



# NYSAAA

New York State Athletic Administrators Association

*Effective January 1, 2022– multi-year contracts previously signed will stay in effect for the duration of that contract period.*

2022 NYSAAA CONFERENCE DATES – March 14-18, 2022 at the Saratoga Hilton & Convention Center in Saratoga Springs, NY

## NYSAAA CORPORATE SPONSORSHIP PROGRAM

### **CORPORATE CONTRIBUTOR: \$750 per year**

1. Recognition as a **Corporate Contributor** on website and
2. Logo hyperlink on website sponsor page. (**\$500** value)
3. Logo hyperlink on the sponsor page of our quarterly newsletter. (**\$500**)

### **CORPORATE SPONSOR: \$1,500 per year – all the above, plus**

1. Scrolling Logo hyperlink on Website home page and Sponsor Page (**\$500** value)
2. Complimentary booth at annual conference (**\$525** value) + extra badge for booth (**\$50** Value)
3. Email address list (upon request) for all **conference attendees**
4. Recognition as **Corporate Sponsor** in all conference materials

### **ELITE CORPORATE SPONSOR: \$2,500 - all the above, plus:**

1. Free full-page ad in newsletter (**\$750** value)
2. Additional booth at **\$350**, if needed
3. Inserts into conference registration packets at no charge (**\$500** value)
4. Email blasts, ONCE PER YEAR of contract, when requested (**invaluable**)

### **JUNIOR CORPORATE PARTNER: \$3,500 – all the above, plus:**

1. Additional vendor booth at \$300, if needed (**\$300** Value)
2. Letter of endorsement on association letterhead, if requested.
3. No extra charges for extra associate meals @ festival (limit two) (**\$100** Value)
4. Email address list for **all members** (765), if requested (**invaluable**)

### **CORPORATE PARTNER: \$5,000 - all the above, plus:**

1. Additional vendor booth **no charge**, if needed. (**\$1,000** value)
2. No extra charges for extra associate meals @ festival (limit three) (**\$150** Value)
3. Invitation to Presidents' Reception for two associates (w/introductions)

### **PLATINUM PARTNER: \$10,000 - all the above, plus:**

1. **Two complimentary tickets to either the Dave Martens Awards Luncheon or the Roy O'Neill Awards Banquet with introductions.**
2. No extra charges for extra associate meals @ festival (limit four) (**\$200** Value)
3. Email blasts, TWICE PER YEAR of contract, when requested (**invaluable**)

### **DIAMOND PARTNER: \$10,000 Cash Only by agreement w/Executive Director – All the above plus**

1. **Category Exclusivity** guaranteed by NYSAAA, Inc. – (**Cash Only/not In-Kind**) exclusivity means that **no competing products or services** in that specific category will be endorsed by association.
2. **Category Exclusivity will be granted only when it doesn't negatively affect the association by eliminating current competing sponsors in any particular category.**
3. Email blasts, THREE X PER YEAR of contract, when requested (**invaluable**)

All contributors, corporate sponsorships and corporate partnerships are negotiated only with the **Executive Director** of the NYSAAA, Inc., with signed agreements and/or contracts approved by the Executive Committee of the NYSAAA, Inc. (12/31/04). As of January 1, 2007, all levels of Corporate Sponsorship/Partnership are contracted for a **minimum of three years**, however year to year agreements will also be considered on an individual basis. Payments of contributions will remain on a yearly basis.

**NYSAAA INC.**  
**WEBSITE & ELECTRONIC NEWSLETTER ADVERTISING RATES**

Circulation 1,500+ each issue, 4 issues per year  
Includes a hyperlinks to advertiser's website

Full Page - \$750 per year (4 issues)  
Logo/Link only on sponsor page - \$500 per year covers all issues

**ANNUAL CONFERENCE BOOTH SPACE (10X10)**

First Booth	\$525 each
Additional Booths	\$475 each
Stuffing Fee (non-exhibitors)	\$500 per conference (one page, one or two sides) to each registered attendee

**PLEASE CONTACT:**

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