NYSAC Excelsior Partner

NYSAC Excelsior Partnership

Unlock the Power of Excelsior Partnership with NYSAC!

Explore the exclusive benefits of becoming an Excelsior Partner

- **Raise Awareness of Your Government Solutions** - Join NYSAC's Excelsior Partnership and position your company at the forefront of innovation for New York's counties. Excelsior Partners gain unmatched visibility, exclusive access, and strategic brand alignment with NYSAC.
- **Speak to Decision-Makers** - One educational speaking opportunity at a NYSAC event, webinar, or County Conversations Podcast - selected by NYSAC staff.
- **Early Exposure to Newly Elected Officials -** A listing of 2027 Excelsior Partners will be included in the mailing sent to newly elected officials at the beginning of January.
- **Exhibit Hall Advantage** - Premium exhibit space at all three NYSAC events, one complimentary exhibit space at the Legislative Conference (highest attended event of the year), and $200 discount for space at the Fall Seminar if reserved with your discount code online by registration deadlines.
- **Podcast Feature** - One audio ad insert. Audio ad language is limited to 75 words. Subject to approval and availability.
- **NYSAC News Magazine or Blog Educational Content -** One educational article in NYSAC News magazine with your logo or headshot or NYSAC blog post. Subject to approval.
- **Brand Alignment** - Use the exclusive Excelsior Partner logo year-round to showcase your affiliation.
- **Dedicated Web Presence** - Your company profile featured on NYSAC's Member Solutions on a dedicated web page including logo, contact info, and link to information or a link to your website.
- **Collaborate with NYSAC staff** - NYSAC staff will meet with you during the year to discuss goals and maximize your partnership benefits.
- **Targeted Outreach -** Request for one county job title email/mailing list. Let us know which county department/ position you are seeking to reach.
- **Conference Recognition** - Event Exhibitor/Sponsor Guides will feature the NYSAC Excelsior Partner logo next to your company listing. (Applies when your company is an exhibitor or sponsor of the event). A special badge identifying you and your company as an Excelsior Partner and additional signage at NYSAC events
- **Discounted Conference Registration Rate** - Partners may register for NYSAC events at the county official rate. Others in the private sector must pay a $750 minimum to network at our events.
- **Advertising & Discounts** - **Complimentary** half-page ad in Spring NYSAC News magazine + 10% discount on additional ads. Online news articles featured in our Counties in the News if you provide the link. See our media kit for additional advertising details.
- **NYSAC Publication Subscriptions** - Complimentary subscriptions to NYSAC publications including the Annual County Directory, NYSAC News magazine, Counties in the News and County Perspective.

NYSAC Code of Conduct: NYSAC is committed to fostering a welcoming and inclusive environment. Harassment and /or unprofessional behavior of any kind will not be tolerated. Participants and guests experiencing harassment at any NYSAC event should report the incident to the venue staff and a NYSAC employee as soon as possible. NYSAC will review all com plaints thoroughly and take appropriate action. At NYSAC s discretion, any harassment or unprofessional behavior that is a violation of this Code of Conduct may result in the immediate removal from current or future events.

NYSAC
Excelsior Partner

NYSAC Excelsior Partnership

Thank you for your interest in our annual partnership program. NYSAC has a formal approval process for companies seeking to join this program. For consideration, please submit this completed form to jmunguia@nysac.org

Our annual Excelsior Partnership fee is $12,500.
Partnerships begin and renew each January.

Partner company information:

Company Name: _____

Contact Person: _____

Job Title: _____

Work Mailing Address: _____

Direct Phone Number: _____

Email: _____

Website: _____

Industry (please be specific): _____

Short Company Description (please be clear about your services for county government): _____

_____

Competitors (please list the companies you know of): _____

_____

_____

What are the primary reasons for your interest in joining our annual partnership program?

_____

_____

_____

Date Submitted: _____ Signature: _____

We can accept payment upon approval of your application.

Policy: Payment is required prior to the start of your **2027 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. This program is an annual partnership and not a sponsorship of NYSAC or of a NYSAC event.

Company Listing and Logo: Email your logo (as a .jpg or .png file) and brief company description with contact name, title, full work address, email address, phone number, and information that will be linked (in a Word file) for our NYSAC Member Solutions webpage and other materials to jmunguia@nysac.org upon submission of your Excelsior partner form and payment. Please let us know which benefits you plan to take advantage of shortly after joining this program.

Return Form and Payment to: Juanita Munguia, Business Development Manager
NYSAC, 515 Broadway, Suite 402, Albany, NY 12207 518 465 1473 x201 jmunguia@nysac.org