



HARVEST HIGHLIGHT

Sponsorship Opportunities

October 16, 2018

Desmond Hotel | Albany, NY

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!*

_____ Keynote: \$1,500 - SOLD	_____ Breakout Sessions @ 10:15 AM	_____ Breakout Sessions @ 11:30 AM
_____ Lunch: \$1,500 - SOLD	_____ Sessions: \$400 ea.	_____ Sessions: \$400 ea.
_____ Breakfast: \$600 - SOLD	_____ Session A SOLD	_____ Session A SOLD
	_____ Session B SOLD	_____ Session B
_____ Coffee Breaks: \$350 ea.	_____ Session C	_____ Session C
_____ 1st Break - SOLD		
_____ 2nd Break SOLD		
		Promotional Pen & 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, 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

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—Only 3 Remain!

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

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:

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 13, 2018

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 (PENDING)**

_____ **Jack Frost: \$200**

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

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

**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

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 (PENDING)

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



ALA MASTER'S LEVEL

Sponsorship Opportunities

November 2018 - June 2019

Location: New York State 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.

The ALA Master's Level program is the next step in their development.

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**

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

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

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

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Monday, August 27, 2018 to:**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza, Albany, NY 12205

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

2018 Sponsorship Options

INVESTOR - \$5,000

Sponsor Receives:

- (10) Months of banner ads on ESSAE Homepage
- (1) Complimentary admission to the ALA Program
- (2) Complimentary admissions to Annual Awards Banquet and reserved seating
- (2) Tickets to the ALA Graduation Lunch seats at a VIP table
- (2) Advertisements in the E-Newsletter
- (2) Minutes podium time at inaugural ALA session to welcome participants
- (2) Minutes podium time at Annual Banquet
- (2) Minutes podium time at Graduation Lunch

CORNERSTONE - \$1,500

Sponsor Receives:

- (3) Months of banner ads on ESSAE Homepage
- (1) Complimentary admission to Annual Awards Banquet and reserved seating
- (1) Ticket to the ALA Graduation Lunch and reserved seating
- (1) Advertisement in the E-Newsletter

PARTNER - \$2,500

Sponsor Receives:

- (5) Months of banner ads on ESSAE homepage
- (1) Complimentary admission to Annual Awards Banquet and reserved seating
- (1) Ticket to the ALA Graduation Lunch and reserved seating
- (1) Advertisement in the E-Newsletter
- (2) Minutes podium time at ALA session of your choice

FRIEND - \$1,000

Sponsor Receives:

- (1) Complimentary admission to Annual Banquet and reserved seating
- (1) Month banner ad on ESSAE homepage
- (1) Advertisement in the E-Newsletter

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-Newsletter
Recognition on social media outlets