



parents league  
of new york

115 East 82nd Street  
New York, New York 10028

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parentsleague.org

# Fair Sponsorship Opportunities

## Parents League School Admissions Fairs

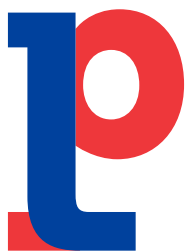
Join us at our school admissions fairs, the free annual events that Parents League is known for! Each year we welcome over 300 schools and host 3000 families as they learn about private and independent schools. Our *digital fairs* provide an accessible platform that helps us reach families in NYC, across the country and around the world. Whereas, PLNY *in-person fairs* provide an intimate space where families can speak directly with school representatives and sponsors. Become a Fair Sponsor today!

## 2022/23 Virtual School Admissions Fairs

- Middle & Upper School Virtual Fair – September 19 - 23, 2022
- Special Needs School Virtual Fair – January 30 – February 3, 2023
- Kindergarten Virtual Fair – April 17 - 21, 2023
- Preschool Virtual Fair – May 22-25, 2023

LOCATION	FEATURE	PACKAGES	
		RED	BLUE
Fair Web Platform	Showcase video or virtual presentation on virtual platform	✓	×
	Banner (logo/text) featured prominently on digital fair platform	✓	×
Website	Banner (logo/text) featured prominently on event page + registration page	✓	×
Opening Panel Event	Company acknowledgement in introductory remarks of opening panel event (audience 100+)	✓	×
Email Campaign	Banner (logo/text) on four (4) emails promoting the fair (audience 15K+)	✓	✓
	Banner (logo/text) on three (3) emails to fair registrants (audience 600-1K)	✓	✓
	Banner (logo/text) on post fair email to schools + registrants (600-1K)	✓	✓
	Thank you email to sponsors (audience 15K+)	✓	✓
Social Media	Three (3) posts including mentions promoting the fair - Instagram and Facebook	✓	✓
SPONSORSHIP OPPORTUNITIES		\$	\$
One (1) Fair		1,450	750
Both (2) Fairs		2,500	1,200

Add on: Dedicated Email Campaign	Following each fair, Parents League distributes an email campaign exclusively featuring your organization/company to our 12,000+ mailing list	\$500	\$700
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## 2022/23 In-person School Admissions Fairs

- Boarding School In-person Fair – October 24 –25, 2022

LOCATION	FEATURE	PACKAGES	
		RED	BLUE
Table	Shared table in a high traffic location to distribute marketing or promotional materials at each fair.	✓	✗
Website	Banner (logo/text) featured prominently on event page + registration page	✓	✗
Opening Panel Event	Company acknowledgement in introductory remarks of opening panel event (audience 100+)	✓	✗
Product or Brochure	Brochure or product distribution to fair attendees	✓	✓
Email Campaign	Banner (logo/text) on four (4) emails promoting the fair (audience 15K+)	✓	✓
Email Campaign Social Media	Banner (logo/text) on three (3) emails to fair registrants (audience 600-1K)	✓	✓
	Banner (logo/text) on post fair email to schools + registrants (600-1K)	✓	✓
	Thank you email to sponsors (audience 15K+)	✓	✓
	Banner (logo/text) on three (3) posts promoting the fair - Instagram and Facebook	✓	✓
	<b>SPONSORSHIP OPPORTUNITIES</b>	\$	\$
	<b>One (1) Fair</b>	<b>1,450</b>	<b>750</b>
	<b>Both (2) Fairs</b>	<b>2,500</b>	<b>1,200</b>

Add on: Dedicated Email Campaign	<b>Following each fair, PLNY sends an email campaign exclusively featuring your organization/company to our 12,000+ mailing list</b>	<b>\$500</b>	<b>\$700</b>
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### About Parents League of New York

Parents League of New York empowers families by providing advisory services and parenting resources through partnership with schools and educational providers. Each year, thousands of families join our community to access and participate in best in class school fairs, parenting workshops and educational forums. Families also receive our well-known publications, *The Review* and *Let's Play*, which offer parenting insights and a myriad of options for participating in early childhood activities and other enrichment activities offered by our members schools and wide range of partners.