



2020 PARTNERSHIPS

Sponsorship Opportunities for Educational Programs,
Conferences and Special Events
January - December 2020

Get in front of your target audience – literally – when you sponsor an ESSAE event!

ESSAE represent the NYS Association Market - we can connect YOU to our members.

Our mission is simple: to guide and empower association professionals! ESSAE is YOUR resource for professional development, continuing education, career growth, and connecting you with other association professionals.

ESSAE Partners are in the spotlight at our events. Partners are given name and logo recognition on all our event marketing – which includes our website, email, social media, and print marketing. Not only are you able to network with association decision makers and meeting professionals, partners are often given time to speak during the event so that you can take your message directly to your target market. And we offer everything from intimate gatherings at roundtable meetings to large audiences at our Annual Conference.

Our Members Include:

ESSAE membership includes executives from professional and trade associations throughout New York State. When you market with ESSAE, you reach all of our members including:

Association Executives
Meeting & Conference Professionals
Hotel Representatives
Trade Show Planners
Travel & Tourism Representatives
Management Firms
Insurance Companies, Printers, Accountants, Lawyers and *many more!*

We could not accomplish our mission without support from our partners! Consider a partnership to promote and elevate your destination, venue, service and/or products to association and meetings industry professionals.

We look forward to partnering with you in 2020!

Sponsors are welcome to support each and every event right up to the event date. However, complete and return your sponsorship form(s) as soon as possible to ensure you maximize your inclusion on printed materials and your visibility on the ESSAE website, within the e-Newsletter, and on all event announcements. You can still register to sponsor after the deadlines as indicated on the preceding pages, but not all promotional inclusions will be guaranteed.

Completed Sponsorship Forms should be submitted to:

Empire State Society of Association Executives, Inc.
1A Pine West Plaza | Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org

KEY SUPPORTER PROGRAM

As leaders and partners in the association and meetings professions, you have an opportunity to show your philanthropic support of ESSAE and help grow the organization by being a Key Supporter.

We are resolute in our efforts to improve the resources made available to our members. This is where Key Supporters come into play. Your organization's contribution will help ESSAE to better serve its members through expanded services, new programs, and professional development opportunities. Key supporters provide ESSAE with the means to/for:



Association advocacy efforts. ESSAE continues to raise awareness of the importance and impact of associations on the life and success of New York State, as well as make our elected officials know that ESSAE is the “go-to” source on all matter relating to associations.

Improve and support technology. ESSAE utilizes association management software, providing members with an enhanced event registration system, access to an improved membership directory and online community discussion board, and a user friendly website. All to streamline access to information and provide new opportunities for growth, partnerships, and advertising.

Fill the book shelves of ESSAE’s library! From Association Law Books to CAE Study Guides to Meeting Planning Tips and many more – ESSAE offers Members access to a complimentary lending library. We currently offer over 200 books, and continually work to keep our resources up-to-date.



Support the Association Leadership Academy (ALA)! ALA is a creative and unique learning opportunity for current and emerging association executives.

Bring in high level professional speakers to our programs and provide new opportunities for current and prospective members to network and share ideas.

And so much more!

Your participation and generosity has helped ESSAE grow into a strong organization, a growth that fortifies the entire association community in New York State. For all the reasons above, and many more, we hope you will consider this as an investment in the future of your organization in the new year.





2020 KEY SUPPORTERS PROGRAM

BENEFITS & PRICING

Platinum	\$750	Titanium	\$300
Gold	\$500	Friend of ESSAE	\$100

KEY SUPPORTERS BENEFITS:

- ◆ **Platinum Supporters** (Suppliers Only) will receive recognition in the 2020 Annual Awards Banquet slide show; (1) complimentary profile description with hot link & photo to be included in the annual conference program and on the ESSAE website **AND** access to the 2020 annual conference exhibitor registration at the early bird pricing (1) week prior to the official registration opening date!
- ◆ **Platinum Supporters** (Associations Only) will receive recognition in the 2020 Annual Awards Banquet slide show; (1) complimentary program/event pass to program of choice; **AND** (1) complimentary registration to the annual conference!
- ◆ **Gold Supporters** (Suppliers Only) will receive recognition in the 2020 Annual Awards Banquet slide show; (1) complimentary program/event pass to a program of your choice **OR** (1) complimentary profile description with hot link & photo to be included in the annual conference program and on the ESSAE website.
- ◆ **Gold Supporters** (Associations Only) will receive recognition in the 2020 Annual Awards Banquet slide show; (1) complimentary program/event pass to program of choice **OR** (1) complimentary registration to the 2020 annual conference!

All Key Supporters receive:

- ◆ Verbal recognition at 2020 Awards Banquet
- ◆ Group photo opportunity at Annual Awards
- ◆ Verbal recognition at 2020 Annual Conference
- ◆ Banner ad listing contributors on homepage
- ◆ Company listed & linked in biweekly e-News
- ◆ Company listed & linked on ESSAE homepage
- ◆ Ribbon: *Key Supporter*

_____ **YES! I want to support ESSAE as a** _____ **Key Supporter!**

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

Return form with payment to:

Empire State Society of Association Executives
1A Pine West Plaza | Albany, NY 12205
Questions: (518) 463-1755 | vanessa@essae.org



ANNUAL AWARDS BANQUET

Sponsorship Opportunities
Hilton Albany | February 6, 2020

Attendance: 150 – 180

The Annual Meeting & Awards Banquet is a glamorous affair. The formal evening function includes the installation of ESSAE's elected leaders, recognition of departing board members, and an awards ceremony to recognize winners of ESSAE's annual awards program.

Sponsorship Form

Sponsorships are available on a first come, first served basis. Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*

_____ Dinner: \$3,500

_____ Mix & Mingle: \$2,000 **SOLD**

_____ Champagne Toast: \$1,650 **SOLD**

_____ Vintner: \$1,200 **SOLD**

_____ Printed Program: In-Kind **SOLD**

_____ Industry Awards: \$850 **SOLD**

_____ Board Plaques: \$650 **SOLD**

_____ Dessert: \$500 **SOLD**

_____ Coat Check: \$350 **SOLD**

_____ Signage: In-Kind **SOLD**

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Friday, January 17, 2020**

Empire State Society of Association Executives, Inc.
1A Pine West Plaza, Albany, NY
Tel: (518) 463-1755 | Email: vanessa@essae.org



Sponsorship Options

Dinner: \$3,500

Take dinner up a notch! Sponsor Receives:

- ◆ Podium time to welcome attendees
- ◆ (1) VIP Table for 8 guests
- ◆ (5) Months of banner ads on ESSAE homepage
- ◆ (1) Full Page Ad in printed program
- ◆ Access to the event attendee list as excel spreadsheet

Mix & Mingle: \$2,000

Pass me a mixed drink! This partnership helps to support the **hosted bar** the hour prior to the dinner program.

Sponsor Receives:

- ◆ (2) Tickets to the Annual Banquet
- ◆ Ability to distribute branded collateral or gift to attendees upon arrival to reception
- ◆ (2) Months of banner ads on ESSAE homepage
- ◆ Advertisement in E-Newsletter
- ◆ Full Page Ad in banquet printed program

Champagne Toast: \$1,650

Raise a glass! Help us to congratulate the evening's award winners, incoming and outgoing volunteer leaders!

Sponsor Receives:

- ◆ Deliver the toast message
- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (1) Advertisement in E-Newsletter
- ◆ Half Page Ad in Printed Program

Vintner: \$1,200

Wine makes every meal an occasion, every table more elegant, and every day more civilized!

Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Advertisement in E-Newsletter
- ◆ Half Page Ad in Printed Program
- ◆ Opportunity to distribute marketing materials



Printed Program: \$1,100 / In-Kind

Get your company noticed! Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Back cover, full page ad in printed program
- ◆ (1) Advertisement in the E-Newsletter

Industry Awards: \$850

Support the recognition of ESSAE's award recipients.

Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Advertisement in E-Newsletter

Board Recognition Plaques: \$650

Help recognize those who have served on the board!

Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Side Column Advertisement in E-Newsletter

Coat Check: \$350

Let them remember who you are! Handout a special parting gift for attendees! Sponsor Receives:

- ◆ Branded Promo parting gift for all attendees
- ◆ (1) Ticket to the Annual Banquet

Dessert: \$500

Sponsor supports the cost of the banquet dessert. Includes (1) one ticket to the awards banquet.

Signage: In-Kind

Help showcase the award winners on the event signage. Includes your company logo in the footer of each sign.

All sponsors will receive:

Recognition in printed program, event promotion, event landing page, and within event presentation; Recognition at event during announcements; Recognition on ESSAE's social media outlets; and Signage at Event

Advertising Deadline & Specs

To ensure inclusion in the event printed program, all ads must be received on or before **Friday, January 17**. Ads should be full color, high resolution images. EPS and PNG file type preferred, JPG accepted. Ad Size for a Full Page: 8'' H x 5'' W; Half Page: 4'' H x 5'' W



MEETINGS, MEMBERSHIP AND MARKETING INSTITUTE

Sponsorship Opportunities
Century House | March 20, 2020

Attendance: 75-100

ESSAE's Meetings, Membership and Marketing Institute (The Triple M) is geared to bring new innovations, insights, experiences, opinions, and success stories. Come prepared to learn, as well as enjoy networking and fraternity with fellow executives and supplier partners.

Sponsorship Form

Sponsorships are available on a first come, first served basis.

Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*



_____ Keynote: \$1,800	Breakout Sessions Round 1	Breakout Sessions Round 2
_____ Lunch: \$1,650 SOLD	_____ Sessions: \$450 ea.	_____ Sessions: \$450 ea.
_____ Breakfast: \$700 SOLD	_____ Session A SOLD	_____ Session D
_____ Coffee Breaks: \$350 ea.	_____ Session B	_____ Session E
_____ 1st Break SOLD	_____ Session C	_____ Session F
_____ 2nd Break - SOLD		

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Friday, February 28, 2020**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza, Albany, NY 12205

Tel: (518) 463-1755 | Email: vanessa@essae.org

Sponsorship Options

Keynote Speaker: \$1,800

Help support the professional development of our attendees by sponsoring the keynote speaker.

Sponsor Receives:

- ◆ (2) Minutes to introduce speaker & address attendees
- ◆ (1) Complimentary admission to Triple M
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (1) Advertisement in the E-News

Lunch: \$1,650

Take lunch up a notch! Sponsor Receives:

- ◆ (2) Minutes to address lunch attendees
- ◆ (1) Complimentary admission to Triple M
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (2) Advertisements in the E-News

Breakfast: \$700

A good breakfast paves the way for an engaged mind!

Sponsor Receives:

- ◆ (2) Complimentary admissions to Triple M
- ◆ Recognition on breakfast signage

Breakout Sessions (6): \$450 each - 5 remain

Brand the session room! Sponsor Receives:

- ◆ (2) minutes to introduce the breakout session presenter & introduce your service/venue
- ◆ (1) Complimentary admission to Triple M

Coffee Breaks (2): \$350 each -

Support a caffeine pick me up! Sponsor Receives:

- ◆ (1) Complimentary admission to Triple M

All sponsors will receive:

Recognition in the Printed Program, within all Event Promotion, on the Event Landing Page, at the Event during announcements, on social media outlets, and on event signage at Event. Sponsors will also have the opportunity to distribute marketing materials.

Door Prize: Assemble a gift basket that showcases your brand, or donate an item to be given away during the networking lunch. Donors receive recognition at the lunch program and within the ESSAE e-newsletter. Includes link to website on registration page and in e-newsletters.

Description:





ANNUAL CONFERENCE

Sponsorship Opportunities

Thursday, May 28, 2020 | Saratoga Springs, NY

Attendance: 250-300



The Annual Conference is the premiere trade show & educational program of the year. The annual one day conference is all about professional development, networking, and showcasing products and services, and is the place to interact with key decision makers in the association and meetings industries.

The annual conference celebrates the true partnership of our association executives, meeting professionals, and exhibiting partners all across New York State.

Sponsorships are available on a first come, first served basis.

Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*

Support the Association Industry

- _____ Keynote Speaker - \$3,500
- _____ CEO/CAE Breakfast - \$1,500
- _____ Concurrent Session - \$500
- _____ *Number of Sessions Sponsoring*
- _____ Attendee Full-Day Scholarship - \$250
- _____ *Number of Scholarships Sponsoring*

Build Booth Traffic

- _____ Lunch Wrist Bands - \$1,450
- _____ Hydration Station - \$600
- _____ Coffee Station - \$600
- _____ Branded Lunch Table - \$250
- _____ Carpet Clings - \$1,500 - **SOLD**
- _____ Conference Bag Add-In Item - \$1,000

Network & Connect with Association Professionals

- _____ Premiere Lunch - \$3,000
- _____ Champagne Greeting - \$1,500
- _____ Snack Break - \$500
- _____ Breakfast - \$800

Increase Brand Awareness

- _____ Conference Program - \$2,000
- _____ Lanyards - \$1,850 - **SOLD**
- _____ Tote Bags - \$1,500 - **SOLD**
- _____ Badges - In-Kind - *Pending*
- _____ Photographer - \$800
- _____ Device Charging Stations - \$500/In-Kind
- _____ Wi-Fi - \$1,500 - *Pending*

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted
no later than Friday, March 27, 2020**

Empire State Society of Association Executives, Inc.
1A Pine West Plaza | Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org

Sponsorship Options

Support the Association Industry

Keynote Speaker

Price: \$3,500

Sponsorship of the Opening Keynote Speaker is a great way to get your company and/or destination recognized by ESSAE's association executives and meeting professionals. The opening general session will feature a noted speaker who will motivate and generate enthusiasm for the conference! Sponsor Receives:

- ◆ (3) Minutes to address attendees
- ◆ Full Page Advertisement in printed program
- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (1) Advertisements in the E-Newsletter
- ◆ (2) Tickets to educational sessions & lunch
- ◆ Access to event attendee list as excel spreadsheet



Concurrent Session Room

Price: \$500/Session | Up to 8 opportunities!

Sponsor an educational breakout session and introduce your venue/services to attendees. Logo on room signage and ability to place branded notepads and/or other branded materials at place settings.

Sponsor Receives:

- ◆ Introduce the session presenter (if able)
- ◆ Bring your own pull up banner to display
- ◆ Distribute branded/promo items

Attendee Full-Day Scholarship

Price: \$250 each | Unlimited Opportunities

Support an association or meeting professional's participation in the ESSAE Annual Conference! Make a lasting impression by inviting top clients to be your guest for the event, includes education, programs, lunch, and the tradeshow!



CEO & CAE Breakfast

Price: \$1,500

Host the **exclusive** invite-only breakfast for association CEOs as well as those with the Certified Association Executive (CAE) credential. Get one-on-one face time with participants!

- ◆ Welcome attendees
- ◆ Distribute marketing materials
- ◆ Half Page in the Conference Program



All sponsors will also receive:

- Recognition in E-News Promoting Event Program
- Recognition on Event Registration Page
- Recognition at Event during announcements
- Recognition on ESSAE's social media outlets
- Signage at Event

Sponsorship Options

Network & Connect with Association Professionals

Premiere Lunch

Price: \$3,000

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals. Nourish and network with attendees and support the ALA graduation! Sponsor Receives:

- ◆ (3) Minutes to address attendees
- ◆ Full Page Ad in Conference Program
- ◆ (3) Months of banner ads on ESSAE Homepage
- ◆ Looping power point slides during lunch

Champagne Greeting

Price: \$1,500

When the doors open for the trade show, greet attendees with champagne! Brand the display to your liking!

Display will be set up at the entrance to the trade show floor. Sponsor Receives:

- ◆ Branded Cocktail Napkins
- ◆ Exhibitor Name & Booth Number displayed
- ◆ Full Page Ad in Conference Program
- ◆ (2) Months of banner ads on ESSAE Homepage

Build Booth Traffic

Lunch Wrist Bands

Price: \$1,250

Exclusive opportunity! Every lunch attendee will be wearing YOUR logo and booth number to drive traffic to the trade show floor. Sponsorship includes:

- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates

Show Floor Coffee or Hydration Station

Price \$600 each | 4 opportunities

****Upgrades available if sponsor is interested in adding any snacks to the beverage stations. Contact ESSAE.**

Keep attendees hydrated and caffeinated on the **trade show floor** Sponsorship includes:

- ◆ Exhibitor Name & Booth Number displayed
- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates

Branded Lunch Table:

Price: \$250/table

Brand a table with promotional and informational materials at lunch and invite clients and guests to sit with you. ESSAE will provide sponsor with a reserved table at lunch. ****Lunch is an additional fee.**

Breakfast

Price: \$800/break | 3 opportunities

Jump start the day and pave the way for an engaged mind!

- ◆ Half Page in the Conference Program
- ◆ Recognition on signage
- ◆ Opportunity to distribute marketing materials

Snack & Coffee Breaks

Price \$500/break | 4 opportunities

Be the one conference participants think of when they need a little somethin' between educational sessions!

- ◆ Half Page in the Conference Program
- ◆ Opportunity to distribute marketing materials
- ◆ Recognition on signage



Capet Clings

Price: \$1,500

Exclusive opportunity! Lead attendees to your booth with six (6), 24-inch round custom branded stickers with your logo, slogan or company trademark. ESSAE will cover the cost and purchase of branded clings, but price limit exists. ESSAE will determine the final location of clings. *Sponsorship includes one full conference registration and lunch.*

WI-FI - **PENDING**

Price: \$1,500

Exclusive opportunity! Ensure attendees can access the most up-to-date conference information as they navigate the event! Company name will be incorporated into the WIFI set-up. Sponsorship includes one full conference registration and lunch.

Sponsorship Options

Increase Brand Awareness

Conference Printed Program

Price: \$2,000

Here's your opportunity to place your logo on the cover of this year's professionally printed conference program, distributed to over 200 attendees.

Sponsor Receives:

- ◆ Full Page ad inside Conference Program
- ◆ (1) Advertisement in the E-Newsletter
- ◆ (1) Side column advertisement in the E-Newsletter
- ◆ Logo and Link to your website in event updates

Branded Lanyards

Price: \$1,850

Have your organization's name visible throughout the trade show! Put a logo on it! ESSAE will cover the cost of lanyards, but price limit exists. Sponsor Receives:

- ◆ Logo on the Lanyards
- ◆ Half Page ad in the Conference Program
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (2) Side column advertisements in the E-Newsletter
- ◆ Logo and Link to your website in event updates

Branded Tote Bags

Price: \$1,500

Make your presence known and help attendees carry home items collected during the trade show. Logo/artwork on bag given to over 200 association professionals (ESSAE will manage the production of the bags; price limits exists)

- ◆ Opportunity to have one representative to assist with distribution of bags at registration table
- ◆ Opportunity to put one logo branded item inside bag (sponsor to provide item)
- ◆ Half Page ad in the Conference Program

Conference Bag Add-in Item: \$1,000

Price: \$1,000 | 4 opportunities

Sponsor an item for the conference tote bag (sponsor to provide items, 250 total)

- ◆ Opportunity to provide attendees with highly desirable items such as: Tin Mints, Portable Chargers, Pens, or create your own!
- ◆ Opportunity to have one representative to assist with distribution of bags at registration table

Badges : In-Kind **PENDING**

Price: In-Kind

Have your organization's name visible throughout the trade show! Put a logo on it! Sponsor Receives:

- ◆ Logo on the Conference Name Badges
- ◆ Half Page ad in the Conference Program
- ◆ (2) Side column advertisements in the E-Newsletter
- ◆ Logo and Link to your website in event updates



Device Charging Stations

Price: \$500 each (or in-kind) | 3 opportunities

Make sure our participants can keep in touch while away from the office. Includes logo on charging stations, opportunity to distribute marketing materials at charging stations, and recognition on signage.

Photographer

Price: \$800

Everyone looks good with the right on-site photographer! Sponsorship includes:

- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates

Signage: **PENDING**

Price: In-Kind

Help attendees find their way with your logo on each event sign. Includes your company logo in the footer of each sign.

Expo Mobile App: **SOLD**

Price: In-Kind

Get your brand/company information in front of every single attendee with a smart phone!

Exhibitor Registration Technology: **SOLD**

Price: In-Kind

Help us take exhibitor technology up a notch, and support the exhibitor online registration system.

Décor & Furnishing: **SOLD**

Price: In-Kind

Help make us look good!

Audio/Visual: **SOLD**

Price: In-Kind



HARVEST HIGHLIGHT

Sponsorship Opportunities
Fall 2020



Attendance: 75-100

Our Autumn program is where Association, Meeting and Event Professionals, and Business Partners can gather to reap the benefits of colleagues willing to share their insight and experience. Keynote and breakout sessions offer a variety of resources and experts willing to impart their knowledge to interested attendees. The networking lunch offers fall treats and prime opportunities to connect with other colleagues and industry professionals.

Sponsorship Form

Sponsorships are available on a first come, first served basis. Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*

_____ Keynote: \$1,800 SOLD	Breakout Sessions - Round 1	Breakout Sessions - Round 2
_____ Lunch: \$1,650 SOLD	_____ Sessions: \$450 ea.	_____ Sessions: \$450 ea.
_____ Breakfast: \$700 SOLD	_____ Session A SOLD	_____ Session A
	_____ Session B	_____ Session B
_____ Coffee Breaks: \$350 ea.	_____ Session C	_____ Session C
_____ 1st Break SOLD		
_____ 2nd Break		

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Friday, September 4, 2020 to:**

Empire State Society of Association Executives, Inc.
1A Pine West Plaza, Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org

Sponsorship Options

Keynote Speaker: \$1,800

Help support the professional development of our attendees by sponsoring the keynote speaker.

Sponsor Receives:

- ◆ (2) Minutes to introduce speaker & address attendees
- ◆ (1) Complimentary admission to program
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ (2) Month banner ad on ESSAE homepage
- ◆ (1) Advertisements in the E-News

Lunch: \$1,650

Think pumpkin and cinnamon spices!

Sponsor Receives:

- ◆ (2) Minutes to address lunch attendees
- ◆ (1) Complimentary admission to program
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (2) Advertisements in the E-News

Breakfast: \$700

A good breakfast paves the way for an engaged mind!

Sponsor Receives:

- ◆ (2) Complimentary admissions to program
- ◆ Opportunity to distribute marketing materials
- ◆ Recognition on breakfast signage

Breakout Sessions (6): \$450 each—5 remain

Brand the session room!

Sponsor Receives:

- ◆ (2) Minutes to introduce the breakout session presenter & introduce your service/venue
- ◆ (1) Complimentary admission to program

Coffee Breaks (2): \$350 each 1 Remaining

Support a caffeine pick me up!

Sponsor Receives:

- ◆ (1) Complimentary admission to program.

All sponsors will receive:

- Recognition in the Printed Program
- Recognition in Event Promotion
- Recognition on Event Landing Page
- Recognition at Event during announcements
- Recognition on ESSAE's social media outlets
- Signage at Event
- Opportunity to distribute marketing materials



Door Prize : Assemble a gift basket that showcases your brand, or donate an item to be given away during the networking lunch. Donors receive recognition at the lunch program and within the ESSAE e-newsletter. Includes link to website on registration page and in e-newsletters.

Description:



HOLIDAY PARTY

Sponsorship Opportunities
December 2020

Attendance: 180 – 200

The air is getting colder, the holidays are near, a time for celebration with those we hold so dear! We hope you will join us for this annual event, where you can reunite and celebrate with peers, colleagues, clients, and friends! One of the most exciting events of the holiday season is the ESSAE Holiday Party and Charity Auction. This highly anticipated event offers a great marketing opportunity for suppliers wishing to earn recognition for their support of ESSAE and the association community.

Sponsorship Form

Sponsorships are available on a first come, first served basis. Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*

_____ Mistletoe & Holly: \$4,500

_____ Frosty: \$3,500

_____ Pictures with Santa: \$2,500 **SOLD**

_____ Jingle All the Way: \$1,500 **SOLD**

_____ Deck the Halls: \$850 **SOLD**

_____ Buddy the Elf: \$650 **SOLD**

_____ Nutcracker: \$350 **SOLD**

_____ Jack Frost: \$250 **SOLD**

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

Sponsorship Form should be submitted no later than Friday, November 6, 2020 to:

Empire State Society of Association Executives, Inc.
1A Pine West Plaza | Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org



Sponsorship Options

Mistletoe & Holly: \$4,500

Sponsor will receive:

- ◆ (10) Tickets to Holiday Party
- ◆ (5) Minutes to address attendees
- ◆ (5) Months of banner ad on ESSAE homepage
- ◆ (3) Advertisements in ESSAE E-News
- ◆ Display or hand out branded materials during event
- ◆ Event attendee lists as excel spreadsheet (no emails)

*This is a great opportunity to share exposure with your destination partners! Partner with area Hotels/CVB/DMO and split the cost! **Or bring association executives and planners as your guests!** If this sponsor option is shared by multiple venues, advertising in newsletter can be customized to suit your needs.*

Frosty: \$3,500

Sponsor Receives:

- ◆ (8) Tickets to Holiday Party
- ◆ (4) Month banner ad on the ESSAE homepage
- ◆ (2) Advertisements in ESSAE E-News
- ◆ Event attendee list as excel spreadsheet (no emails)
- ◆ Display or hand out branded materials during event

Pictures with Santa: \$2,500

Put your holiday logo on all the photobooth images.

Digital prints only. Sponsor Receives:

- ◆ Logo on all Digital Images
- ◆ (4) Tickets to Holiday Party
- ◆ (1) Month banner ads on the ESSAE homepage
- ◆ (1) Advertisements in ESSAE E-News

Jingle All the Way: \$1,500

Sponsor Receives:

- ◆ (4) Tickets to Holiday Party
- ◆ (2) Month banner ads on the ESSAE homepage
- ◆ (2) Advertisements in ESSAE E-News



Deck the Halls: \$850

Sponsor Receives:

- ◆ (3) Tickets to Holiday Party
- ◆ (2) Side column ads in the ESSAE E-News
- ◆ (3) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

Buddy the Elf: \$650

Sponsor Receives:

- ◆ Leave a parting gift for all attendees!
- ◆ (2) Tickets to Holiday Party
- ◆ (2) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

Nutcracker: \$350

Sponsor Receives:

- ◆ (1) Ticket to Holiday Party
- ◆ (3) Tickets at 50% off registration fee
- ◆ (4) Drink tickets for premium beverages
- ◆ (1) Social media ad on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

Jack Frost: \$250

Sponsor Receives:

- ◆ (1) Ticket to Holiday Party
- ◆ (1) Colleague for 50% off registration fee
- ◆ (2) Drink tickets for premium beverages
- ◆ (1) Social media ad on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

All sponsors will also receive:

- Recognition in ESSAE E-News and Event Landing Page
- Verbal recognition during event announcements
- Recognition on social media and on event signage



ASSOCIATION LEADERSHIP ACADEMY

Sponsorship Opportunities
September 2020 - June 2021 | NYS School Boards Association

Attendance: 20-30

The Academy is unlike any other professional development program offered in New York State. The sessions are specifically targeted to address the unique business challenges facing association executives. Since 2005, ESSAE's Association Leadership Academy graduates have helped their associations meet society's changing and growing needs by bringing the highest level of professionalism to their association work. **ALA participants are the association decision makers that you want to meet!**

Sponsorship Form

Sponsorships are available on a first come, first served basis. Please check your preferred sponsorship option. *Don't see something that fits within your budget? Call us to customize your sponsorship packet!*



_____ **Investor: \$5,000**

_____ **Partner: \$2,500**

_____ **Cornerstone: \$1,500**

_____ **Friend: \$1,000**

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature _____ **Date** _____

Amount Enclosed: _____

**Sponsorship Form should be submitted
no later than Friday, June 5, 2020 to:**
Empire State Society of Association Executives, Inc.
1A Pine West Plaza, Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org



2020 Sponsorship Options

INVESTOR - \$5,000

Sponsor Receives:

- (10) Month banner ad on ESSAE Homepage
- (1) Complimentary admission to ALA Program
- (2) Minutes podium time at inaugural ALA session to welcome participants
- (2) Tickets to Annual Awards Banquet
- (2) Minutes podium time at Annual Banquet
- (2) Tickets to the ALA Graduation
- (2) Minutes podium time at ALA Graduation
- (2) Advertisements in the E-News
- Distribute branded and promotional items to first session in the series (pens, paper, note pads, etc.)



PARTNER - \$2,500

Sponsor Receives:

- (5) Month banner ad on ESSAE homepage
- (1) Ticket to Annual Awards Banquet
- (1) Ticket to the ALA Graduation
- (1) Advertisement in the E-News
- (2) Minutes podium time at ALA session of your choice
- Distribute branded and promotional items to session of your choice in the series (pens, paper, note pads, etc.)

CORNERSTONE - \$1,500

Sponsor Receives:

- (3) Month banner ad on ESSAE Homepage
- (1) Ticket to Annual Awards Banquet
- (1) Ticket to the ALA Graduation
- (1) Advertisement in the E-News

FRIEND - \$1,000

Sponsor Receives:

- (1) Ticket to the Annual Awards Banquet
- (1) Month banner ad on ESSAE homepage
- (1) Advertisement in the E-News



ALL SPONSORS RECEIVE...

- Recognition in/on ALA promotions, including:
 - ALA event registration page (website)
 - Logo and Listing in ALA Program/Booklet
 - Logo and Link included in all ALA event updates
 - Verbal recognition at each session
 - Recognition in E-News & Social Media

BOARD OF DIRECTORS MEETINGS

Sponsorship Opportunities

Attendance: 18-35

The ESSAE Board Meetings bring together our elected volunteer leadership to discuss Society business and priorities. This is a dynamic group of association professionals and decision makers. Hosting this type of event is a unique and exceptional way to connect fact to face, in a private and casual setting, with our esteemed Board of Directors. With the exception of our March meeting, the Board typically meets in the afternoon for two hours from 3:00 to 5:00 PM (time is approximate).

Our March meeting is the full-day volunteer leadership retreat, where our incoming board members are trained on their new roles and the Society reviews the status of its 3-year Strategic Plan. The March meeting will also include our new Volunteer Committee Leaders.

Sponsorship Form

Sponsorships are available on a first come, first served basis. The host property **should be based in the immediate Capital District area** (15-20 min. radius to Albany) and agrees to provide basic AV and WiFi, as well as support staff, linens, decor, attendee parking, complimentary meeting space, and discounted/complimentary food & beverage service. Please check your preferred month.



As an event partner, you will receive the following benefits:

- ◆ Logo with link to website on email blasts and event web page.
- ◆ Logo on onsite event signage
- ◆ Opportunity to address attendees - all industry decision makers
- ◆ Scheduled tour of your facility built into the event schedule
- ◆ One complimentary E-News Advertisement
- ◆ List of Board Members with contact information in Excel format (*no email addresses*)
- ◆ Provide a welcome kit for attendees

SOLD - March 13 _____ **May 14** _____ **August 4** _____ **September 15**
(Full Day Mtg) (Half Day Mtg)

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Sponsorship Form should be submitted to:

Empire State Society of Association Executives, Inc.
1A Pine West Plaza, Albany, NY 12205
Tel: (518) 463-1755 | Email: vanessa@essae.org

