



parents league  
of new york

115 East 82nd Street  
New York, New York 10028

Tel 212 737 7385  
Fax 212 737 7389

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 *Virtual fairs* provide an accessible platform that helps us reach families in NYC, across the country and around the world. Become a Fair Sponsor today!

### 2025/26 **Virtual** School Admissions Fairs

- Middle & Upper School Virtual Fair – September 8-12, 2025
- Camp Fair – January, 2026
- Special Education Virtual Fair – February, 2026
- Kindergarten Virtual Fair – April, 2026

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	✓	✓
<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, Parents League distributes 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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## 2025/26 In-Person School Admissions Fairs

- Boarding School Fair – September 30, 2025
- Preschool Fair – May, 2026

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 *Guide to NYC Preschools*, which offer parenting insights and a myriad of options for participating in early childhood programs and offered by our members schools.