

# NYSAC Excelsior Partnership

\$10,000

## What does a NYSAC Excelsior Partnership offer you?



**NYSAC**  
EXCELSIOR PARTNER™

- **Raise Awareness of Your Government Solutions** - The NYSAC Excelsior Partnership connects private sector solutions to the governing, management and information challenges facing member counties through the benefits of this program
- **Speaking Opportunity Before Association Membership** - Speaking opportunity at an event to be determined by NYSAC staff
- **Early Exposure to Newly Elected Officials**
- **Brand Association** - Exclusive usage of the NYSAC Excelsior Partner logo
- **Company Listing on NYSAC Website** - Your company listing on the Marketplace webpage will include: company logo, contact person, address, phone, website and link to a flyer you provide explaining your products & services for county gov't
- **Mailing/Email List** - Complimentary list for one county job category (\$85 value)
- **Exhibit Space & Premium Hall Placement** - One complimentary exhibit space at the Legislative Conference (\$800 value) Partners may submit for premium space in advance of the general public for all events
- **Conference Recognition** - Event Exhibitor/Sponsor Guides will feature the NYSAC Excelsior Partner logo next to your company listing which includes: your company logo, company description and contact information (applies when your company is an exhibitor or sponsor), A special badge identifying you & your company as an Excelsior Partner and additional signage at NYSAC events
- **Discounted Conference Registration Rate** - Excelsior and Associate Partners are the only private sector representatives who are permitted to register for NYSAC events at the county official rate; all others in the private sector must register as an exhibitor or sponsor to attend NYSAC events (\$250 pp)
- **NYSAC News Magazine and Email Advertorials** - Complimentary educational content (approved by NYSAC) from your company, featuring your logo and contact information in our magazine and by email from NYSAC (\$1,500 value)
- **Complimentary Advertising & Discounts** - Complimentary ad in Spring NYSAC News magazine. 10% discount on any advertising in the NYSAC News magazines and Annual County Directory read by thousands of government officials annually. Online company news articles will be included in our daily Counties in the News if you provide us with the link to the news article
- **Sponsored Podcast** - Complimentary podcast created with NYSAC.
- **NYSAC Publication Subscriptions** - Complimentary subscriptions to NYSAC publications including the Annual County Directory, NYSAC News magazine, Counties in the News and Weekly Wire

Company Name: \_\_\_\_\_  
*Please list company as it should appear on all promotional and identification materials*

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

What industry are you in? \_\_\_\_\_

\*Contact Signature: \_\_\_\_\_

*By signing on the line above, you agree to the terms of this Excelsior Partnership*

**\$10,000 Annual Fee** Start Date: \_\_\_\_\_

**Payment Options:**     Visa     MasterCard     American Express     Check (payable to NYSAC)

Name on card: \_\_\_\_\_

Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_ \* Signature: \_\_\_\_\_

**Policy:** Payment is required prior to the start of Excelsior partnership. NYSAC reserves the right to limit participation in the excelsior partner program, as well as terminate any agreements at its discretion. Use of the NYSAC Excelsior Partnership logo is limited and must be approved by NYSAC prior to publication. Excelsior partnership is not an endorsement of your company or programs and services.

**Company Listing and Logo:** Email your logo (as a .jpg or .tif file) and brief company description with contact name, title and email address (Word file) to appear on the NYSAC Marketplace webpage to [jmunguia@nysac.org](mailto:jmunguia@nysac.org) upon submission of your Excelsior partner form and payment.

**Return Form and Payment to:** Juanita Munguia, NYSAC Marketing Specialist  
NYSAC, 540 Broadway, 5th Floor, Albany, New York 12207  
Phone: 518-465-1473 x201 - Fax: 518-465-0506 - Email: [jmunguia@nysac.org](mailto:jmunguia@nysac.org)