba.org
INSERTION ORDER & ADVERTISING CONTRACT

Advertiser ____________________________________________
Contact Person or Agency ________________________________
Bill to __________________________________________________
Address ________________________________________________

City __________________ State ______ Zip Code ____________
Phone (____) _______ Fax (____) _______ Email __________________

Will you be using insertion or purchase order? ________________

ALLIANCE PARTNER DISCOUNTS
Bronze - 10% Gold - 25%
Silver - 15% Platinum - 50%

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>1-2</th>
<th>3-4</th>
<th>5-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 1 &amp; 2</td>
<td>$2,200</td>
<td>$2,145</td>
<td>$2,070</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,510</td>
<td>$1,435</td>
<td>$1,380</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,155</td>
<td>$1,100</td>
<td>$1,050</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,070</td>
<td>$990</td>
<td>$940</td>
</tr>
</tbody>
</table>

COVERS

| Inside Front | $2,200 | $2,145 | $2,070 |
| Inside Back  | $2,200 | $2,145 | $2,070 |
| Back         | $2,200 | $2,145 | $2,070 |

VIDEO ADS

| Full Page Ad with video | $2,700 | $2,645 | $2,570 |

AD POSITION/SIZE

- Inside Front Cover 8 1/2” x 11”
- Inside Back Cover 8 1/2” x 11”
- Back Cover 8 1/2” x 11”
- Page 1, 8 1/2” x 11”
- Page 2, 8 1/2” x 11”
- Full page, 8 1/2” x 11”
- Half page, 7” x 5” H or 4 1/2 x 7” (island)
- 1/4 Page 7” x 2 1/2” H
- Full page 8 1/2” x 11” with video

Insertion (select one)

- One time (1x)
- Two times (2x)
- Three times (3x)
- Four times (4x)
- Five times (5x)
- Six times (6x)

Issue Closing Date

- Jan./Feb. Dec. 1
- Mar./Apr. Feb. 1
- May/June April 1
- Sept./Oct. Aug. 1
- Nov./Dec. Oct. 1
- SLC Special Issue Aug. 15

PAYMENT METHOD:  MAKE A COPY OF THIS CONTRACT FOR YOUR RECORDS

Total Amount __________________________ Card # __________

Check (make check payable to Pennsylvania School Boards Association)
VISA  MasterCard  American Express  Exp. Date _______ CVV2/CVC2 _______

Name on Card _________________________________________ Phone: (____) _______ Billing ZIP Code ____________

- Bill my card for the full year of advertising now
- Bill my card for each month my ad runs when you do the billing for that month

I hereby authorize the Pennsylvania School Boards Association to publish the PSBA Bulletin advertising indicated above.

Signed __________________________

Title ______________________________________________________________________________________________

Name (printed) __________________________ Date ______________

TERMS & CONDITIONS: The advertiser has read and agrees to abide by the current PSBA Bulletin Advertising Rates and Terms and Conditions set forth in this contract. Editorial and advertising policy below. All new advertisers must prepay first three advertisements. EDITORIAL & ADVERTISING POLICY: The granting of PSBA Partners and the acceptance of advertising in this publication does not necessarily constitute an endorsement by the Pennsylvania School Boards Association for products and services offered by the advertisers. Official positions and services endorsed by PSBA will be clearly stated and noted in this publication. Opinions by authors do not necessarily reflect positions of PSBA. The association reserves the right to reject any advertisement deemed inappropriate for publication in the PSBA Bulletin. PLEASE READ CAREFULLY: The following terms and conditions are deemed to be a part of and incorporated in this agreement between PSBA and the advertisers and/or advertising agencies:

1. You will be invoiced 30 days prior to the publication date. All payments are due 30 days after the date of invoice; no agency commission discount granted.
2. To establish credit, all new advertisers must prepay their first three insertions by the material deadline for each issue.
3. If an advertiser fails to make timely payments, prepayment will be required for any additional insertions to regain credit privileges.
4. All author’s corrections on advertisement copy shall be billed as an additional charge to the advertiser or ad agency.
5. Rates are subject to change without notice.
6. The publisher accepts no responsibility for the content of an advertisement or the truth of any matters claimed within the advertisement.
7. The advertiser and ad agency agree to indemnify and hold the publisher harmless from any and all claims, including but not limited to the costs of defending such claims and attorneys’ fees arising from a claim.
8. The publisher’s liability for any error shall not exceed the cost of the space in which the error appeared.
9. Cancellations will not be accepted after the closing date for an issue. Cancellation fee of 20% of advertising cost will be assessed for any cancellations post contract signing. Any rate discounts based on issue frequency will be readjusted to remove discount, if appropriate.
10. The publisher reserves the right to reject an advertisement for reasons including but not limited to the following: the advertisement, whether through its grammar, layout, artwork or otherwise, fails to meet editorial standards of the publication; the advertisement advertises or otherwise promotes a product that PSBA, as a matter of practice or policy, has decided not to advertise; the advertisement makes untrue or misleading claims, or otherwise disparages a competing product; the advertisement is in poor taste.
11. Other than Premium Positions, special position requests cannot be guaranteed.
12. As used throughout this contract, the term “publisher” shall refer to the Pennsylvania School Boards Association.
13. Note: Subject to change
More EVENT SPONSORSHIP opportunities coming in 2021!

The impact of the COVID-19 pandemic has prompted us to think differently about our annual calendar of learning opportunities. We are continuing to develop and evolve what we will be offering. Please look for more information at the start of 2021. As always, Alliance Partner connectivity to PA public school leaders are at the forefront of our thinking. Stay tuned!
To secure your custom Alliance Partnership contract highlighting the opportunities most beneficial to your organization, please contact Megan Strausbaugh, PSBA’s director of marketing at megan.strausbaugh@psba.org or 717-506-2450 ext. 3500, or Deb Harrington, PSBA’s partnerships manager at deb.harrington@psba.org or 717-506-2450 ext. 3326.