



# 2018 PARTNERSHIPS

Sponsorship Opportunities for Educational Programs,  
Conferences and Special Events  
January - December 2018

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 opportunities for 2018.**

## **Committee Chair**

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

Vanessa LaClair, CMP  
Executive Director  
ESSAE

## **Committee Members:**

Jill Delaney  
President & CEO  
NYS Tourism Industry Association

Todd Garofano  
President  
Discover Saratoga

## **About ESSAE**

*ESSAE comprises more than 450 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](mailto: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, but continually need to keep our resources up-to-date.
- ◆ **Support the Association Leadership Academy (ALA)!** ALA is a creative and unique learning opportunity for emerging executives and current 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.



## KEY SUPPORTERS PROGRAM

### BENEFITS & PRICING

<b>Platinum</b>	<b>\$750</b>	<b>Titanium</b>	<b>\$300</b>
<b>Gold</b>	<b>\$500</b>	<b>Friend of ESSAE</b>	<b>\$100</b>

#### KEY SUPPORTERS BENEFITS:

- ◆ **Platinum Supporters** (Associations Only) will receive recognition in the Annual Awards Banquet slide show; (1) complimentary program/event pass to program of choice; **AND** (1) complimentary registration to the annual conference!
- ◆ **Platinum Supporters** (Suppliers Only) will receive recognition in the 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 annual conference exhibitor registration at the early bird pricing (1) week prior to the official registration opening date!
- ◆ **Gold Supporters** (Associations Only) will receive recognition in the Annual Awards Banquet slide show; (1) complimentary program/event pass to program of choice **OR** (1) complimentary registration to the annual conference!
- ◆ **Gold Supporters** (Suppliers Only) will receive recognition in the 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.

#### All Key Supporters receive:

- ◆ 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
- ◆ Ribbon created for Supporter to use:  
*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

February 8, 2018

Location: The Landing Hotel @ Rivers Casino

**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 - <b>SOLD</b>	_____ Valet Parking: \$1,000
_____ Cocktail Hour: \$1,500 - <b>SOLD</b>	_____ Industry Awards: \$850
_____ Champagne Toast: \$1,000 - <b>SOLD</b>	_____ Board Plaques: \$600 - <b>SOLD</b>
	_____ Coat Check: \$350 - <b>SOLD</b>

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Amount Enclosed:** \_\_\_\_\_

**Sponsorship Form should be submitted no later than  
Friday, January 19, 2018**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza, Albany, NY

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

# Sponsorship Options

## **Dinner: \$3,000**

Take dinner up a notch!

Sponsor Receives:

- ◆ (2) Complimentary admissions to Annual Banquet and reserved seating
- ◆ (5) Months of banner ads on ESSAE homepage
- ◆ (2) Advertisements in the E-Newsletter
- ◆ (1) Advertisement on Event Registration Page
- ◆ (1) Advertisement on Members Only Landing page
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ Logo and Link to your website in event updates
- ◆ 2 Minutes to address attendees

## **Cocktail Hour: \$1,500**

Kick the night off right! Sponsor Receives:

- ◆ (1) Complimentary admission 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

## **Valet Parking: \$1,000**

Give the gift of Valet Parking to attendees.

Sponsor Receives:

- ◆ Company branded valet tickets
- ◆ (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

## **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 Plaques: \$600**

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

## **Coat Check: \$350**

Leave a special departing gift for all attendees!

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 13, 2018

Location: Hilton Garden Inn, Troy

## 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!*

_____ <b>Keynote: \$1,500 - SOLD</b>	_____ <b>Breakout Sessions @ 10:15 AM</b>	_____ <b>Breakout Sessions @ 11:30 AM</b>
_____ <b>Lunch: \$1,500 - SOLD</b>	_____ <b>Sessions: \$400 ea.</b>	_____ <b>Sessions: \$400 ea.</b>
_____ <b>Breakfast: \$600</b>	_____ <b>Session A - SOLD</b>	_____ <b>Session E</b>
_____ <b>Coffee Breaks: \$350 ea.</b>	_____ <b>Session B - SOLD</b>	_____ <b>Session F</b>
_____ <b>1st Break - SOLD</b>	_____ <b>Session C</b>	_____ <b>Session G</b>
_____ <b>2nd Break</b>		

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature

Date

**Sponsorship Form should be submitted no later than  
Friday, March 16, 2018**

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

# Sponsorship Options

## Keynote Speaker: \$1,500

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

Sponsor Receives:

- ◆ (1) Complimentary admission to the program
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (1) Advertisement in the E-Newsletter
- ◆ Logo and Link to your website on all event updates
- ◆ Introduce Keynote Speaker and address attendees
- ◆ Reserved seating at lunch

## Lunch: \$1,500

Take lunch up a notch! Sponsor Receives:

- ◆ (1) Complimentary admission to the program
- ◆ (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
- ◆ Two minutes to address lunch attendees
- ◆ Reserved seating at lunch

**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:

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## Breakfast: \$600

Nourish attendees before they start the day!

Sponsor Receives:

- ◆ (1) Complimentary admission to program
- ◆ (1) Advertisement on the Event Registration Page with your company logo and hot link
- ◆ (2) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor *to provide content. Select one social outlet.*
- ◆ Listing and Link to your website on all event updates

## Breakout Sessions (6): \$400 each

Brand the session room! Sponsor Receives:

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

## Coffee Breaks (2): \$350 each

Support a caffeine pick me up! Sponsor Receives:

- ◆ (1) Complimentary admission to the program
- ◆ 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



# ANNUAL CONFERENCE

Sponsorship Opportunities

Thursday, June 21, 2018

Saratoga Springs City Center & Saratoga Hilton

**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

- \_\_\_\_\_ Entertainment - \$4,000 - **SOLD**
- \_\_\_\_\_ Keynote Speaker - \$3,500
- \_\_\_\_\_ Breakout/Education Sessions - \$750 each
- \_\_\_\_\_ Attendee Full-Day Registration - \$200

### Network & Connect with Association Professionals

- \_\_\_\_\_ Premiere Lunch - \$2,500 - **SOLD**
- \_\_\_\_\_ On the Floor Happy Hour - \$2,500 - **SOLD**
- \_\_\_\_\_ Appointment Breakfast - \$1,500
- \_\_\_\_\_ Jump Start the Day - \$1,000
- \_\_\_\_\_ Brain Food - \$650 each (*limit 3*)
- \_\_\_\_\_ Reserved Seating at Lunch - \$200

### Build Booth Traffic

- \_\_\_\_\_ Lunch Wrist Bands - \$1,000 - **SOLD**
- \_\_\_\_\_ Hydration Station - \$600 each (*limit 3*)
- \_\_\_\_\_ Barista Break - \$600 each (*limit 3*) - **2 LEFT!**

### Increase Brand Awareness

- \_\_\_\_\_ Coffee & Doughnuts - \$1,500
- \_\_\_\_\_ Conference Program - \$1,500 - **SOLD**
- \_\_\_\_\_ Tote Bags - \$1,500 - **SOLD**
- \_\_\_\_\_ Badges - \$1,500
- \_\_\_\_\_ Lanyards - \$1,500 - **SOLD**

### Increase Brand Awareness (In-Kind)

- \_\_\_\_\_ Exhibitor Registration Technology - **SOLD**
- \_\_\_\_\_ Expo Mobile App – In-Kind - **SOLD**
- \_\_\_\_\_ Furnishings & Décor – In-Kind - **SOLD**
- \_\_\_\_\_ Signage – In-Kind - **SOLD**
- \_\_\_\_\_ Ribbon Wall – In-Kind
- \_\_\_\_\_ Pens & Paper - In-Kind

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Signature**

**Date**

**Amount Enclosed:** \_\_\_\_\_

**Sponsorship Form should be submitted no later than  
Friday, May 4, 2018**

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



# Sponsorship Options

## Support the Association Industry

### Lunch Entertainment – \$4,000

Sponsorship of the Entertainment is a great way to get your company recognized by ESSAE's association executives and meeting professionals. The annual conference luncheon will feature a noted entertainer who will motivate and generate enthusiasm for the conference and trade show! Sponsor Receives:

- ◆ Full Back Cover Advertisement on Conference Program
- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ (3) Minutes to address attendees at lunch and introduce entertainer
- ◆ (2) Additional booth representatives
- ◆ (4) Lunch Passes and a Reserved Table at Lunch Program (additional lunches incur fee)
- ◆ (1) Advertisement in the E-Newsletter
- ◆ (1) Advertisement on the Event Registration Page
- ◆ Access to event attendee list as excel spreadsheet
- ◆ Mobile Floor Plan Ad
- ◆ Logo and Link to your website in event updates

### 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) association/meeting professional to attend all educational sessions and conference events.

### Keynote Speaker - \$3,500

Sponsorship of the Opening Keynote Speaker is a great way to get your company 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:

- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ Full Page Advertisement in printed program
- ◆ (3) Minutes to introduce speaker & address attendees
- ◆ (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
- ◆ Logo and Link to your website in event updates

### 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. Nourish and network with attendees before the trade show floor opens! Option) *This is a great opportunity to share exposure with your destination partners! Partner with area Hotels/CVB/DMO and split the cost!* 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 to address attendees

### On the Floor Happy Hour - \$2,500

Dazzle the attendees with cocktails and sumptuous hors d'oeuvres as they mingle and network.

Sponsor Receives:

- ◆ Logo/Message Displayed on Branded Cocktail Napkins
- ◆ (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

# Sponsorship Options

## Network & Connect with Association Professionals - cont.

### Appointments Breakfast - \$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

### Jump Start the Day - \$1,000

Give attendees a breakfast brain boost by sponsoring a healthy start to their morning.

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

## Increase Brand Awareness

### Coffee & Doughnuts - \$1,500

Exhibitors will be on site early setting up, help them energize for a full day of activity with a bit of caffeine and sweet treats! 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

### 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 Ad on Conference Program
- ◆ Logo and Link to your website in event updates

### Tote Bags - \$1,500

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

### Badges - \$1,500

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

### Brain Food - \$650 (limit 3)

Give them a break! Nourish attendees during the educational sessions.

### Reserved Seating at Lunch - \$200

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

### Lanyards - \$1,500

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!

### Exhibitor Registration Technology - In-Kind

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

### 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

### Promotional Pen & Paper - In-Kind

We all need to take notes! Help attendees get the message by providing branding pens & notepads!

### Décor & Furnishing - In-Kind

# Sponsorship Options

## Build Booth Traffic

### Lunch Wrist Bands - \$1,000

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

### Hydration Stations - \$600 each (limit 3)

Stay hydrated. Place a flavored 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

### Barista Break - \$600 each (limit 3) - **2 LEFT!**

Keep attendees caffeinated. Place a coffee 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*



# HARVEST HIGHLIGHT

Sponsorship Opportunities

October 18, 2018

Location: TBD

## 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 many years of ideas, insights and experience. Key-note 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!*

_____ <b>Keynote: \$1,500 - SOLD</b>	_____ <b>Breakout Sessions @ 10:00 AM</b>	_____ <b>Breakout Sessions @ 11:15 AM</b>
_____ <b>Lunch: \$1,500 - SOLD</b>	_____ <b>Sessions: \$400 ea.</b>	_____ <b>Sessions: \$400 ea.</b>
_____ <b>Breakfast: \$600 - SOLD</b>	_____ <b>Session A</b>	_____ <b>Session A</b>
	_____ <b>Session B</b>	_____ <b>Session B</b>
_____ <b>Coffee Breaks: \$350 ea.</b>	_____ <b>Session C</b>	_____ <b>Session C</b>
_____ <b>1st Break - SOLD</b>		
_____ <b>2nd Break</b>		
		<b>Promotional Pen &amp; Paper</b>
		_____ <b>In Kind</b>

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature

Date

Amount Enclosed: \_\_\_\_\_

**Sponsorship Form should be submitted no later than  
Friday, October 5, 2018 to:**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza, Albany, NY 12205

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

# Sponsorship Options

## Keynote Speaker: \$1,500

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

Sponsor Receives:

- ◆ (1) Complimentary admissions to program
- ◆ (2) Month banner ad on ESSAE homepage
- ◆ (1) Advertisements in the E-Newsletter
- ◆ Logo and Link to website in event updates
- ◆ Introduce the keynote speaker and address attendees
- ◆ Reserved seating at lunch

## Lunch: \$1,500

Think pumpkin and cinnamon spices! Sponsor Receives:

- ◆ (1) Complimentary admission to program
- ◆ (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
- ◆ Two minutes to address attendees at lunch
- ◆ Reserved seating at lunch

## Breakfast: \$600

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

- ◆ (1) Complimentary admission to program
- ◆ (1) Advertisement on the Event Registration Page with your company logo and hot link
- ◆ (2) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. *Select one social outlet.*
- ◆ Listing and Link to your website on all event updates

## Breakout Sessions (6): \$400 each

Brand the session room! Sponsor Receives:

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

## Coffee Breaks (2): \$350 each - ONE LEFT!

Support a caffeine pick me up! Sponsor Receives:

- ◆ (1) Complimentary admission to program.
- ◆ 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 net-working 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:

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### 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 2018

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: \$650 - SOLD**

\_\_\_\_\_ **Frosty: \$3,500 - SOLD**

\_\_\_\_\_ **Nutcracker: \$350**

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

\_\_\_\_\_ **Jack Frost: \$200**

\_\_\_\_\_ **Deck the Halls: \$850 - SOLD**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Amount Enclosed:** \_\_\_\_\_

**Sponsorship Form should be submitted no later than**

**Friday, November 9, 2018 to:**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza | Albany, NY 12205

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

## **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: \$650**

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