



ALLIANCE

PARTNERSHIP PROGRAM 2027

Get connected

to Pennsylvania's public school leaders.

**We are the Pennsylvania School Boards Association (PSBA),
the only association in the state dedicated to school boards.**

We connect our partners with the 5,000 superintendents and elected school directors who govern the state's 500 public school districts and oversee more than \$38 billion in public education spending.

Through PSBA, you gain access to key decision-makers across school districts, career and technology centers, intermediate units, and community colleges.

We partner with trusted organizations that deliver valuable solutions to our members. As an Alliance Partner, your brand is aligned with our mission to help school boards lead successfully and strengthen public education.

**Explore our Alliance Partnership Program
and discover the many ways to connect with
Pennsylvania's education leaders.**

CLICK HERE TO EMAIL TORIE

YOUR PARTNERSHIP CONTACT: Torie Tezik | Senior Strategic Partnerships Manager

PARTNERSHIP LEVELS

Descriptions of all benefits appear on pages that follow.

Bronze | \$2,000

- Use of the PSBA Alliance Partnership logo
- Complimentary subscriptions to PSBA's newsletters and *School Leader Bulletin* magazine.
- Magazine advertising - 10% discount
- Advertisement featured in a newsletter

- Logo placement in an advertisement for the *PSBA School Leader Bulletin* magazine
- Listing in PSBA's partner directory
- Conference exhibit booth - \$250 discount
- Listing in PSBA's *Buyer's Guide*

Silver | \$5,500

- Use of the PSBA Alliance Partnership logo
- Complimentary subscriptions to PSBA's newsletters and *School Leader Bulletin* magazine
- Magazine advertising - 20% discount
- Quarterly ads featured in a newsletter
- Two footer ads placed in PSBA email blasts
- Logo and listing featured on a marketing card
- Logo and listing in PSBA's partner directory
- Two social media shoutouts

- Two subject matter expertise (SME) opportunities:
 - » Highlighted partner article in a newsletter.
 - » Provide a LinkedIn article to share on PSBA's account.
 - » Co-author a white paper with PSBA.
- School Leadership Conference benefits:
 - » Exhibit booth - \$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

- Use of the PSBA Alliance Partnership logo
- Complimentary subscriptions to PSBA's newsletters and *School Leader Bulletin* magazine
- Magazine advertising - 35% discount
- Quarterly ads featured in a newsletter
- Four footer ads placed in PSBA email blasts
- A 30-second podcast ad
- Featured on *Keystone Education Report* (KER)
- Designed marketing card to promote your brand
- Logo and listing in PSBA's partner directory
- Quarterly sponsorship of a PSBA video newscast
- Quarterly social media shoutouts
- Subject matter expertise (SME):
 - » Highlighted partner article in two newsletters.

- » Provide two LinkedIn articles to share on PSBA's account.
- » Co-author a white paper with PSBA.
- » Exclusive invitation to a roundtable discussion about the state budget's impact on PA public education in March 2027.
- School Leadership Conference benefits:
 - » Exhibit booth - complimentary*
 - » Sponsorship opportunities - 25% discount
 - » A conference social media post
 - » Opportunity to provide an education session
- Half-page ad 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+

- Use of the PSBA Alliance Partnership logo
- Complimentary subscriptions to PSBA's newsletters and *School Leader Bulletin* magazine
- Magazine advertising - 50% discount
- Monthly ads featured in a newsletter
- Monthly footer ads placed in PSBA email blasts
- A 30-second podcast ad
- Featured on *Keystone Education Report* (KER)
- Designed marketing card to promote your brand
- Logo and listing in PSBA's partner directory
- Two quarterly sponsorships of a PSBA video newscast
- Two quarterly social media shoutouts
- Subject matter expertise (SME) opportunities:
 - » Highlighted partner article in two newsletters.
 - » Provide two LinkedIn articles to share on PSBA's account.
 - » Co-author a white paper with PSBA.

- » Exclusive invitation to a roundtable discussion about the state budget's impact on PA public education in March 2027.
- » Complimentary rental for an in-person event at PSBA headquarters.
- School Leadership Conference benefits:
 - » Exhibit space - complimentary*
 - » Complimentary conference sponsorship**
 - » A conference social media post
 - » Opportunity to provide an education session
- Full-page ad 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 customized benefits for greater exposure to PSBA's membership and brand recognition.**

*Excludes premier booths | **Maximum value of \$3,500 and based on availability.

SECURE YOUR ALLIANCE PARTNERSHIP TODAY!

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

CLICK HERE TO ENROLL!



Newsletters

PSBA's digital newsletters deliver important updates, news, resources and insights focused on Pennsylvania public education. Designed to keep education leaders informed and engaged, these publications provide valuable perspectives on emerging issues, key priorities and conversations shaping schools across the commonwealth. As an Alliance Partner, you receive complimentary access, helping you stay connected to the latest developments and trends impacting public education.

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 quarterly issue 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.

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. Your ad will be featured in a PSBA newsletter providing valuable brand visibility to Pennsylvania's education leaders. Please ensure your design meets the specifications listed here 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

PSBA's podcast is designed to keep education leaders informed and engaged. As a valued partner, you have the opportunity to feature a 30-second audio ad within an episode. 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! **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

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. Based on your partnership level, your company will be featured on a dedicated Alliance Partners marketing card or on a card of your own. Both will ensure that 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.

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 of a PSBA video newscast

PSBA's video newscasts deliver timely updates, emerging topics and key issues impacting public education. Sponsorship includes brand visibility within promotional communications and recognition during the newscast, providing meaningful exposure to education leaders and decision-makers across Pennsylvania. Sponsorship opportunities are subject to availability and are coordinated by PSBA staff.

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's marketing and communications staff to ensure quality and alignment with PSBA standards.

Alliance Partner Directory

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.

Highlighted partner in a newsletter

As a highlighted partner, you have the opportunity to share your expertise in a PSBA 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

Showcase your expertise by submitting a 350- to 500-word article for publication on PSBA's LinkedIn account. 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 invitation and roundtable

Gold and Platinum Alliance Partners receive an exclusive invitation for two representatives to attend a private roundtable discussion in March. This event will focus on 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. This benefit provides a professional, well-equipped environment to connect and collaborate with your audience.

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 can be applied 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 an 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.

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.

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.

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.

