

NYSAC 2020 Virtual Fall Seminar Sponsorship Snapshot

NYSAC FEATURED SPONSOR \$5,000

At this level, your company will be a featured sponsor of our virtual fall event

- Includes all benefits offered to Gold Sponsors (*excludes workshops or meetings that are sponsored) and,
- Up to five employee registrations for any Fall Seminar workshop
- Recognition on a podcast in NYSAC County Conversations podcast series
- eAd on NYSAC website
- One NYSAC blog post
- One ½ page ad in the Fall NYSAC News magazine and an ad in Counties in the News for one month
- We will formally thank your company during all member event meetings, plenaries, and any communication we send out regarding the event
- Email list of all virtual fall seminar workshops provided after the event

WORKSHOP GOLD SPONSOR \$3,000

Includes all benefits offered to Silver Sponsors and,

- Your company's three-minute video with tailored message for county government to be included in the workshop and uploaded to website OR
- A three-minute interview with NYSAC that will be included in the workshop and uploaded to website OR
- Complimentary eAd in the daily Counties in the News for one week (see NYSAC media kit)
- A copy of the workshop recording, recognition of your sponsorship and brief company description will be emailed to registrants after the event
- Social media recognition of your sponsorship before and after the event

WORKSHOP SILVER SPONSOR \$2,000

Includes all benefits offered to Event Sponsors and,

- Your company will be featured as the sponsor of your sponsored workshop on all email announcements/reminders with logo and weblink (*as of the date of your commitment)
- Sponsor's contact information, logo, and three-sentence description on the product/service that your company provides for county government will be featured on the last slide of the workshop presentation
- NYSAC moderator will thank the sponsor and read a three-sentence description, provided by you, of the sponsor's solutions for counties
- A copy of the workshop recording, recognition of your sponsorship and brief company description will be posted on the NYSAC website and emailed after the event and made available on the NYSAC YouTube Channel
- Email list of workshop registrants for follow up will be provided after the event

EVENT SPONSOR \$500

Two company employee registrations to workshops of your choice. Does not include members only meetings. (*must use company email addresses)

- Detailed company listing in Sponsor Guide
- Email from NYSAC to event registrants thanking all sponsors after the event
- Sponsor listing on our website with link to website or video or whitepaper, etc.
- Thank you to our sponsors printed in the next NYSAC News magazine

PRIZE SPONSOR \$500

Your sponsorship and prize will be promoted on our website, social media and weekly event email

- Two company employee registrations to workshops of your choice. *Does not include members only meetings. (*must use company email addresses)
- Detailed company listing in Sponsor Guide
- Email from NYSAC to event registrants thanking all sponsors after the event
- Sponsor listing on our website with link to website
- Thank you to our sponsors printed in the next NYSAC News magazine

For more information on these sponsorships go to: <https://www.nysac.org/marketingopportunities> or call Juanita Munguia, NYSAC Marketing Specialist at 518-465-1473 x 201 or jmunguia@nysac.org

