



# NYSAAA

New York State Athletic Administrators Association

*Effective June 15, 2024– multi-year contracts previously signed will stay in effect for the duration of that contract period.*

2025 NYSAAA CONFERENCE DATES – March 11-14, 2025, at the Saratoga Hilton & Convention Center in Saratoga Springs, NY  
Exhibit Hall Hours are Wed., March 12, 4-7 p.m. and Thurs. March 13, 8-11 a.m.  
Set-up for Exhibitors is Wed., March 12, 2-4 p.m.

## 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**)
4. Inserts into conference registration packets at no charge (**\$150** value)

### **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 (**\$65 Value**)
3. Additional booth at **\$475**, if needed, additional badges at \$65 each.
4. Email address list (upon request) for all **conference attendees**
5. Recognition as **Corporate Sponsor** in all conference materials

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

1. Free half-page ad in newsletter (**\$400** value)
2. Additional booth at **\$350**, if needed
3. Inserts into conference registration packets at no charge (**\$150** 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. Free full-page ad in newsletter (**\$750** value)
3. Letter of endorsement on association letterhead, if requested.
4. No extra charges for extra associate meals @ festival (limit two) (**\$130 Value**)
5. 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) (**\$195 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) (**\$260 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**, renewable yearly. Payments of contributions will remain on a yearly basis.

**NYSAAA INC.**  
**WEBSITE & ELECTRONIC NEWSLETTER ADVERTISING RATES**  
Circulation 1,200+ 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 (for non-sponsors @ conference)	\$150 per conference (one page, one or two sides) to each registered attendee
Stuffing Fee (for non-sponsors not @ conference)	\$250 per conference (one page, one or two sides) to each registered attendee

**PLEASE CONTACT:**

Alan Mallanda, CMAA, Executive Director, NYSAAA  
223 Pennsylvania Ave., Binghamton, NY 13903  
Mobile: (607)368-5060  
Email: [nysaaa@yahoo.com](mailto:nysaaa@yahoo.com) Website: [www.nysaaa.org](http://www.nysaaa.org)

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