NYS Parent Teacher Association
Strategic Alliance
2017-18

Working collaboratively to support
New York’s children, families and educators
What is the NYS PTA

The New York State Parent Teacher Association (NYS PTA) is a not-for-profit organization dedicated to supporting children, students, parents, families and educators.

The nearly 300,000 members of the NYS PTA represent parents, families and educators from all across New York State, in our big city school districts to our small rural communities.

NYS PTA Mission

PTA is a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for the education and wellbeing of every child.

NYS PTA Vision Statement

Making every child’s potential a reality by establishing the NYS PTA as the premier association for parent involvement and advocacy for all children.

NYS PTA Beliefs

- Every child deserves to have his/her basic needs met.
- Every child deserves an education designed to meet the child's needs.
- Public education is the appropriate forum to prepare children for participation in a democratic society.
- Every child deserves our continued commitment to advocacy.
- PTA will take the lead in parent involvement by training parents to be partners in education.
- PTA will take the lead in promoting the value of parent involvement with the community and educational partners.
- We are responsible for identifying, understanding, and meeting the needs of our diverse membership.
- Educators are integral part of our association.
- Education and leadership training and self-evaluation are essential at all levels.
- Programs and materials should be provided to enhance parenting skills.
- Challenging oneself leads to growth.
Joining the NYS PTA Strategic Alliance

The NYS PTA Strategic Alliance Program provides opportunities for organizations, companies, businesses, associations and foundations to connect with parents, families and educators. Through this Alliance Program, Alliance Partners will experience:

- A multi-faceted relationship with NYS PTA leaders and members;
- Visibility and access to NYS PTA leaders and members;
- Year long, or transactional exposure and sponsorship opportunities;
- The ability to connect with members in person and electronically;
- Multiple opportunities to showcase your dedication and commitment to education, children and families;
- Insights into the needs and issues affecting New York children, parents, families and educators.

We look forward to working together in featuring your message in unique ways, to ensure your collaboration with NYS PTA is mutually beneficial to both your organization and New York’s children, parents, families and educators.

NYS PTA Promise

As a NYS PTA Strategic Alliance member, dedicated to collaboratively serving our state’s children and families:

- We promise to provide you with relevant opportunities for you to connect with our members and parents, families and educators across New York.
- We promise to work collaboratively to market your services, and to best provide services to our members.
- We promise to offer you new marketing and educational opportunities as they arise.
- We promise to establish an ongoing long term relationship.
**Alliances with NYS PTA**

There are four levels of Strategic Alliances available to support the programs and services of the NYS PTA.

We will limit the total number of Strategic Alliances to maximize the benefits for each partner.

Strategic Alliances are available on a first come, first serve basis, and normally operate within one school year.

Alliance levels options:
- Presidential Alliance ($10,000 annually)
- Elite Alliance ($7,000 annually)
- Diamond Alliance ($5,000 annually)
- Gold Alliance ($3,500 annually)

All Alliance levels include one ESPTSA Membership! Empire State PTSA (ESPTSA) is a statewide unit formed in 1979 for those who may no longer be associated with their local school or PTA unit, or who do not have a PTA in their school or community and are advocates for children and youth. Members already belonging to local PTA units may also join the ESPTSA as a way of showing their support for the association as a whole.

**Event Sponsorships and Advertising with NYS PTA**

Sponsorships are different than an Alliance with NYS PTA. Sponsorships are shorter in duration, and are normally associated with a single event.

To maximize collaboration with NYS PTA members, we suggest considering an Alliance as opposed to an event sponsorship.

Event Sponsorship levels include:
- Premier Sponsor ($1,500 per event)
- Exhibitor ($675–900 per event)
- Promotional Sponsor ($250 per event)

We also now offer advertising in our weekly publications and on our website. Nearly 200,000 parents, educators and families receive a bi-weekly electronic publication and hundreds of thousands of families view our website for critical information.
Strategic Alliances with NYS PTA

Consider these highly regarded collaborative partnership with members of the NYS PTA representing children, parents, families and educators

Presidential Alliance ($10,000 donation per year)
As the highest level of Alliance with NYS PTA, you will be a featured collaborator with parents, families and educators to support New York’s children. Your collaboration with NYS PTA will be tailored to your marketing and educational needs.

As examples, you will be given prime exhibitor space at the NYS PTA Annual Convention including four tickets to the banquet. Your name, logo and materials will be featured at each event of the NYS PTA. You will be welcomed to present at all conferences and conventions, as well as speak to the membership and connect in unique and traditional ways. You will be given a full page of recognition in our Annual Convention program for all delegates. You will be featured for a full year on the Members Resources page on the NYS PTA website. Your message will be featured in our bi-monthly email to all members and in other mailings and communications. Your logo and link to your webpage will be prominently featured on our website as the highest level of collaborative alliance. You will be featured in the NYS PTA mobile app. You will receive all membership mailings and communications and be considered honorary NYS PTA Members.

Elite Alliance ($7,000 donation per year)
At this high level of Alliance with NYS PTA, you will be a featured collaborator with parents, families and educators to support New York’s children. Your collaboration with NYS PTA will be tailored to your marketing and educational needs.

As examples, you will be given prime exhibitor space at the NYS PTA Annual Convention including four tickets to the banquet. Your name, logo and materials will be featured at each event of the NYS PTA. You will be welcomed to present at one conference or convention and will be given a full page of recognition in our Annual Convention program. You will be featured for a full year on the Members Resources page on the NYS PTA website. Your message will be featured once a month in our bi-monthly email to all members and in other mailings and communications. Your logo and link to your webpage will be prominently featured on our website. You will be featured in the NYS PTA mobile app. You will receive all membership mailings and communications and be considered honorary NYS PTA Members.
**Diamond Alliance ($5,000 per year):**
At this level of Alliance with NYS PTA, you will be a great collaborator with parents, families and educators to support New York’s children. Your collaboration with NYS PTA will be tailored to your marketing and educational needs.

As examples, you will be given prime exhibitor space at the NYS PTA Annual Convention including two tickets to the banquet. Your name, logo and materials will be featured at each event of the NYS PTA. You will be welcomed to present at one conference or convention. You will be given a 1/4 page recognition in our Annual Convention program. You will be featured for a full year on the Members Resources page on the NYS PTA website. Your message will be featured in our bi-monthly email to all members at least quarterly. Your logo and link to your webpage will be featured on our website. You will be featured in the NYS PTA mobile app. You will receive all membership mailings and communications.

**Gold Alliance ($3,500 per year)**
At this level of Alliance with NYS PTA, you will be a great collaborator with parents, families and educators to support New York’s children. Your collaboration with NYS PTA will be tailored to your marketing and educational needs.

As examples, you will be given exhibitor space at the NYS PTA Annual Convention including two tickets to the banquet. Your name, logo and materials will be featured at each event of the NYS PTA. You will be given a 1/4 page recognition in our Annual Convention program. You will be welcomed to present at one conference or convention. For six months you will be featured on the Members Resources page on the NYS PTA website. Your message will be featured in our bi-monthly email to all members at least quarterly. Your logo and link to your webpage will be featured on our website. You will be featured in the NYS PTA mobile app. You will receive certain membership mailings.
Sponsorships with NYS PTA

Sponsorships are shorter in duration than an Alliance and are normally associated with a single event. If you would like to maximize collaboration with NYS PTA members, we suggest considering an Alliance as opposed to an event sponsorship. Event sponsorships are typically used by organizations who are not a member of the collaborative Alliance program.

Premier Sponsor ($1,500 per event)
You will have your logo and information listed in the event publicity and will be featured as an event sponsor on signage at the event and in the Annual Convention mobile app. You will have a complimentary standard exhibitor booth at our Annual Convention in November, and also participate at no additional fee as a promotional sponsor.

Exhibitor ($675–900 per event)
Exhibit at our Annual Convention in November, and participate at no additional fee as a promotional sponsor.

Promotional Sponsor ($250 per event)
If not an exhibitor, you may be a Promotional Sponsor which allows you to include one premium item in the convention tote bag to be distributed to each attendee of the NYS PTA Annual Convention.

Advertising Opportunities
If you are not an Alliance member, you may still advertise with NYS PTA in their publications. NYS PTA is sending bi-weekly publications to nearly 200,000 members; we are offering the opportunity for advertisement in these publications and on our website. Please call us for details and pricing, as we help connect you with hundreds of thousands of NYS parents, educators and families.

PTA leaders who attend Annual Convention:
- Influence school decisions and legislation affecting the well-being of children.
- Actively seek out products and services to help their PTAs and school communities.
- Buy educational materials and publications for both children and adults.
- Share ideas from the Convention to implement in their schools, communities and PTAs.

Exhibitors not only promote valuable products and services, but also gain credibility as supporters of the leading advocacy group for children’s welfare and education.

Participating at the NYS PTA Convention and Exhibition is a cost-effective way to reach PTA leaders eager to buy or recommend your products and services. But, your opportunities do not stop there. When you reach PTA leaders, your message will also be shared with PTA members and future PTA leaders across the state.

Mark your calendar today to participate in the 121st New York State PTA Annual Convention, November 3-5, 2017, in Niagara Falls, NY.
Strategic Alliance Application

Please list your company information with the name and contact information of the person handling all correspondence (please print clearly).

Organization Name ____________________________________________

Contact Person Name ___________________________ Title ________________________

Address __________________________________________

City __________________ State _______ Zip _______

Phone Number __________________ Fax Number __________________

Email Address ___________________________ Website Address ____________________________

I would like to support the NYS PTA at the following Alliance level: OR

____ Presidential Alliance ($10,000/annually) I would like to support the NYS PTA as an Event Sponsor:

____ Elite Alliance ($7,000/annually)

____ Diamond Alliance ($5,000/annually)

____ Gold Alliance ($3,500/annually)

____ Premier Sponsor ($1,500 per event)

____ Exhibitor ($675-$900 per event)

____ Promotional Sponsor ($250 per event)

Included in all Alliance levels: one ESPTSA Membership (for current school year)

Please include one person’s name to be issued the membership card: (1 name per card)

Name on Membership Card: ____________________________

Alliance Fee: Amount due and enclosed with this contract $ _________________

Event Sponsorship: Amount due and enclosed with this contract $ _________________

Membership Fee: Amount due and enclosed with this Alliance Agreement $ _________________

TOTAL due and enclosed with this Alliance Agreement $ _________________

Your agreement and payment is to be mailed, faxed or emailed to:

Mail: NYS PTA, One Wembley Court, Albany NY 12205 / Fax: 518-452-8105 / Email: craymond@nyspta.org

For credit card payment, please provide an email address to send payment link to: __________________________

THIS AGREEMENT IS NOT BINDING UNTIL AND UNLESS ACCEPTED AND SIGNED BOTH ON BEHALF OF THE ALLIANCE APPLICANT AND ON BEHALF OF THE NEW YORK STATE PTA. WHEN SO ACCEPTED AND SIGNED, IT SHALL CONSTITUTE A BINDING AGREEMENT UPON THE APPLICANT AND THE NEW YORK STATE PTA FOR ONE CALENDAR YEAR. CHANGES MAY NOT BE MADE TO THIS AGREEMENT UNLESS IN WRITING SIGNED BY BOTH PARTIES.

PLEASE RETURN ONE SIGNED COPY OF THIS AGREEMENT WITH YOUR PAYMENT. This will constitute an acceptance of the agreement by the applicant.

IN WITNESS WHEREOF, the Applicant has caused this agreement to be executed by an individual or by an office, agent or representative duly authorized to execute the same.

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OFFICE USE ONLY START DATE: _________________ EXPIRATION DATE: _________________