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
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)

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>First Booth</td>
<td>$525 each</td>
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<tr>
<td>Additional Booths</td>
<td>$475 each</td>
</tr>
<tr>
<td>Stuffing Fee (non-exhibitors)</td>
<td>$500 per conference (one page, one or two sides) to each registered attendee</td>
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PLEASE CONTACT:
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Email: nysaaa@yahoo.com Website: www.nysaaa.org

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