



2017 PARTNERSHIPS

Sponsorship Opportunities for Educational Programs,
Conferences and Special Events

January - December 2017

It is the mission of the Empire State Society of Association Executives to guide and empower association leadership. Together we want to help members be their best by building connections to knowledge, ideas, relationships, and marketplace opportunities.

Professional development, networking and mentorship are just a few of ESSAE's strengths and great examples of the resources that this organization provides to support its membership. These core values are responsible for attracting, retaining and growing other timeless assets such as talented people, intellectual capital, innovation, drive, competitiveness, inspiration, spirit and purpose – all of which are essential to creating lasting value for our membership.

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

With the help and guidance of the Strategic Partnerships Committee, we are excited to showcase new opportunities for 2017.

Committee Chair

Jennifer L. Van Ort, Executive Director
NYS Association of Criminal Defense Lawyers

Carol Bartlett

Senior Convention Sales Manager
Visit Rochester

Committee Members:

Debra Trulli-Cassale
Vice President
Park Strategies, LLC

Christine Frank

Association Sales Manager
Hyatt Regency Rochester

Todd Garofano
President

Vanessa LaClair, CMP

Executive Director

Empire State Society of Association Executives

Saratoga Convention and Tourism Bureau

About ESSAE

ESSAE comprises 475 association and supplier members, and represents executives employed by trade, business and professional associations. ESSAE provides its members a means to exchange ideas and encourages high professional standards through educational forums, publications, industry resources and networking luncheons.

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



Dear ESSAE Member:

As leaders and partners in the association and meetings professions, you have an opportunity to show your 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:

- ◆ Improving technology. ESSAE is moving to a new association management software company that will provide members with an enhanced event registration system, access to an improved membership directory and online community discussion board, and a redesigned website. All to streamline access to information and provide new opportunities for growth, partnerships, and advertising.
- ◆ Hit the road! The Annual Road Show allows ESSAE's executive director and incoming board chair to visit with supplier members around NYS. The Road Show enables us to get in front of our business partners, such as DMOs/CVBs, Hoteliers, Venues, and other supplier members who support our events, programs and association members through unique sponsorship and advertising opportunities.
- ◆ 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 number of books, but we need to keep things up to date and offer the best resources.
- ◆ Enhance the Association Leadership Academy (ALA)! ALA is a creative and unique learning opportunity for emerging executives and current association executives. Registration for the ALA I will open September 2017!
- ◆ Rita Lashway Foundation (RLF). The RLF is a professional development scholarship program for those wishing to pursue their CAE/CMP designations.
- ◆ Bring in high level professional speakers to our programs and provide new opportunities for current and prospective members to network and share ideas.
- ◆ Access to a ListServ that brings your questions directly to in the inboxes of all ESSAE members, learning best practices and sharing ideas directly with your industry peers.
- ◆ *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.



KEY SUPPORTERS PROGRAM BENEFITS & PRICING

Platinum	\$750	Titanium	\$300
Gold	\$500	Silver	\$150
		Bronze	\$100

Key Supporters receive the following benefits:

- ◆ **Platinum Supporters** (Associations Only) will receive (1) complimentary program/event pass to program of choice **AND** (1) complimentary registration to the annual conference!
- ◆ **Platinum Supporters** (Suppliers Only) will receive (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 annual conference exhibitor registration at the early bird pricing (1) week prior to the official registration opening date!
- ◆ **Gold Supporters** (Associations Only) will receive (1) complimentary program/event pass to program of choice **OR** (1) complimentary registration to the annual conference!
- ◆ **Gold Supporters** (Suppliers Only) will receive (1) complimentary program/event pass to a pro-

gram 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

All Key Supporters will receive:

- ◆ (2) Power Point Slides which will be displayed at Annual Awards and/or during networking lunches. Slides will include company logo and contact details, along with (1) slide of your design (promotion, about us, etc.).
- ◆ Verbal recognition at Awards Banquet & Annual Conference.
- ◆ Group photo opportunity at Annual Awards
- ◆ Signage at Awards Banquet & Annual Conference
- ◆ Company listed in biweekly e-newsletter
- ◆ Company listed on home page of ESSAE website
- ◆ Logo created for Supporter to use – *I'm an ESSAE*

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

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

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
Thursday, February 9, 2017
Sixty State Place | Albany, NY

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: \$3,000 | _____ Board Recognition: \$450 |
| _____ Cocktail Hour: \$1,500 | _____ Valet Parking: \$350 |
| _____ Champagne Toast: \$1,000 | _____ Coat Check: \$350 |
| _____ Awards: \$850 | |

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Thursday, January 19, 2017**

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

Sponsorship Options

Dinner: \$3,000

Take dinner up a notch!

Sponsor Receives:

- ◆ (2) Complimentary admissions to Annual Banquet and seat at the head table.
- ◆ (5) Months of banner ads on ESSAE homepage
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (1) Advertisement on the Job Board page
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ Logo and Link to your website in event updates
- ◆ 2 Minutes of podium time

Cocktail Hour: \$1,500

Kick the night off right! Sponsor Receives:

- ◆ (1) Complimentary admissions to Annual Banquet
- ◆ (2) Months of banner ads on ESSAE homepage
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Advertisement on the Event Registration Page
- ◆ Listing and Link to your website on all event updates

Champagne Toast: \$1,000

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

Sponsor Receives:

- ◆ Deliver the toast message
- ◆ (1) Complimentary admission to Annual Banquet
- ◆ (2) Advertisement on the side bar of ESSAE Home Page with your company logo and hot link
- ◆ (1) Side Column Advertisement in E-Newsletter
- ◆ Listing and Link on all event updates

Banquet Awards: \$850

Support the recognition of ESSAE's award recipients.

Sponsor Receives:

- ◆ (1) Complimentary admission to Annual Banquet
- ◆ (1) Advertisement on the side bar of ESSAE Home Page with your company logo and hot link
- ◆ (1) Side Column Advertisement in E-Newsletter
- ◆ Listing and Link to your website on all event updates

Board Recognition Awards: \$500

Help recognize those who have served on the board!

Sponsor Receives:

- ◆ (1) Complimentary admission to Annual Banquet
- ◆ (1) Advertisement on the Event Registration Page with your company logo and hot link
- ◆ (1) Side Column Advertisement in the E-Newsletter
- ◆ Listing and Link to your website on all event updates

Valet Parking: \$350

Assist with parking and leave your business card or special item for all who valet park!

Sponsor Receives:

- ◆ (1) Complimentary admission to Annual Banquet
- ◆ Listing and Link to your website on all event updates

Coat Check: \$350

Gain access to the coat check! Leave your business card in their coat pockets or a special departing gift!

Sponsor Receives:

- ◆ (1) Complimentary admissions to Annual Banquet
- ◆ Listing and Link to your website on all event updates

All sponsors will also receive:

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



MEETINGS, MEMBERSHIP AND MARKETING INSTITUTE

Sponsorship Opportunities

April 2017

Location: TBD

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!*

<input type="checkbox"/> Lunch: \$1,250	<input type="checkbox"/> Sessions: \$400 ea.	<input type="checkbox"/> Coffee Breaks: \$300 ea.
<input type="checkbox"/> Keynote: \$1,000	<input type="checkbox"/> Session A	<input type="checkbox"/> First Break
<input type="checkbox"/> Breakfast: \$600	<input type="checkbox"/> Session B	<input type="checkbox"/> Second Break
	<input type="checkbox"/> Session C	
	<input type="checkbox"/> Session D	
	<input type="checkbox"/> Session E	
	<input type="checkbox"/> Session F	

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Friday, March 17, 2017**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza, Albany, NY 12205

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

Sponsorship Options

Lunch: \$1,250

Take lunch up a notch! Sponsor Receives:

- ◆ (1) Complimentary admission to the Triple M
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ Logo and Link to your website in event updates
- ◆ 2 Minutes of podium time

Keynote Speaker: \$1,000

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

Sponsor Receives:

- ◆ (1) Complimentary admissions to the Triple M
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (1) Advertisements in the E-Newsletter
- ◆ Listing and Link to your website on all event updates
- ◆ Opportunity to introduce the keynote speaker and a seat at the head table.

Breakfast: \$600

Nourish attendees before they start the day!

Sponsor Receives:

- ◆ (1) Complimentary admission to the Triple M
- ◆ (1) Advertisement on the Event Registration Page with your company logo and hot link
- ◆ Listing and Link to your website on all event updates

Breakout Sessions: \$400 each

Brand the session room! Sponsor Receives:

- ◆ (1) Complimentary admission to the Triple M
- ◆ Opportunity to introduce session speaker and your brand/venue.
- ◆ Listing and Link to your website on all event updates

Coffee Breaks: \$300 each

Support a caffeine pick me up! Sponsor Receives:

- ◆ (1) Complimentary admission to the Triple M
- ◆ Listing and Link to your website on all event updates

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:

All sponsors will also receive:

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



ANNUAL CONFERENCE

Sponsorship Opportunities

Thursday, June 1, 2017

Albany Capital Center | Albany, NY

Attendance: 250-300

The Annual Conference is the premiere trade show and educational program of the year. The annual one day conference and trade show is 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 trade show celebrates the true partnership of our association executives, meeting professionals, and exhibiting supplier 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 - \$4,000
- _____ Breakout/Education Sessions - \$750 each

Network & Connect with Association Professionals

- _____ Premiere Lunch - \$2,500
- _____ Lunch - \$1,500
- _____ Breakfast - \$1,500
- _____ Brain Food - \$650 each
- _____ Attendee Full-Day Registration - \$200
- _____ Reserved Seating at Lunch - \$200
- _____ Furnishings & Décor – In-Kind

Increase Brand Awareness

- _____ Conference Program - \$1,500
- _____ Exhibitor Floor Plan Registration - \$1,500
- _____ Tote Bags - \$1,250
- _____ Badge & Lanyards - \$1,250
- _____ Signage – In-Kind
- _____ Expo Mobile App – In-Kind
- _____ Ribbon Wall – In-Kind

Build Booth Traffic

- _____ Lunch Wrist Bands - \$850
- _____ Coffee and/or Water Station - \$600 each

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature _____

Date _____

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Monday, November 21, 2016 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

Support the Association Industry

Keynote Speaker - \$4,000

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals. Lunch features a noted speaker who will generate enthusiasm and kick off the trade show with inspiration and insight.

Help support a high level, engaging speaker!

Sponsor Receives:

- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ Full Back Cover Advertisement on Conference Program
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (1) Advertisement on Job Board
- ◆ (2) Advertisements in the E-Newsletter
- ◆ Access to event attendee list as excel spreadsheet
- ◆ (2) Tickets to educational sessions
- ◆ Logo and Link to your website in event updates
- ◆ (3) Minutes of podium time

- ◆ Seating with keynote speaker at lunch (VIP table)

Breakout/Education Sessions \$750 each

Opportunity to brand the break out session room.

Sponsor Receives:

- ◆ Company logo on signage placed outside of the session entrance - or bring your own pull up banner!
- ◆ Opportunity to introduce session speaker
- ◆ Opportunity to promote your company to session attendees
- ◆ Business Card ad included in Conference Program
- ◆ Link to your website in event updates

Network & Connect with Association Professionals

Premiere Lunch Sponsor - \$2,500

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals. Lunch features a noted speaker who will generate enthusiasm and kick off the trade show with inspiration and insight.

Sponsor Receives:

- ◆ (2) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Ticket to the educational sessions
- ◆ Logo and Link to your website in event updates
- ◆ Full Page Ad in Conference Program
- ◆ (3) Minutes of podium time

Breakfast Sponsor - \$1,500

Nourish attendees during one on one exhibitor appointments

- ◆ (2) Months of side bar home page ads
- ◆ (2) Side column advertisements in the E-Newsletter
- ◆ Logo and Link to your website in event updates
- ◆ Half Page in the Conference Program

Brain Food - \$650

Give them a break! Nourish attendees during the morning education sessions.

Attendee Full-Day Sponsorship – \$200

Help support our association professionals by inviting a client to be your guest for the day! Sponsorship provides access for one (1) person to attend all educational sessions and conference events.

Lunch - \$1,500

This well attended luncheon is a great way to get your company recognized by ESSAE's association executives and meeting professionals.

Sponsor Receives:

- ◆ (2) Months of side bar home page ads
- ◆ (2) Side column advertisements in the E-Newsletter
- ◆ Logo and Link to your website in event updates
- ◆ Half Page in the Conference Program

Reserved Seating at Lunch – \$200

Brand a table at lunch and invite clients and guests to sit with you.

Sponsorship Options

Increase Brand Awareness

Exhibitor Floor Registration - \$1,500

Help us take exhibitor technology up a notch!

Sponsor Receives:

- ◆ Advertisement with link to your website on the Exhibitor Floor Plan Registration landing page
- ◆ Half Page ad in the Conference Program
- ◆ Logo and Link to your website in event updates

Conference Program - \$1,500

Here's your opportunity to place your logo on the front cover of this year's professionally printed conference program.

Sponsor Receives:

- ◆ Front Cover Advertisement on Conference Program
- ◆ Logo and Link to your website in event updates

Tote Bags - \$1,250

Make your presence known and help attendees carry home items collected during the trade show. Put a logo on it!

Sponsor Receives:

- ◆ Logo and Link to your website in event updates
- ◆ Half Page ad in the Conference Program

Build Booth Traffic

Lunch Wrist Bands - \$850

Every lunch attendee will be wearing YOUR logo and booth number to drive traffic to the trade show floor.

Sponsorship includes:

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

Badge Lanyards - \$1,250

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

Sponsor Receives:

- ◆ Logo and Link to your website in event updates
- ◆ Half Page ad in the Conference Program

Signage – In-Kind

Help attendees find their way with your logo on each event sign.

Expo Mobile App – In-Kind

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

Ribbon Wall – In-Kind

Be the first point of contact for trade show attendees as they pick up the ribbons to attach their badges before the start of the day

Furnishings & Décor – In-Kind

Coffee and/or Water Stations - \$600 each

Stay hydrated and caffeinated. Place a coffee and/or water station on the trade show floor near your booth, inside the education room of your choice, or near the registration areas with your logo and booth number

Sponsorship includes:

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

All sponsors will also receive:

Recognition in E-Newsletter Promoting Event Program

Recognition on Event Registration Page

Recognition at Event during announcements

Recognition on ESSAE's social media outlets

Signage at Event



CEO SYMPOSIUM

Sponsorship Opportunities

August/September 2017

Location: TBD

Attendance: 25-30

The Empire State Society of Association Executives, proudly presents, the CEO Symposium. The CEO Symposium will provide attendees with a valuable opportunity to network with Association Executives and CEO peers in a comfortable and informal setting. **Here's your chance to have exclusive access to association professionals and decision makers in an intimate setting!**

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!*

_____ Leadership Dinner: \$1,500

_____ Cocktail Reception: \$850

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature _____

Date _____

Amount Enclosed: _____

Sponsorship Form should be submitted no later than

Friday, August 4, 2017

Empire State Society of Association Executives, Inc.

1A Pine West Plaza | Albany, NY 12205

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

Sponsorship Options

Leadership Dinner Sponsor: \$1,500

Get access to association leaders during an intimate reception & dinner.

Sponsor will receive:

- (2) Registrations to attend the Reception & Dinner
- (3) Months banner ads on the ESSAE homepage
 - (2) Advertisements in the E-Newsletter
 - (2-3) Minutes of podium time during dinner
- (1) Advertisement on the Event Registration Page
- Logo and Link to your website in event updates
 - (2) Advertisements in E-Newsletter

Cocktail Reception: \$850

Get access to association leaders during an intimate reception & dinner.

Sponsor will receive:

- (1) Registration to attend the Reception & Dinner
- (2) Months banner ad on ESSAE homepage
- (2-3) Minutes of podium time during dinner
- (1) Advertisement on the Event Registration Page
- Logo and Link to your website in event updates
 - (2) Advertisements in E-Newsletter

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

Description:

All sponsors will also receive:

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



FALL INTO AUTUMN

Sponsorship Opportunities

October/November 2017

Location: TBD

Attendance: 65-90

Fall into Autumn is the program where Association, Meeting and Event Professionals, and Business Partners can gather to reap the benefits of colleagues willing to share many years of ideas, insights 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!*

_____ Lunch: \$1,250	_____ Sessions: \$400 ea.	_____ Coffee Breaks: \$300 ea.
_____ Keynote: \$1,000	_____ Session A	_____ First Break
_____ Breakfast: \$600	_____ Session B	_____ Second Break
	_____ Session C	
	_____ Session D	
	_____ Session E	
	_____ Session F	

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

Sponsorship Form should be submitted no later than

Monday, October 2, 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

Lunch: \$1,250

Think pumpkin and cinnamon spices! Sponsor Receives:

- ◆ (1) Complimentary admission to Fall into Autumn
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ Logo and Link to website in event updates
- ◆ 2 Minutes of podium time

Keynote Speaker: \$1,000

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

Sponsor Receives:

- ◆ (1) Complimentary admissions to Fall into Autumn
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (1) Advertisements in the E-Newsletter
- ◆ Listing and Link to your website on all event updates
- ◆ Opportunity to introduce the keynote speaker and a seat at the head table.

Breakfast: \$600

Nourish attendees and get them ready to start the day on the right foot! Sponsor Receives:

- ◆ (1) Complimentary admission to Fall into Autumn
- ◆ (1) Advertisement on the Event Registration Page with your company logo and hot link
- ◆ Listing and Link to your website on all event updates
- ◆ (1) Week of social media shout outs from @EmpireStateSAE via Twitter OR Facebook. *Sponsor to provide content.*

Breakout Sessions: \$400 each

Brand the session room! Sponsor Receives:

- ◆ (1) Complimentary admission to Fall into Autumn
- ◆ Listing and Link to your website on all event updates
- ◆ Opportunity to introduce session speaker and your brand /venue.

Coffee Breaks: \$300 each

Support a caffeine pick me up! Sponsor Receives:

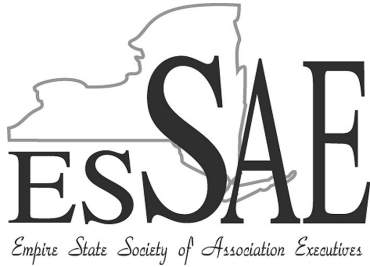
- ◆ (1) Complimentary admission to Fall into Autumn
- ◆ Listing and Link to your website on all event updates

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:

All sponsors will also receive:

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



HOLIDAY PARTY

Sponsorship Opportunities

December 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 21, 2016 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

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)
- ◆ Select auction charity with ESSAE board approval
- ◆ 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 (2 newsletters of your choosing)

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)
- ◆ (2) Weeks of Social Media shout outs from @EmpireStateSAE (sponsor provides content)

Sneaky Elf: \$600

Sponsor Receives:

- ◆ *Sneak into the coat check room and put your business card into everyone's pocket!*
- ◆ (2) Complimentary admissions to Holiday Party
- ◆ (1) Week of Social Media shout outs from @EmpireStateSAE (sponsor provides content)

Nutcracker: \$350

- ◆ (1) Complimentary admission to Holiday Party
- ◆ Bring up to (3) colleagues for 50% off registration fee each
- ◆ (2) Social Media shout outs on day of your choosing (sponsor provides content)
- ◆ (4) Drink tickets for premium beverages during event

Jack Frost: \$200

- ◆ (1) Complimentary admission to Holiday Party
- ◆ Bring (1) colleague for 50% off registration fee
- ◆ (1) Social Media shout out on day of your choosing (sponsor provides content)
- ◆ (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