



**SPINA BIFIDA ASSOCIATION
OF NORTHEASTERN NEW YORK**



SPONSORSHIP OPPORTUNITIES



BACKGROUND

ABOUT SBANENY

For 25 years, Spina Bifida Association of Northeastern New York (SBANENY) has dedicated itself to preventing Spina Bifida and enhancing the lives of all affected. Spina Bifida is a neural tube defect that occurs in the first few weeks of pregnancy. Individuals with Spina Bifida may have secondary conditions including hydrocephalus and latex allergy, benefit from the support of mobility equipment, receive additional therapies (physical, speech, occupational), and have multiple surgeries throughout their life. However, we see many individuals with Spina Bifida leading full lives into late adulthood. Our purpose is to provide support, promote health and wellness, raise awareness, and empower consumers to live with respect and dignity. As the only chapter of our national affiliate in New York State, we respond to calls for information and support from individuals and families statewide.



SBANENY partners with local companies to further our mission and assist us in reaching those affected by Spina Bifida.

Learn more about SBANENY and Spina Bifida on our website: www.sbaneny.org.

ABOUT THE SBANENY CONFERENCE



SBANENY has sponsored regional biennial conferences beginning in 2010. Individuals with Spina Bifida, their families, caregivers, and professionals caring for our community, come together to hear up to date information on community services, medical advances, laws that protect people with disabilities, and a variety of wellness options to help people with Spina Bifida lead fuller and richer lives. Participants come from throughout New York State and have been uniform in their request that we make the conference a regular part of our programming.

Our next conference, Empowerment through Planning for the Future: Living with Spina Bifida, will be Saturday, April 14, 2018—Sunday April 15, 2018. Our conference begins at the University at Albany School of Public Health in Rensselaer with educational sessions designed for attendees to learn and share information about planning for the future in the community, educationally, and through employment; all of which will have the potential to enhance their lives. Keynote speaker Matt Davis, MSW is an adult with Spina Bifida working as the Assistant Director of Student Accessibility Resource Center (SARC) at Western Kentucky University. Matt has educational, reactional, and employment experiences that will provide a strong and relatable introduction to the conference. This year we have expanded our schedule of events and expertise available... see below!

NEW THIS YEAR

- ◆ SBANENY has secured **two nationally renowned presenters** to travel and provide medical updates at this year's conference.
- ◆ We are continuing the opportunities for education, connections, and support by offering **two evening socials** on Saturday night for parents and adults.
- ◆ We have extended the Conference to a day and a half, adding an **adaptive recreational workshop** on Sunday morning



SPONSOR OPPORTUNITIES

ABOUT SPONSORING

As a sponsor for the SBANENY conference, your company will benefit from Inclusion in conference promotion and registration materials, conference day exposure, website and social marketing efforts, and local exposure at hospitals, health care and service providers. See the available sponsor opportunities below.

25 OPPORTUNITIES TO SUPPORT SBANENY'S 25 YEARS OF SERVICE

~~PRESENTING SPONSOR, \$1,300~~
SOLD- NO LONGER AVAILABLE

**SPONSOR OUR KEYNOTE SPEAKER
MATT DAVIS, MSW**, ADULT LIVING WITH
SPINA BIFIDA & NATIONAL PRESENTER

**SUSTAINING SPONSOR , \$950
(7 OPPORTUNITIES)**

**SPONSOR A NATIONAL PRESENTER
DR. ANDREW ZABEL**, CLINICAL DIRECTOR OF
THE DEPARTMENT OF NEUROPSYCHOLOGY AT
KENNEDY KRIEGER INSTITUTE.

DR. ERIC LEVEY, CHIEF MEDICAL OFFICER AT
HEALTH SERVICES FOR CHILDREN WITH SPECIAL
NEEDS

SPONSOR A MEAL
BREAKFAST (X2); SATURDAY AND SUNDAY
LUNCH (X2); PHYSICIAN/VENDOR LUNCH &
FAMILY LUNCH
DINNER

**SILVER SPONSOR, \$700
(7 OPPORTUNITIES)**

**SPONSOR AN EVENING SOCIAL FOR
ADULTS** LIVING WITH SPINA BIFIDA

**SPONSOR AN EVENING SOCIAL FOR
PARENTS** OF CHILDREN LIVING WITH
SPINA BIFIDA

**SPONSOR AN ADAPTIVE RECREATIONAL
WORKSHOP** FOR INDIVIDUALS AND FAM-
ILIES LIVING WITH SPINA BIFIDA\

SPONSOR CHILDCARE FOR PARENTS
THROUGHOUT THE EVENT **(X3)**

**BRONZE SPONSOR \$500
(5 OPPORTUNITIES)**

SPONSOR KIDS CAMP ACTIVITIES DUR-
ING THE CONFERENCE **(X3)**
INCLUDING: CREATIVE ARTS, ADAPTIVE FASH-
ION, THERAPY DOGS

SPONSOR CONFERENCE MATERIALS FOR
ATTENDEES **(X2)**
INCLUDING: CONFERENCE BAGS, PENS, FOLD-
ERS, & INFORMATIONAL RESOURCES

**BOOSTER SPONSOR \$300
(5 OPPORTUNITIES)**

SPONSOR PROMOTIONAL MATERIALS
INCLUDING: REGISTRATION, PROGRAM &
EVALUATION FORMS

SPONSOR BENEFITS

OPPORTUNITIES

~~Presenting~~
SOLD

Sustaining
\$950

Silver
\$700

Bronze
\$500

Booster
\$300

Pre-Event Benefits	Keynote	National Presenters/Meals	Social/ Childcare/ Workshop	Kids camp / Event materials	Promo Materials
Naming Rights	"Education Day Presented by"	"Presenter/Meal by"	"Social/ Childcare/ Workshop by"	"Activity by"	"Item by"
Registration Materials	"Education Day Presented by" & Logo	"Presenter/Meal by"	Logo 60%	Logo 40%	
Website	"Education Day Presented by" Logo & Link	"Presenter/Meal by"	Logo	Name	Name
Social Media	"Education Day Presented by" All Posts	"Presenter/Meal by"	"Social/ Childcare/ Workshop by"	"Activity by"	
Conference Day Benefits					
Speaking Opportunity	Introduce Keynote	During sponsored meal or welcome introductions	At beginning of sponsored activity	At beginning of sponsored activity	
Conference Bag	"Education Day Presented by" & Logo	Logo 80%	Logo 40%	"Presented by"	
Conference Program	full page ad 7" X 10"	1/2 page ad 4 1/2" X 7"	1/4 page ad 4 1/2" X 3 1/4"	Logo	"Presented by"
Poster Signage	"Education Day Presented by" & Logo	Presenter/Meal presenter by	Logo	Name	
Booth at Conference	✓	✓	✓	✓	✓
Opportunity for Product Sampling	✓	✓	✓	✓	✓
Post-Conference Benefits					
Newsletter Ad	1 full page ad 1 edition	1/2 page ad 1 edition	1/4 page ad 1 edition	Logo	Name
Mentions in Social	"Presented By" All follow up posts	"Thank you" Ad and website link	"Thank you" with ad	"Thank you" Name	"Thank you" Name

COMMITMENT FORM

YOUR INFORMATION

COMPANY NAME: _____

(as you prefer to be listed)

CONTACT NAME: _____

ADDRESS: _____

EMAIL ADDRESS: _____

PHONE: _____ FAX: _____

YES, my company would like to be a sponsor of the SBANENY Conference!

25% DUAL SPONSORSHIP DISCOUNT: Do you want sponsorships for the SBANENY conference & the SBANENY Walk-N-Roll? See the attached Dual Sponsorship Commitment form for a 25% discount!

SPONSORSHIP LEVEL

Presenting \$1,300 (1 available) - **SOLD**

Sustaining \$950 (7 available)

Silver \$700 (7 available)

Bronze \$500 (5 available)

Booster \$3000 (5 available)

Printing deadlines vary. Submitting your sponsorship payment early will help to ensure and allow for EXTRA inclusion in the benefits!

I am not able to purchase a sponsorship at this time. I will purchase a 1/4 page ad (4 1/2" X 3 1/4") in the conference program for \$100.

METHOD OF PAYMENT

1. ONLINE PAYMENTS: Payments for sponsorships may be made online through our website at sbaneny.org using the "Donate" button. Indicate "Conference Sponsor" and include the information requested above on this form.

2. Check/Money Order payable to Spina Bifida Association of NENY

Please Send This Form & Payment to:

Spina Bifida Association of NENY
ATTN: Conference Coordinator
123 Saratoga Road
Scotia, NY 12302

Contact: Barbara Diesem-Zimmons
Phone: 518-399-9151
Email: admin@sbaneny.org