

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 CNY SBA Business Partner Program

The objective of the Business Partner 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 CNY SBA
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 CNY SBA 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 CNY SBA 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

- 1) Logo Recognition & Links to Sponsor Websites on www.cnysba.org
- 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	Category
Ashley McGraw Architects, PC	Architects
Bond, Schoeneck & King, PLLC	Legal Services
C & S Companies	Engineers/Construction
Campus Construction	Construction
Dermody, Burke & Brown	Accounting
Eastern Shore Associates/NYSIR	Insurance
EBS-RMSCO	Risk Management
Ferrara, Fiorenza, Larrison, Barrett & Reitz, PC	Legal Services
Grossman St. Amour, CPA, PLLC	Accounting
King & King Architects	Architects
Lend Lease, Inc.	Construction
M & T Bank	Banking & Investments
POMCO Group	Benefits Administrators
Raymond F. Wager, CPA, P.C.	Accounting
The Cooperative Purchasing Network	Purchasing Cooperative
Turner Construction Company	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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