# A Unique Affinity-Marketing & Sponsorship Opportunity that Also Supports Public Education





www.cnysba.org

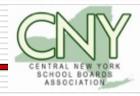
#### What is the CNYSBA?



The Central New York School Boards
Association (CNYSBA) represents the
affiliation of over 400 school board officials
from nearly 50 school districts and 4
regional BOCES to provide leadership
training and advocacy for public education
in all or parts of eight Central New York.



## Member Districts



A-P-W

Auburn City

Baldwinsville

Candor

Cato-Meridian

Cazenovia

Central Square

Chittenango

Cincinnatus

Cortland City

DeRuyter

Dryden

East Syracuse Minoa

Fabius-Pompey

Fayetteville-Manlius

Fulton City

Groton

Hannibal

Homer

Ithaca City

Jamesville-DeWitt

Jordan-Elbridge

LaFayette

Lansing

Liverpool

Lyncourt

Marathon

Marcellus

McGraw

Mexico

Moravia

North Syracuse

Onondaga

Oswego City

Phoenix

Port Byron

Skaneateles

Solvay

Southern Cayuga

Syracuse City

Trumansburg

Tully

**Union Springs** 

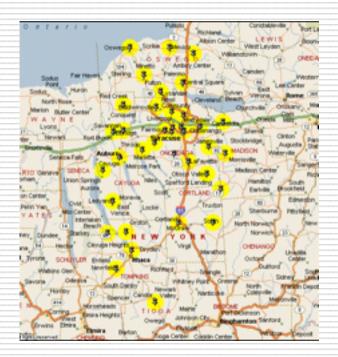
West Genesee

Westhill

## Member BOCES



# Cayuga-Onondaga BOCES Onondaga-Cortland-Madison BOCES Oswego County BOCES Tompkins-Seneca-Tioga BOCES



# The CNYSBA Business Partner Program

The objective of the Business Parnter program is two-fold:

- 1.To help school board members build and enhance the skills needed to fulfill their significant responsibilities to their students and schools...dollars from the Sponsor program directly support the many annual professional & leadership development programs offered by CNYSBA
- 2.To create valuable networking and relationship-building opportunities between companies that help add value to public schools and the board members & administrators that make a district's business decisions



#### 1) Over \$2.1 Billion in Total Operating Expenditures

- 2) 133,120 Students
- 3) 45 School Districts & 4 BOCES
- 4) 400+ School Board Officials
- 5) 22,880 Administrative, Faculty And Support Staff



# Partner-Supported Programs

#### Governance Training for New School Board Members

A CNYSBA offering for over 20 years. This now state-mandated training takes place each June. Newly-elected school board members receive intense instruction on their new duties and responsibilities from an expert faculty that will help them have an immediate impact on their boards. Over 400 board members have completed this training.

#### **Fiscal Training for New School Board Members**

Another state-mandated training held annually in October, the program provides participants in-depth training on the complexities of school finance, as well as their obligation to conscientiously steward district resources.

# Partner-Supported Programs (cont.)

#### **Continuing Education for All Board Members**

Special programs held every year that cover key issues of current & special interest. The primary objective is to provide opportunities where colleagues can share best practices and problem-solving advice. Recent programs have included such topics district consolidations/ mergers, the new mission and focus of BOCES and effective advocacy with public officials.

#### **Board Presidents' Roundtables**

School Board Presidents, Vice Presidents and, at special events, Superintendents from all CNYSBA districts meet four times a year for programs designed to sharpen leadership skills and discuss issues of common concern. Recent presentations have focused upon school audits, college/career readiness, student skills development, facilities design/construction, and anti-bullying.

# Partner Recognition Opportunities

- Logo Recognition & Links to Sponsor Websites on <u>www.cnysba.org</u>
- 2) Signage & Podium Recognition at all CNYSBA Events
- 3) Invitation to attend all Board Presidents' Roundtables, Community Legislative Advocacy Forums & CNYSBA Annual Dinner Meeting
- 4) E-Newsletter that Provides Sponsors the Opportunity to Present Their Services and Expertise to All CNYSBA Members
- 5) A School Year Kick-Off Reception & Program that Provides Sponsors with the Opportunity to Personally Meet and Present their Expertise to CNYSBA Member School Board Leaders

# Current Business Partners



Company Name Ashley McGraw Architects, PC Bond, Schoeneck & King, PLLC C & S Companies Campus Construction Dermody, Burke & Brown Eastern Shore Associates/NYSIR EBS-RMSCO Ferrara, Fiorenza, Larrison, Barrett & Reitz, PC Grossman St. Amour, CPA, PLLC King & King Architects Lend Lease, Inc. M & T Bank POMCO Group Raymond F. Wager, CPA, P.C. The Cooperative Purchasing Network **Turner Construction Company** 

Category **Architects** Legal Services Engineers/Construction Construction Accounting Insurance Risk Management Legal Services Accounting Architects Construction Banking & Investments **Benefits Administrators** Accounting Purchasing Cooperative Construction



# CNYSBA Partner Membership Fee

\$2,000 per Year

OR

\$500 Per Quarter





# Partner Application



Company Name: Contact Name: Contact Title: E-Mail: Billing Contact: Company Address: Phone: Fax: Website Address: Payment Option: \_\_\_\_ Payment in Full: \$2,000/Year Quarterly Billing: \$500/Quarter Please e-mail Sponsor logo to: jsmith@cnysba.org

#### On Behalf of Our Students, Schools & Communities - Thank You!









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