



ALLIANCE

PARTNERSHIP PROGRAM

Get connected
to Pennsylvania's
public school
leaders.

**20
26**

**YOUR PARTNERSHIP
CONTACTS:**

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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 5,000 superintendents and elected school directors 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 public school leaders and our extended membership audience of administrators 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 first, 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

Descriptions of all benefits appear on pages 4-6.

Bronze | \$2,000

- Complimentary subscription to *The Board Brief*, a PSBA digital newsletter to school board directors
- Complimentary subscription to the *Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- *School Leader Bulletin* advertising – 10% discount
- Advertisement featured in an issue of *The Board Brief*
- PSBA content – logo placement in an advertisement in one issue of the *Bulletin* magazine
- Listing in the Alliance Partner directory on PSBA's website.
- School Leadership Conference exhibit space – \$250 discount
- Listing in PSBA's *Buyer's Guide*

Silver | \$5,500

- Complimentary subscription to *The Admin Brief*, a PSBA weekly digital newsletter to superintendents, business managers and district administration
- Complimentary subscription to the *School Leader Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- *Bulletin* advertising – 20% discount
- Quarterly advertisement in *The Admin Brief*
- Two footers on PSBA email blasts
- Marketing card feature
- Logo and listing in the Alliance Partner directory on PSBA's website
- Two social media shoutouts
- Subject matter expertise (SME) – select two of the following options:
 - » Highlighted partner article in an issue of *PSBA Works for You* digital newsletter
 - » Provide a LinkedIn article that is shared on PSBA's account
 - » Co-author a white paper with PSBA
- School Leadership Conference benefits:
 - » Exhibit space – \$550 discount
 - » Sponsorship opportunities – 10% discount
- Listing in PSBA's *Buyer's Guide*
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Biannual partnership check-in meeting and report

Gold | \$12,500

- Complimentary subscriptions to *The Admin Brief*, *The Board Brief* and the *School Leader Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- *Bulletin* advertising – 35% discount
- Quarterly advertisements in both *The Admin Brief* and *The Board Brief*
- Four footers on PSBA email blasts
- A 30-second podcast advertisement
- Featured on *Keystone Education Report (KER)*
- Marketing card feature
- Logo and listing featured in the Alliance Partner directory on PSBA's website
- Quarterly sponsorship mentions on *The Countdown*
- Quarterly social media shoutouts
- Subject matter expertise (SME) – receive all of the following:
 - » Highlighted partner article in two issues of *PSBA Works for You* digital newsletter
 - » Provide two LinkedIn articles that are shared on PSBA's account
 - » Co-author a white paper with PSBA
 - » Exclusive luncheon invitation to a roundtable discussion about the *State of Education* report and state budget's impact on PA public education in March 2026
- School Leadership Conference benefits:
 - » Exhibit space – complimentary
 - » Sponsorship opportunities – 25% discount
 - » A conference social media post
 - » Opportunity to provide an education session
- Half-page advertisement and listing in PSBA's *Buyer's Guide*
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Quarterly partnership check-in meetings and reports

Platinum | \$50,000+

- Complimentary subscriptions to *The Admin Brief*, *The Board Brief* and the *School Leader Bulletin*, PSBA's quarterly magazine
- Use of the PSBA Alliance Partnership logo
- *Bulletin* advertising – 50% discount
- Monthly advertisements in both *The Admin Brief* and *The Board Brief*
- Monthly footers on PSBA email blasts
- A 30-second podcast advertisement
- Featured on *Keystone Education Report (KER)*
- Marketing card feature
- Logo and listing featured in the Alliance Partner directory on PSBA's website
- Two quarterly sponsorship mentions on *The Countdown*
- Two quarterly social media shoutouts
- Subject matter expertise (SME) – receive all of the following:
 - » Highlighted partner article in two issues of *PSBA Works for You* digital newsletter
 - » Provide two LinkedIn articles that are shared on PSBA's account
 - » Co-author a white paper with PSBA
 - » Exclusive luncheon invitation to a roundtable discussion about the *State of Education* report and state budget's impact on PA public education in March 2026
 - » Complimentary rental available for an in-person event at PSBA headquarters
- School Leadership Conference benefits:
 - » Exhibit space – complimentary
 - » Complimentary conference supporter-level sponsorship
 - » A conference social media post
 - » Opportunity to provide an education session
- Full-page advertisement and listing in PSBA's *Buyer's Guide*
- Opportunity to have a representative on the Alliance Partner Advisory Council
- Quarterly partnership check-in meetings and reports
- AND MORE! Receive customized benefits for greater exposure to PSBA's membership and brand recognition

BENEFIT DESCRIPTIONS AND SPECIFICATIONS

COMPLIMENTARY SUBSCRIPTIONS

The Admin Brief

This is PSBA's weekly digital newsletter delivered directly to key district administrative leaders, including superintendents and business managers. This resource provides timely updates, important news, and insights to keep education leaders informed and engaged. As an Alliance Partner, you receive a complimentary subscription, ensuring you stay connected to the issues and trends shaping Pennsylvania's public education.

The Board Brief

This PSBA weekly digital newsletter is distributed to school board directors at member districts across the commonwealth. It delivers timely updates, important news, and resources to help board directors stay informed and engaged in the issues shaping

public education. As an Alliance Partner, you receive a complimentary subscription, giving you direct insight into the priorities and conversations that matter most to Pennsylvania's school boards.

School Leader Bulletin

The *School Leader Bulletin* is PSBA's award-winning magazine that provides an in-depth look at the issues shaping public schools and school leadership across Pennsylvania. Each edition offers expert insights, best practices and timely information for education decision-makers. As an Alliance Partner, you receive a printed copy and full digital access, ensuring you stay informed and connected to the most relevant topics in public education.

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.

ADVERTISING

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 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. An insertion order must be completed and is available online. [Click here for more information.](#)

Newsletter advertisements

Partners can submit a 600 x 600-pixel advertisement or graphic along with a URL for hyperlinking. Based on your partnership level, your ad will be featured in *The Admin Brief*, *The Board Brief* or both, providing

valuable brand visibility to Pennsylvania's education leaders. Please ensure your design meets the specifications listed below before submitting to PSBA.

Submission requirements:

- Image format: PNG or JPG
- Dimensions: 600 x 600 pixels
- Include: Destination URL for hyperlink

PSBA email footer

Promote your brand with a banner ad that is distributed in a PSBA email. Please ensure your design meets the specifications listed below before submitting to PSBA.

Submission requirements:

- Image format: PNG or JPG
- Dimensions: 600 x 600 pixels
- Include: Destination URL for hyperlink

Podcast advertisement

We're excited to announce the upcoming PSBA podcast, designed to keep PA

education leaders informed and engaged. As a valued partner, you have the opportunity to feature a 30-second audio ad within an episode.

Ad guidelines:

- Length: 30 seconds (60–80 words)
- Make sure the content is clear, conversational and natural. It should not be overly promotional.
- Format: MP4 file
- Include a strong, simple call-to-action

This is a great way to connect with our audience in a meaningful, authentic way. Submit your ad and make your message part of the conversation!

Featured on Keystone Education Report

The *Keystone Education Report* (KER) features in-depth, conversational interviews with key voices shaping education – from policymakers and school leaders to community stakeholders. It airs bimonthly

on the *Pennsylvania Cable Network* (PCN) and on PSBA's YouTube channel. Partner logos will be shown during the opening and closing of a KER episode.

Marketing Card feature

PSBA staff leverages 8.5" x 5.5" double-sided, full-color marketing cards as a powerful tool during member interactions. These cards provide a quick, visually appealing way to explain PSBA's products, services, programs and resources available to public school leaders.

Your company will be featured on a dedicated Alliance Partners marketing card, ensuring your brand is front and center when PSBA visits districts, attends in-person events and engages with members across Pennsylvania. This is a prime opportunity to showcase your partnership and strengthen visibility among education decision-makers.

CONTENT MENTIONS

School Leader Bulletin magazine advertisement

Bronze-level Alliance Partners receive brand recognition through a featured advertisement in an issue of PSBA's award-winning *School Leader Bulletin* magazine. This ad prominently includes your company logo, ensuring visibility among Pennsylvania's education leaders and decision-makers.

Sponsorship mentions on The Countdown

The Countdown is PSBA's weekly newscast, distributed every Tuesday, delivering hot topics, timely updates, and key issues impacting public education and district leaders. As a sponsor, your logo will appear in the distribution email and at the end of the newscast, giving your brand visibility in front of Pennsylvania's education decision-makers. Sponsorships are determined by PSBA Marketing and Communications staff based on availability.

Social media shoutouts

PSBA offers partners increased visibility through social media shoutouts, which

include tagging your organization's accounts in posts to amplify reach and engagement. Your partnership level determines the number of shoutouts you receive. Higher-level partners enjoy added benefits, including the ability to select the time frame and review content and graphics before posting. All content and scheduling decisions are finalized by PSBA Marketing and Communications staff to ensure quality and alignment with PSBA standards.

Alliance Partner Directory on psba.org

The Alliance Partner Directory is a dedicated section on PSBA's website showcasing our valued partners. Each listing highlights your organization and the benefits you bring to Pennsylvania's education community. Your partnership level determines the amount of branding and content included – from logos and contact details to expanded descriptions and resources – giving you the visibility and recognition you deserve. This directory is a go-to resource for school leaders seeking trusted solutions and services.

SUBJECT MATTER EXPERTISE (SME) BENEFITS

Highlighted partner in PSBA Works for You

As a highlighted partner, you have the opportunity to share your expertise in *PSBA Works for You*, a weekly newsletter distributed to education leaders across Pennsylvania. Partners must submit a 350– to 500-word, one-page article offering educational content or solutions that support public education and its leaders. The article should be provided as a designed PDF and may include your logo, branding and hyperlinks. Your feature will include an introductory teaser in the newsletter with a link to your one-pager, ensuring visibility and engagement. **Please note: content must remain educational and informative – not promotional or sales-focused.**

LinkedIn article shared on PSBA's account

Showcase your expertise by submitting a 350– to 500-word article for publication on PSBA's LinkedIn page. Articles should focus on educational topics and insights, not sales pitches. Content that provides how-to tips or list-based advice tends to perform best and drive engagement. You may include a single call-to-action at the end, but the main body should remain informative and value-driven. Submit your article as a Word document, and feel free to include optional unbranded graphics or photos. If no imagery is provided, PSBA will select stock visuals to complement your content. PSBA will tag your company in the post, notify you when it's scheduled and encourage you to share it for maximum reach. **Please note: all articles will be co-branded with PSBA's logo, and final approval rests with PSBA Marketing and Communications staff.**

Co-authored white paper with PSBA

Collaborate with PSBA to create a maximum five-page white paper that combines your organization's expertise with PSBA's insights on key issues impacting

Pennsylvania's public education landscape. This thought leadership piece positions your brand as a trusted resource while providing valuable, research-based content for school leaders and decision-makers.

All white papers will be co-branded with PSBA's logo. Final approval and editing rights rest with PSBA Marketing and Communications staff to ensure quality, consistency and alignment with PSBA brand standards.

Exclusive luncheon and roundtable discussion

Gold and Platinum Alliance Partners receive an exclusive invitation for two representatives to attend a private luncheon and roundtable discussion in March. This event will focus on the *State of Education* report and the impact of the state budget on Pennsylvania's public schools, providing valuable insights and dialogue with select PSBA staff and governing board. This is a unique opportunity to engage in meaningful conversation and share perspectives. PSBA staff will send digital invitations closer to the date of the event.

Complimentary event space rental

Platinum Alliance Partners have the opportunity to host in-person events at PSBA's headquarters with complimentary access to Convene, our modern meeting facility. PSBA offers a variety of spaces to accommodate groups from four to five people up to 120 attendees, making it ideal for board meetings, trainings or networking events.

An on-site kitchen with modern amenities makes catering simple and convenient, though outsourcing catering is always recommended for the best experience. This benefit provides a professional, well-equipped environment to connect and collaborate with your audience.

SCHOOL LEADERSHIP CONFERENCE BENEFITS

Exhibit booth discount

Alliance Partners receive an exclusive discount on standard or corner exhibit booths at the annual PASA-PSBA School Leadership Conference. The discount will be applied automatically when you register and pay for your booth.

The Buyer's Guide

PSBA's *Buyer's Guide* is designed to help public school leaders make smarter purchasing decisions by highlighting quality, well-vetted companies that offer products and services tailored to the unique needs of Pennsylvania school districts. The *Buyer's Guide* is distributed in attendee registration bags at the School Leadership Conference, ensuring your brand reaches key education decision-makers. All partners receive a full company listing, while higher-level partners enjoy additional visibility with a half-page or full-page ad accompanying their listing. This resource positions your organization as a trusted solution provider and connects you directly with school leaders seeking reliable partners.

Conference sponsorship discount

Alliance Partners receive an exclusive discount on a sponsorship of their choice (excluding STEAM scholarships) at the PASA-PSBA School Leadership Conference, one of the most well-attended events for Pennsylvania education leaders. Discounts are based on partnership level, giving you the flexibility to select the sponsorship opportunity that best aligns with your brand goals. This is a powerful way to increase visibility and engagement

with school board directors, superintendents and key decision-makers across the commonwealth.

Conference social media post

Boost your visibility at the School Leadership Conference with an exclusive social media post on PSBA's official accounts. This post will highlight your booth and partnership, helping you connect with attendees and expand your reach. PSBA's Marketing and Communications staff will manage the creation and scheduling of the post to ensure quality and alignment with conference branding.

Present at a conference education session

Co-present an education session alongside at least one member district representative during the School Leadership Conference. This collaborative format allows you to share expertise and provide valuable insights to Pennsylvania's education leaders. To participate, partners must submit an application to ensure the session is accepted and added to the official conference schedule. This is an excellent way to position your organization as a thought leader while engaging directly with school decision-makers.

ALLIANCE PARTNER ADVISORY COUNCIL

Silver, Gold and Platinum Alliance Partners have the opportunity to designate a representative to serve on the Alliance Partner Advisory Council. This council exists to foster ethical, collaborative and mutually supportive initiatives – including projects, programs and services – between educational enterprises and PSBA's membership. Participation provides a platform for partners to share insights, strengthen relationships and help shape strategies that benefit Pennsylvania's public education community.

PARTNERSHIP REPORT AND CHECK-IN MEETING

Silver, Gold and Platinum Alliance Partners receive detailed reports outlining the benefits of their partnership that have already been delivered, those that are scheduled and any still outstanding. These reports help track the full value of the partnership and plan ahead effectively. In addition, partners at these levels have the opportunity to schedule a check-in meeting with PSBA staff to review progress, explore new opportunities and share ideas for deeper collaboration. Report and meeting frequency is based on partnership level.

MORE FOR PLATINUM PARTNERS!

Platinum-level Alliance Partners enjoy customized benefits designed to maximize exposure and strengthen brand recognition among PSBA's membership. These tailored opportunities go beyond standard offerings, providing exclusive visibility and engagement options that align with your organization's goals and deliver exceptional value.



ALLIANCE

PARTNERSHIP PROGRAM

**SECURE YOUR ALLIANCE
PARTNERSHIP TODAY!**



Scan the QR code or click the button below to complete your partnership enrollment quickly and easily.

Click here to enroll in PSBA's Alliance Partnership Program.