



a program of the Empire State Society of Association Executives
2009-2010 Sponsorship Opportunities

The Empire State Society of Association Executives (ESSAE) invites you to be a sponsor of the *premiere education program for association executives in New York*, the **Association Leadership Academy (ALA)**. ALA is an eight-month accelerated program that offers a unique learning experience through a series of monthly educational courses led by today's distinguished association industry, corporate, and academic leaders. In September 2005, the ALA program enrolled its first students - the class of 2006. This June will mark the fourth year of ALA program, with twenty five association professionals graduating. ESSAE is now seeking support as we develop the fifth year of ALA and prepare to enroll the class of 2010.



Cornerstone Sponsorship

\$2500

As an ALA cornerstone sponsor you will receive premiere exposure in all ALA marketing efforts.

Benefits of sponsorship include:

- Opportunity to exclusively represent your primary business specialty
- Recognition at the ALA marketing launch, graduation and at each session
- Premiere placement of logo in ALA promotions including the brochure, Web site, posters and capstone publication
- Invitations for two representatives to the marketing launch at ESSAE's Annual Meeting and to the ALA graduation, with public acknowledgement at both events and seating at the head ALA table
- The opportunity to speak at the Annual Meeting and ALA Graduation and publicly congratulate graduates
- A full-page advertisement in an issue of ESSAE's newsletter, in adjoining space to the ALA column



Key Sponsorship

\$1000

As an ALA key sponsor you will receive prime exposure in all ALA marketing efforts.

Benefits of sponsorship include:

- Recognition at the ALA marketing launch, graduation and at each session
- Prime placement of logo in ALA promotions including the brochure, Web site, posters and capstone publication
- Invitation for one representative to the marketing launch at ESSAE's Annual Meeting and to the ALA graduation, with public acknowledgement at both events and seating at the head ALA table
- A half-page advertisement in an issue of ESSAE's newsletter, in adjoining space to the ALA column



Program Sponsorship

\$500

As an ALA program sponsor you will receive exposure in all ALA marketing efforts.

Benefits of sponsorship include:

- Recognition at the ALA marketing launch, graduation and at each session
- Placement of logo in ALA promotions including the brochure, Web site, posters and capstone publication

Level of Sponsorship: _____

Name: _____

Organization: _____

Address: _____

Phone: _____ E-mail: _____

Please return to ESSAE, 991 Broadway, Suite 208, Albany, NY 12204. Call 518-463-1755 for more information.

