



Elevate Your **BRAND**.  
Expand Your **REACH**.  
Empower **PHARMACY**.



**PSSNY**

Pharmacists Society of the State of New York, Inc.

[www.pssny.org](http://www.pssny.org)

**CORPORATE PARTNER PROGRAM**

## WHY PARTNER WITH PSSNY?

The Pharmacists Society of the State of New York (PSSNY) represents nearly 1,000 pharmacists and students from every corner of the state-leaders in independent, community, hospital, and clinical pharmacy. As the largest and most active voice for pharmacy in New York, PSSNY drives legislative advocacy, professional education, and community engagement.

### BY BECOMING A CORPORATE PARTNER, YOUR COMPANY GAINS:

- **Year-round exposure to a trusted, engaged audience of pharmacy professionals.**
- **Direct access to decision-makers and rising leaders in the profession.**
- **Strategic alignment with PSSNY's mission to strengthen patient access and advance pharmacy practice.**
- **Access to regional and ethnic affiliates, expanding your reach into diverse communities across New York State.**



### This is more than sponsorship.

It's a partnership that positions your organization as an industry leader while fueling the growth and protection of pharmacy in New York.

## HOW WE PROMOTE OUR PARTNERS

Corporate Partners enjoy sustained visibility across multiple platforms, including:

- **eScript newsletter** (*sent statewide*).
- **PSSNY.org**, our high-traffic hub for pharmacy resources and advocacy.
- **Annual and regional events**, including the flagship PSSNY Annual Meeting & Convention.
- **Targeted e-blasts and dedicated partner features.**
- **Social media promotion**- with more than 2,700+ followers across Facebook, Twitter, and LinkedIn, generating thousands of impressions monthly. In September 2025 alone, PSSNY content reached over 38,000 people on Facebook and nearly 3,800 impressions on LinkedIn, alongside steady engagement from our 3,600+ Twitter followers. Every engagement point is designed to keep your brand in front of pharmacy professionals when it matters most.

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## Who We Are

Founded in 1879, the Pharmacists Society of the State of New York (PSSNY) is a not-for-profit professional association representing pharmacists across New York State. With 145+ years of experience, we are the unified voice and champion of the pharmacy profession in New York.

## Our Mission

To unite and empower the profession of pharmacy through advocacy, education, networking, and interprofessional collaboration.

## Vision

To promote and optimize public health and wellness through patient-centric pharmacist care in the diverse communities pharmacy serves.

Benefits	MONTHLY DUES			
	DIAMOND \$10,000	GOLD \$5,000	SILVER \$3,500	BRONZE \$1,000
<b>1 Feature Article</b> (written by Partner) <b>in Monthly Newsletter</b>	✓			
<b>4 ads in Monthly Newsletter</b>	✓	✓		
<b>2 ads in Monthly Newsletter</b>			✓	
<b>1 ad in Monthly Newsletter</b>				✓
<b>Company Logo with link to Website on PSSNY.org</b>	✓	✓	✓	✓
<b>Opportunity to send e-blasts to membership</b>	6 per year	4 per year	2 per year	1 per year
<b>Recognition on pre-event advertising</b> (printed and digital) <b>for PSSNY Annual Meeting</b>	✓	✓	✓	✓
<b>Recognition on conference signage at PSSNY Annual Meeting</b>	✓	✓	✓	✓
<b>Recognition at Annual Awards Banquet</b>	✓	✓	✓	✓
<b>Complimentary Exhibition Space at PSSNY Annual Meeting</b>	✓	✓	✓	✓
<b>Social Media Promotion</b>	2 per month	1 per month	4 per year	1 per year



## Why this Matters for Your Business

### **HIGH-VALUE REACH:**

Direct access to nearly 1,000 members plus thousands of non-members through events and digital channels.

### **CREDIBILITY:**

Position your brand alongside New York's most respected pharmacy leaders.

### **IMPACT:**

Support legislative and professional efforts that directly affect your customers and business environment.

### **ROI:**

Packages deliver far more visibility than equivalent advertising buys—at a fraction of the cost

## Ready to Grow with Us

Become a PSSNY Corporate Partner today and secure your place among the leaders shaping the future of pharmacy in New York.

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