



HOLIDAY PARTY

Sponsorship Opportunities

December 7, 2017

Location: TBD

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!

_____ **The Polar Express: \$7,500**

_____ **Sneaky Elf: \$600**

_____ **Frosty: \$3,500**

_____ **Nutcracker: \$350**

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

_____ **Jack Frost: \$200**

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

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

Sponsorship Form should be submitted no later than

Monday, November 13, 2017 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

As of 8/1/17

The Polar Express: \$7,500

Sponsor will receive:

- ◆ (15) Complimentary admissions to Holiday Party
- ◆ (8) Months of banner ads on ESSAE homepage
- ◆ (4) Advertisements in ESSAE e-newsletter (4 newsletters of your choosing)
- ◆ Opportunity to speak (up to 3 minutes at podium)
- ◆ Display promotional materials during event
- ◆ Access to full membership and event attendee lists as excel spreadsheets

*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:

- ◆ (10) Complimentary admissions to Holiday Party
- ◆ (5) Month banner ads on the ESSAE homepage
- ◆ (2) Advertisements in ESSAE e-newsletter (2 newsletters of your choosing)
- ◆ Access to event attendee list as excel spreadsheet

*This is a great opportunity to share exposure with your destination partners! Partner with area Hotels/CVB/DMO and split the cost! **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.*

Jingle All the Way: \$1,500

Sponsor Receives

- ◆ (5) Complimentary admissions to Holiday Party
- ◆ (3) Month banner ads on the ESSAE webpage
- ◆ (2) Advertisements in ESSAE e-newsletter

Deck the Halls: \$850

Sponsor Receives:

- ◆ (3) Complimentary admissions to Holiday Party
- ◆ (2) Side column advertisements in the ESSAE e-newsletter (2 newsletters of your choosing)
- ◆ (3) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor *to provide content. Select one social outlet.*

Sneaky Elf: \$600

Sponsor Receives:

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

Nutcracker: \$350

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

Jack Frost: \$200

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

All sponsors will also receive:

- Recognition in ESSAE E-Newsletter Promoting Event Program
- Recognition on Event Registration Page
- Recognition at Event during announcements
- Recognition on ESSAE's social media outlets (listing sponsors)
- Signage at Event