



ALLIANCE

PARTNERSHIP PROGRAM

Get connected
to Pennsylvania's
public school
leaders.

20
25

**YOUR PARTNERSHIP
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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 2022-23 school year, Pennsylvania's school districts and the locally elected school board directors who govern them were responsible for more than \$35 billion in budget oversight.

Your relationship with PSBA is a conduit to the public school leaders and our extended membership audience of leaders in career and technology centers, intermediate units and community colleges.

We work with partners who 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 Partnership Program, but before that, please take a close look at the opportunities that exist and the channels through which you may reach our members.

STEPS TO SECURE YOUR ALLIANCE PARTNERSHIP:

1. Complete this online form.



2. Once you submit the form, a contract will be created and sent via DocuSign.

3. After all parties have signed the contract, the PSBA Partnerships team will reach out with your benefits checklist and coinciding deadlines.

PARTNERSHIP LEVELS

Bronze | \$1,000

- Complimentary subscription to *The Morning Brief*, PSBA's e-newsletter and *Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference exhibit space – \$250 discount
- *Bulletin* advertising – 10% discount
- PSBA content – logo placement in one *Bulletin* magazine advertisement

Descriptions of all benefits appear on pages 5-6.

Gold | \$10,000

- Complimentary subscription to *The Morning Brief*, PSBA's e-newsletter and *Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference benefits:
 - » Exhibit space – one complimentary booth
 - » Conference sponsorship opportunities – 25% discount
 - » One education session
- *Bulletin* advertising – 25% discount
- PSBA content –
 - » Two social media posts
 - » Two sponsorship mentions for *The Countdown*
- Two *Morning Brief* advertisements – runs for a full week
- Subject matter expertise (SME) –
 - » Highlighted partner in two issues of *PSBA Works for You*.
 - » Provide two LinkedIn articles that are shared on PSBA's account.
 - » Participate in a Partnership Webinar Series.
- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Inclusion in the Buyer's Guide – listing and half-page advertisement
- Quarterly partnership report and check-in (March/June/September/December)

Silver | \$3,500

- Complimentary subscription to *The Morning Brief*, PSBA's e-newsletter and *Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference exhibit space – \$550 discount
- *Bulletin* advertising – 15% discount
- PSBA content – two social media posts
- Two *Morning Brief* advertisements – runs for a full week
- Subject matter expertise (SME) – **CHOOSE TWO**
 - » Highlighted partner in an issue of *PSBA Works for You*.
 - » Provide a LinkedIn article that is shared on PSBA's account.
 - » Participate in a Partnership Webinar Series.
- PSBA.org – logo featured on partner page with backlink to sponsor site
- Inclusion in the Buyer's Guide – listing only

Platinum | \$25,000+

- Complimentary subscription to *The Morning Brief*, PSBA's e-newsletter and *Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- School Leadership Conference benefits:
 - » Exhibit space – one complimentary booth
 - » Opportunity to be a Conference Supporter-level sponsor
 - » One education session
- *Bulletin* advertising – 50% discount
- PSBA content –
 - » Four social media posts (one/quarter)
 - » Four sponsorship mentions for *The Countdown* (one/quarter)
- Four *Morning Brief* advertisements – runs for a full week (one per quarter)
- Subject matter expertise (SME) –
 - » Highlighted partner in four issues of *PSBA Works for You*.
 - » Provide four LinkedIn articles that are shared on PSBA's account.
 - » Participate in a Partnership Webinar Series.
- PSBA.org – logo featured on homepage and partner page with backlink to sponsor site
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Inclusion in the Buyer's Guide – listing and full-page advertisement
- Quarterly partnership report and check-in (March/June/September/December)

PARTNERSHIP LEVELS

<i>Comparison Chart</i>	BRONZE	SILVER	GOLD	PLATINUM
Complimentary subscriptions	x	x	x	x
Use of the PSBA Alliance Partnership logo	x	x	x	x
SLC: Exhibit space discount	\$250	\$550	Complimentary	Complimentary
SLC: Sponsorship discount			25%	Complimentary
SLC: Education session			x	x
<i>Bulletin</i> advertising discount	10%	15%	25%	50%
PSBA content: <i>Bulletin</i> advertisement	x			
PSBA content: Social media		2/year	2/year	4/year
PSBA content: <i>The Countdown</i> sponsorship			2/year	4/year
<i>Morning Brief</i> advertisements		2/year	2/year	4/year
SME: PSBA Works for You		Choice of two of the three SME options.	2/year	4/year
SME: LinkedIn article			2/year	4/year
SME: Partnership webinar			1/year	1/year
Partner page on PSBA.org		x	x	x
Buyer's Guide		Listing only	Listing with half-page ad	Listing with full-page ad
Alliance Partner Advisory Council			One representative	One representative
Partnership report and check-in meeting			Quarterly	Quarterly

BENEFIT DESCRIPTIONS AND SPECIFICATIONS

Complimentary subscriptions

All Alliance Partners receive a complimentary subscription to *The Morning Brief* e-newsletter and *School Leader Bulletin* magazine. *The Morning Brief* is published three times weekly and is a quick, easy read that curates timely education-related news and success stories. The *School Leader Bulletin* is an award-winning magazine that provides an in-depth look at issues affecting public schools and school leadership. PSBA partners and members receive a printed copy as well as digital access to the magazine.

Alliance Partner logo

As a benefit of participation, Alliance Partners are authorized to use the PSBA Alliance Partner logo in their informational and promotional materials.

School Leadership Conference benefits

Alliance Partners receive a discount on their exhibit space at the PASA-PSBA School Leadership Conference. The discount will be applied when you register and pay for your booth. In addition, higher-level partners receive a 25% discount on sponsorship opportunities which will also be available online when sales open in early 2025. Lastly, Gold and Platinum partners have the opportunity to co-present with at least one member district representative for an education session at conference.

School Leader Bulletin advertising discount

PSBA's *School Leader Bulletin* magazine is a quarterly publication with issues in February, May, August and November. The *Bulletin* covers state and national governmental issues affecting public education, legal developments, education research, feature stories, opinion pieces, bright ideas and public education standouts. Topics support school directors in their role, providing insight, information and inspiration. Connect with potential clients and take advantage of your advertising discount so your brand gets in the hands of Pennsylvania's public education decision-makers.

Content mentions

Bronze-level Alliance Partners receive brand recognition through a featured advertisement in an issue of the *School Leader Bulletin* magazine. For the higher-level partners, content mentions include social media posts and sponsorship of *The Countdown*. The content mentions are determined by PSBA Marketing and Communications staff based on availability. Social media shoutouts include tagging the Alliance Partner's social media accounts in the post. Sponsorship of *The Countdown* includes the Alliance Partner's logo placement in the distribution email and at the end of the newscast.

Morning Brief advertisements

Partners must design and submit to PSBA a 600 x 600-pixel advertisement/graphic and a URL to be used as a hyperlink. The advertisement will be published in PSBA's *Morning Brief* newsletter for one full week. Please submit a PNG or JPG file.

Highlighted partner in an issue of PSBA Works for You

Partners must submit a 350-500 word, one-page article that provides educational content or solutions for PA's public education and the leaders that support it. This article should be sent as a designed PDF file. Feel free to use your logo and branding. Hyperlinks can be included in the article as well. Your content will be the highlighted partner in an issue of *PSBA Works for You*, a weekly newsletter distributed every Thursday. An introduction to your content will be shared in the newsletter with a link to your designed one-pager. **As a reminder, the content of the one-pager is meant to be educational, non-sales content.**

A LinkedIn article that is shared on PSBA's account

Submit A 350- to 500-word article that is educational content and topic based, not a sales pitch. On LinkedIn, how-to or list articles receive strong engagement. You may add a "call-to-action" at the end of the article, but that should be the only sales-oriented part of the content. PSBA will tag

your company in the article when it is posted on LinkedIn. We will notify you when the article is scheduled to be published and we encourage you to share the post. Please submit this content as a word document.

Optional: If you wish to send in graphics or photographs to accompany your article, please make sure they are unbranded. If imagery is not submitted, PSBA will choose stock photography that best enhances the article. Please note: These articles will be co-branded with PSBA's logo.

Partnership webinar series

These webinars, hosted via Teams, are strictly education content and topic based, not a sales pitch. Presentation topics must be approved in advance. PSBA staff will host the webinar. Each webinar may have up to two Alliance Partners presenting. Only one company representative may present/participate. Presentations must be placed on PSBA's PowerPoint template and submitted two weeks prior to the webinar date. Each partner has a maximum of 30 minutes to present and an opportunity to answer questions during the last 10-15 minutes of the webinar. PSBA staff will open, close and facilitate the Q&A portion of each webinar. Webinars are based on PSBA staff availability and offered to partners on a first-come, first-served basis. PSBA will heavily advertise the webinar to all members but if registration does not meet the minimum of 25 people, the live webinar will be canceled. However, PSBA will still host the presenters via Teams to record the webinar and publish it on myPSBA.org for review by members at their convenience.

Dedicated landing page on PSBA.org

All Silver, Gold and Platinum Alliance Partners have a designated landing page on PSBA.org that features their company logo, a short description, a backlink to their website, social media handles and more.

The Buyer's Guide

The PSBA Alliance Partner Program Buyer's Guide was created to help members make smarter purchasing decisions. It highlights quality, well-vetted companies to allow our members the opportunity to select great products and services that meet the

unique needs of their districts. The Buyer's Guide is distributed at the PASA-PSBA School Leadership Conference in attendee registration bags. Silver, Gold and Platinum Alliance Partners receive a full company listing in the Buyers Guide. Gold partners receive a half-page and Platinum partners get a full-page advertisement. Gold and Platinum partners should submit their ads to PSBA with the following specifications:

- Full page – 8.5 x 11"
- Half page – 8.5 x 5.5"
- Bleeds – All bleeds must be set for .25"

Alliance Partner Advisory Council

All Gold and Platinum Alliance Partners have the opportunity to designate a representative from their company to the Alliance Partner Advisory Council. The purpose of the Council is to foster ethical and mutually supportive projects, programs and services between educational enterprises offering services and products to the membership of the Pennsylvania School Boards Association.

Partnership report and check-in meeting

All Gold and Platinum Alliance Partners will receive quarterly partnership reports indicating the benefits that have been received, those that are scheduled and any still outstanding. In addition, these partners will also have the opportunity to schedule a check-in meeting with PSBA staff to discuss the partnership and opportunities for further collaboration and idea sharing.