BSDEA

BAY STATE DRIVER'S ED ALLIANCE

Safer Roads. Stronger Schools.

Representing 50+ Driving Schools Across Massachusetts

Corporate Partnerships / 2026-2027

Access to over 50 Massachusetts Driving School Owners

Get in front of the Owners who need your products and services!

Annual Partnerships

SUPPORTING

$2,500

- **Promotion of Your Group Membership Offer** – Discount, Free Trial, Consultation
- **Placement**: Your Company's name, logo and a link to your website on **Bay State's website**
- **Inclusion** in 5 Email Newsletters
- **2 Partner**-produced **Spotlight Video** posted on **Website and social media** (trackable links)

PREMIER

$5,000

- **Promotion of Your Group Membership Offer** – Discount, Free Trial, Consultation
- **Prominent Placement**: Your Company's name, logo and a link to your website on **Bay State's website**
- **Inclusion** in 10 Email Newsletters
- **4 Partner**-produced **Spotlight Videos** posted on **Website and social media**
- **One (1) 10-minute Meeting Presentation**
  Showcase your solution
- **1 Event Recognition**
- **3 Social Media Posts** (trackable links)

STATEWIDE

$10,000

- **Exclusivity – The Only Vendor Partner in your Industry***
- **Promotion of Your Group Membership Offer** – Discount, Free Trial, Consultation
- **Top Listing**: Your Company's name, logo and a link to your website on **Bay State's website**
- **Inclusion** in 15 Email Newsletters
- **6 Partner**-produced **Spotlight Videos** posted on **Website and social media**
- **Two (2) 15-minute Meeting Presentations with Q&A**
  Showcase your solution
- **2 Event Recognitions**
- **5 Social Media Posts (trackable linl**
- **1 Named Event sponsorship**

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Captive audience. Meaningful partnership.

Build long-term relationships through Alliance marketing and Group Sessions with Driving Schools.
Share solutions that help schools operate more effectively while supporting stronger driver education.

GET SEEN

Share your ads, blogs, and posts on our social media. Gain visibility on our website and in our emails, newsletters, and partner video spotlights

PRESENT

Demo your service at conferences and general membership meetings. Sell your must-have benefits and how they will boost any driving school's performance and profitability.

START TALKING

Explain your product or service and its relevant benefits and set up sales meetings with interested schools.

Annual Partnership Opportunities

Annual benefits	SUPPORTING $2,500	PREMIER $5,000	STATEWIDE $10,000
Website partner profile[1]	Standard	Featured	Top placement
Logo recognition in member emails or newsletters	5 editions	10 editions	15 editions
Dedicated partner-produced spotlights[2] on Website and social media posts	2	4	6
Promotion of your exclusive Group Member Offer	Included	Included	Included
Member presentation or demonstration[3]	—	One (1) 10-minute Meeting Presentation	Two (2) 15-minute Meeting Presentations with Q&A
1 Event with logo and verbal recognition + Meeting Presentation	—	1 event	2 events
Named event or session sponsorship	—	—	1
Category exclusivity[4]	—	—	Included

Subject to availability, written terms, Alliance approval and existing commitments. [1] Company name, logo, brief description, and website link.[2] A dedicated feature in a member newsletter and on the website; may include a partner-supplied video. Social posts listed above are additional.[3] One 15-minute presentation per opportunity, including Q&A, at a scheduled member meeting or online session. Topic and timing require Alliance approval.[4] Exclusive corporate partner status within an agreed product or service category for the partnership term, subject to existing commitments.**Custom partnerships from $7,500**: Combine Premier benefits with additional presentation opportunities and a specified event sponsorship. Final benefits are agreed in writing.Prices are annual; all quantities are per partnership year. Term dates, event selections, and delivery schedules are confirmed in writing. Benefits are subject to availability and Alliance approval. Reporting includes available reach, engagement, and link click data.

Let's talk about Your Successful Bay State Driving School Partnership

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