

Become top of mind with New York State's school district decision makers throughout the entire year.

# Support Opportunities

Choose one or more of these support opportunities to maximize your brand awareness and strengthen your connection with hundreds of school districts and BOCES:

Support Opportunity	Description
<b>EClips</b> \$16,000 - 1 Year \$8,000 - 6 Months	A free email clipping service providing links to state and national education news
<b>NYSSBA News Videos</b> \$11,000	Education-related videos on stories relevant to school board members
<b>New School Board Member Academy</b> \$8,500	Two-day state-mandated training for new school board members
<b>Next on the Agenda</b> \$8,000	A 2-minute video designed to introduce important educational developments likely to impact school districts
<b>NYSSBA eLearning Courses</b> \$8,000	Online, interactive version of the in-person state-mandated training
<b>Summer Law Conference*</b> \$8,000	Developed to keep board members up-to-date on the key legal issues affecting the governance and operation of their school districts
<b>The Capital Conference</b> \$7,500	A complimentary advocacy conference held yearly featuring the latest in state issues affecting education followed by a day of lobbying in the state capitol
<b>Board Officers Academy</b> \$7,000	For current or aspiring board officers to elevate their governance expertise and network with their peers
<b>NYSSBA Study Break Podcasts</b> \$7,000	A 90-second overview of topical education research focused on student achievement
<b>District Clerk Workshops</b> \$4,500	Specifically designed for district clerks to help them with key issues they encounter in their daily work
<b>Policy Workshops</b> \$4,500	Designed to keep board members up-to-date on policy issues affecting their school districts
<b>Superintendent Evaluation Workshops</b> \$4,500	Developed to demonstrate a fair and objective evaluation process to achieve a strong-board-superintendent relationship

As a supporter, your company will receive a multitude of benefits which may include:

- Brief speaking opportunities
- Up to two (2) complimentary registrations per location
- Full- or half-page 4-color ads in *On Board*, our award winning newspaper
- eMarketing, print and signage recognition (deadlines apply)
- Option to supply a company flier at event
- Event attendee mailing addresses (no email addresses or phone numbers are included)

**Don't see an opportunity that meets your marketing budget? Call to discuss a customized package.** Archa Wachowicz,

Deputy Director of Business Development  
518-783-3788

*NYSSBA reserves the right to decline any sponsorship or support activity which violates the character, mission and integrity of the association.*

\*Exclusions apply. Please inquire.

To learn more visit  
[www.nyssba.org](http://www.nyssba.org).