



2019 PARTNERSHIPS

Sponsorship Opportunities for Educational Programs,
Conferences and Special Events

January - December 2019

We are excited to showcase opportunities and announce that 2019 marks the 40th anniversary of the founding of ESSAE. We are making plans to commemorate this milestone year and celebrate the achievements of ESSAE in advancing and protecting the work of associations and association professionals across New York State.

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 collaboration 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 to promote and elevate your destination, venue, service and/or products to association and meetings industry professionals.

We look forward to partnering with you in 2019!



About ESSAE

ESSAE comprises more than 465 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.

Sponsors are welcome to support each and every event right up to the event date. However, complete and return your sponsorship form(s) as soon as possible to ensure you maximize your inclusion on printed materials and your visibility on the ESSAE website, within the e-News, and on all event announcements. You can still register to sponsor after the deadlines as indicated on the preceding pages, but not all promotional inclusions will be guaranteed.

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



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, and continually work to keep our resources up-to-date.



Support the Association Leadership Academy (ALA)! ALA is a creative and unique learning opportunity for current and emerging 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.





2019 KEY SUPPORTERS PROGRAM

BENEFITS & PRICING

Platinum	\$750	Titanium	\$300
Gold	\$500	Friend of ESSAE	\$100

KEY SUPPORTERS BENEFITS:

- ◆ **Platinum Supporters** (Suppliers Only) will receive recognition in the 2020 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 2019 annual conference exhibitor registration at the early bird pricing (1) week prior to the official registration opening date!
- ◆ **Platinum Supporters** (Associations Only) will receive recognition in the 2020 Annual Awards Banquet slide show; (1) complimentary program/event pass to program of choice; **AND** (1) complimentary registration to the annual conference!
- ◆ **Gold Supporters** (Suppliers Only) will receive recognition in the 2020 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.
- ◆ **Gold Supporters** (Associations Only) will receive recognition in the 2020 Annual Awards Banquet slide show; (1) complimentary program/event pass to program of choice **OR** (1) complimentary registration to the 2019 annual conference!

All Key Supporters receive:

- ◆ Verbal recognition at 2020 Awards Banquet
- ◆ Group photo opportunity at Annual Awards
- ◆ Verbal recognition at 2019 Annual Conference
- ◆ Banner ad listing contributors on homepage
- ◆ Company listed & linked in biweekly e-News
- ◆ Company listed & linked on ESSAE homepage
- ◆ Ribbon: *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

40th Anniversary Sponsorship Opportunities

February 7, 2019 | Albany Marriott

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. This year's program will feature special recognition of ESSAE's 40th Anniversary!

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 - **SOLD**

_____ Mix & Mingle: \$2,000 - **SOLD**

_____ 40th Champagne Toast: \$1,650 **SOLD**

_____ Wine Service: \$1,000 **SOLD**

_____ Printed Program: \$1,000 **SOLD**

_____ Industry Awards: \$850 **SOLD**

_____ Board Plaques: \$600

_____ Coat Check: \$350 **SOLD**

_____ Branded Table: \$250

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Friday, January 18, 2019**

Empire State Society of Association Executives, Inc.

1A Pine West Plaza, Albany, NY

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



Sponsorship Options

Dinner: \$3,000

Take dinner up a notch! Sponsor Receives:

- ◆ (2) Minutes to address attendees
- ◆ (4) Tickets to the Annual Banquet
- ◆ (5) Months of banner ads on ESSAE homepage
- ◆ (2) Advertisements in the E-News
- ◆ (1) Advertisement on Event Registration Page
- ◆ (1) 30-day advertisement on Members' Only page
- ◆ Access to the event attendee list as excel spreadsheet

Mix & Mingle: \$2,000

Kick the night off right! Sponsor Receives:

- ◆ (2) Tickets to the Annual Banquet
- ◆ (2) Months of banner ads on ESSAE homepage
- ◆ (2) Advertisements in the E-News
- ◆ (1) Advertisement on the Event Registration Page

40th Champagne Toast: \$1,650

Raise a glass! Help us to congratulate the evening's award winners, incoming and outgoing volunteer leaders!

Sponsor Receives:

- ◆ Deliver the toast message
- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (1) Advertisement in the E-News

Wine Service: \$1,000

Raise a glass and brand the Red & White Table Wine!

Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Month advertisement on Members' Only page
- ◆ (1) Advertisement in the E-News
- ◆ (1) Side Column Advertisement in E-News

Printed Program: \$1,000

Get your company noticed! Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Full page ad in the printed program
- ◆ (1) Month advertisement on Members' Only page
- ◆ (1) Side Column Advertisement in E-News

Industry Awards: \$850

Support the recognition of ESSAE's award recipients.

Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (2) Side Column Advertisements in E-News

Board Recognition Plaques: \$600

Help recognize those who have served on the board!

Sponsor Receives:

- ◆ (1) Ticket to the Annual Banquet
- ◆ (1) Side Column Advertisement in the E-News

Coat Check: \$350

Let them remember who you are! Handout a special parting gift for attendees!

Sponsor Receives:

- ◆ Branded/Promo parting gift for all attendees
- ◆ (1) Ticket to the Annual Banquet

Branded Table: \$250

Invite guests to sit with you, brand your table!

Sponsor Receives:

- ◆ Branded/Promo items placed at your table
- ◆ (1) Ticket to the Annual Banquet

All sponsors will also receive:

- Recognition in the Printed Program
- Recognition in E-News 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 5, 2019 | Location: TBD

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!*



_____ Keynote: \$1,800 SOLD	Breakout Sessions Round 1	Breakout Sessions Round 2
_____ Lunch: \$1,650 - SOLD	_____ Sessions: \$400 ea.	_____ Sessions: \$400 ea.
_____ Breakfast: \$600	_____ Session A SOLD	_____ Session D
_____ Coffee Breaks: \$350 ea.	_____ Session B	_____ Session E
_____ 1st Break	_____ Session C	_____ Session F
_____ 2nd Break		

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted no later than
Friday, March 15, 2019**

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: \$1,800

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

Sponsor Receives:

- ♦ (2) Minutes to introduce speaker & address attendees
- ♦ (1) Complimentary admission to the Triple M
- ♦ Access to the event attendee list as excel spreadsheet
- ♦ (1) Month banner ad on ESSAE homepage
- ♦ (1) Advertisement in the E-News
- ♦ Logo and Link to your website on all event updates

Lunch: \$1,650

Take lunch up a notch! Sponsor Receives:

- ♦ (2) Minutes to address lunch attendees
- ♦ (1) Complimentary admission to the Triple M
- ♦ (1) Month banner ad on ESSAE homepage
- ♦ (2) Advertisements in the E-News
- ♦ Logo and Link to your website in event updates

Breakfast: \$600 - 5 Remain!

Nourish attendees before they start the day!

Sponsor Receives:

- ♦ (1) Complimentary admission to the Triple M
- ♦ (1) Advertisement on the Event Registration Page
- ♦ (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:

- ♦ (2) minutes to introduce speaker & your brand/venue.
- ♦ (1) Complimentary admission to the Triple M
- ♦ 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 Triple M
- ♦ 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 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:



All sponsors will also receive:

- Recognition in E-News 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 6, 2019 | Albany Capital Center

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

- _____ Keynote Speaker - \$3,500
- _____ CEO Breakfast - \$1,500 **SOLD**
- _____ Breakout/Education Sessions - \$550 each
- _____ Attendee Full-Day Scholarship - \$250

Increase Brand Awareness

- _____ Conference Program - \$2,000 **SOLD**
- _____ Lanyards - \$1,850 **SOLD**
- _____ Tote Bags - \$1,500 **SOLD**
- _____ Badges - \$1,500 **SOLD**
- _____ Photographer - \$800
- _____ Pens & Paper - \$300 **SOLD**

Build Booth Traffic

- _____ Lunch Wrist Bands - \$1,450
- _____ Hydration Station - \$600 each (limit 3)
- _____ Coffee Station - \$600 each (limit 3)
- _____ Branded Lunch Tables - \$250

Network & Connect with Association Professionals

- _____ Premiere Lunch - \$3,000 **SOLD**
- _____ Champagne Greeting - \$2,500
- _____ Coffee Bar & Brain Food - \$1,500
- _____ Jump Start the Day - \$1,500

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

**Sponsorship Form should be submitted
no later than Friday, April 26, 2019**

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

Sponsorship Options

Support the Association Industry

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:

- ◆ (3) Minutes to address attendees
- ◆ Full Page Advertisement in printed program
- ◆ (5) Months of banner ads on ESSAE Homepage
- ◆ (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 - \$550 each

Opportunity to brand the break out session room.
Eight (8) breakout sessions to choose from!
Sponsor Receives:

- ◆ Promote your venue/service/destination
- ◆ Introduce the session presenter
- ◆ Bring your own pull up banner to display
- ◆ Distribute branded/promo items
- ◆ Business Card ad in Conference Program
- ◆ Link to your website in event updates



CEO Breakfast – \$1,500

Kick start the morning for our decision makers and emerging leaders by supporting a healthy start to their morning. Sponsor Receives:

- ◆ (2) Minutes to address attendees
- ◆ Half Page in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



All sponsors will also receive:

Recognition in E-News Promoting Event Program
Recognition on Event Registration Page
Recognition at Event during announcements
Recognition on ESSAE's social media outlets
Signage at Event

Sponsorship Options

Network & Connect with Association Professionals

Premiere Lunch Sponsor - \$3,000

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 and support the ALA graduation!

Sponsor Receives:

- ◆ (3) Minutes to address attendees
- ◆ Full Page Ad in Conference Program
- ◆ (3) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (2) Advertisements in the ENewsletter
- ◆ (1) Ticket to the educational sessions
- ◆ Logo and Link to your website in event updates

Champagne Greeting - \$2,500

When the doors open for the trade show, greet attendees with champagne! Brand the display to your liking!

Sponsor Receives:

- ◆ Branded Cocktail Napkins
- ◆ Full Page Ad in Conference Program
- ◆ (2) Months of banner ads on ESSAE Homepage
- ◆ (1) Advertisement on the Event Registration Page
- ◆ (2) Advertisements in the ENewsletter
- ◆ (1) Ticket to the educational sessions
- ◆ Logo and Link to your website in event updates



Jump Start the Day - \$1,500

Give attendees a breakfast brain boost by supporting a healthy start to their morning. Sponsor Receives:

- ◆ Half Page in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates

Coffee Bar & Brain Food - \$1,500

Nourish and caffeinate attendees between sessions!

- ◆ Half Page in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates

Build Booth Traffic

Lunch Wrist Bands - \$1,450

Every lunch attendee will be wearing YOUR logo and booth number to drive traffic to the trade show floor.

Sponsorship includes:

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

Coffee or Hydration Station - \$600 each

Keep attendees hydrated and caffeinated. Place a coffee station or flavored water station on the **trade show floor near your booth (limit 3 of each)**.

Sponsorship includes:

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

Branded Lunch Tables – \$250

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



Sponsorship Options

Increase Brand Awareness

Conference Program - \$2,000

Here's your opportunity to place your logo on the cover of this year's professionally printed conference program, distributed to over 200 attendees.

Sponsor Receives:

- ◆ Full Page ad inside Conference Program
- ◆ (1) Advertisement in the ENewsletter
- ◆ (1) Side column advertisement in the ENewsletter
- ◆ Logo and Link to your website in event updates

Lanyards - \$1,850

Have your organization's name visible throughout the trade show! Put a logo on it! Sponsor Receives:

- ◆ Logo on the Lanyards
- ◆ Half Page ad in the Conference Program
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ 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 on the Conference Tote Bags
- ◆ Half Page ad in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



Badges - \$1,500

Have your organization's name visible throughout the trade show! Put a logo on it! Sponsor Receives:

- ◆ Logo on the Conference Name Badges
- ◆ Half Page ad in the Conference Program
- ◆ (2) Side column advertisements in the ENewsletter
- ◆ Logo and Link to your website in event updates



Photographer - \$800

Everyone looks good with the right on-site photographer! Sponsorship includes:

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

Promotional Pen & Paper - \$300 **SOLD**

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

Signage - **SOLD**

Help attendees find their way with your logo on each event sign.

Expo Mobile App - **SOLD**

Get your brand/company information in front of every single attendee with a smart phone!

Exhibitor Registration Technology - **SOLD**

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

Décor & Furnishing - **SOLD**

Help make us look good!





HARVEST HIGHLIGHT

Sponsorship Opportunities

Fall 2019 | Location: Saratoga Casino Hotel

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 their insight and experience. Keynote 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: \$1,800 SOLD	_____ Breakout Sessions - Round 1	_____ Breakout Sessions - Round 2
_____ Lunch: \$1,650 SOLD	_____ Sessions: \$400 ea.	_____ Sessions: \$400 ea.
_____ Breakfast: \$600 SOLD	_____ Session A	_____ Session A
	_____ Session B	_____ Session B
_____ Coffee Breaks: \$350 ea.	_____ Session C	_____ Session C
_____ 1st Break SOLD		
_____ 2nd Break		

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

Sponsorship Form should be submitted no later than

Friday, September 6, 2019 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: \$1,800

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

- ◆ (2) Minutes to introduce speaker & address attendees
- ◆ (1) Complimentary admission to the event
- ◆ Access to the event attendee list as excel spreadsheet
- ◆ (2) Month banner ad on ESSAE homepage
- ◆ (1) Advertisements in the E-News
- ◆ Logo and Link to website in event updates

Lunch: \$1,650

Think pumpkin and cinnamon spices! Sponsor Receives:

- ◆ (2) Minutes to address lunch attendees
- ◆ (1) Complimentary admission to the Triple M
- ◆ (1) Month banner ad on ESSAE homepage
- ◆ (2) Advertisements in the E-News
- ◆ Logo and Link to your website in event updates

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
- ◆ (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—**SOLD OUT**

Brand the session room! Sponsor Receives:

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

Coffee Breaks (2): \$350 each - **1 Remains!**

Support a caffeine pick me up! Sponsor Receives:

- ◆ (1) Complimentary admission to program.
- ◆ Listing and Link to your website on all event updates



All sponsors will also receive:

Recognition in E-News Promoting Event Program
Recognition on Event Registration Page
Recognition at Event during announcements
Recognition on ESSAE's social media outlets
Signage at Event

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:



HOLIDAY PARTY

Sponsorship Opportunities
December 2019 | 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!*

_____ Mistletoe & Holly: \$5,000

_____ Frosty: \$3,500

_____ Pictures with Santa: \$2,000 **SOLD**

_____ Jingle All the Way: \$1,500 **SOLD**

_____ Deck the Halls: \$850—**SOLD**

_____ Buddy the Elf: \$650 **SOLD**

_____ Nutcracker: \$350

_____ Jack Frost: \$200

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature

Date

Amount Enclosed: _____

Sponsorship Form should be submitted no later than Friday, November 8, 2019 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

Mistletoe & Holly: \$5,000

Sponsor will receive:

- ◆ (10) Tickets to Holiday Party
- ◆ (3) Minutes to address attendees
- ◆ (5) Months of banner ad on ESSAE homepage
- ◆ (3) Advertisements in ESSAE E-News
- ◆ Display or hand out branded materials during event
- ◆ Full membership and post event attendee lists as excel spreadsheets (no emails)

*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:

- ◆ (8) Tickets to Holiday Party
- ◆ (4) Month banner ad on the ESSAE homepage
- ◆ (2) Advertisements in ESSAE E-News
- ◆ Post event attendee list as excel spreadsheet (no emails)
- ◆ Display or hand out branded materials during event

Pictures with Santa: \$2,000

Put your holiday logo on all the photobooth images. Digital prints only. Sponsor Receives:

- ◆ Logo on all Digital Images
- ◆ (4) Tickets to Holiday Party
- ◆ (2) Month banner ads on the ESSAE homepage
- ◆ (1) Advertisements in ESSAE E-News

Jingle All the Way: \$1,500

Sponsor Receives:

- ◆ (4) Tickets to Holiday Party
- ◆ (2) Month banner ads on the ESSAE homepage
- ◆ (2) Advertisements in ESSAE E-News



Deck the Halls: \$850

Sponsor Receives:

- ◆ (3) Tickets to Holiday Party
- ◆ (2) Side column ads in the ESSAE E-News
- ◆ (3) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

Buddy the Elf: \$650

Sponsor Receives:

- ◆ Leave a parting gift for all attendees!
- ◆ (2) Tickets to Holiday Party
- ◆ (2) Social media ads on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

Nutcracker: \$350

Sponsor Receives:

- ◆ (1) Ticket to Holiday Party
- ◆ (3) Tickets at 50% off registration fee
- ◆ (4) Drink tickets for premium beverages
- ◆ (1) Social media ad on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

Jack Frost: \$200

Sponsor Receives:

- ◆ (1) Ticket to Holiday Party
- ◆ (1) Colleague for 50% off registration fee
- ◆ (2) Drink tickets for premium beverages
- ◆ (1) Social media ad on the @EmpireStateSAE Twitter OR Facebook outlets. Sponsor to provide content. Select one social outlet.

All sponsors will also receive:

- Recognition in ESSAE E-News and on the Event Registration Page
- Verbal recognition during event announcements
- Recognition on social media and on event signage