



**SPINA BIFIDA ASSOCIATION
OF NORTHEASTERN NEW YORK**

2021 SPONSOR OPPORTUNITIES

Spina Bifida Association of Northeastern New York

123 Saratoga Road

Scotia, NY 12302

Email: admin@sbaneny.org

Phone: 518-399-9151

www.sbaneny.org

Virtual Conference

April 17, 2021

	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,500	SILVER \$700	BRONZE \$300
Pre-Event Benefits					
Event Naming Rights & Industry Exclusivity	"Presented By"				
Registration Materials	"Presented By" & Logo	Logo 80%	Logo 40%	Logo 20%	Logo
SBANENY Website	"Presented By" Logo & Link	Logo 80%	Logo 60%	Logo 40%	Logo
Social Media & Event Page	"Presented By" & Logo	Logo & Link	Logo & Link	Logo	Name
Pre-Event Emails & Promo Materials	"Presented By" & Logo	Logo & Link	Logo	Logo	Logo
Registration Page	Option to share contact information	Option to share contact information	Option to share contact information		
Press Release/ Calendar Listings	"Presented By"	✓	✓	✓	✓
Day of Benefits					
Speaking Opportunity	✓	✓	✓	✓	✓
Event Announcements	"Presented By"	Name	Name	Name	Name
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	Name
Post-Event Benefits					
Newsletter Ad	1 full page ad	1/2 page ad	1/4 page ad	Logo	Name
Social Media	"Presented By" \$25 Facebook Ad	Name & Logo 2x	Name & Logo	Logo	Name
Surveys	"Presented By"	Logo & Link	Logo & Link	Logo	Logo
Thank you letters	"Presented By"	Logo	Logo	Name	Name

Virtual Walk-N-Roll

May 15, 2021

	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,500	SILVER \$700	BRONZE \$300
Pre- Event Benefits					
Event Naming Rights	"Presented By"				
Registration Page	Option to share contact information	Option to share contact information	Option to share contact information	Option to share contact information	
Pre-Event Emails	"Presented By" & Logo	Logo/Link	Logo	Logo	Logo
Media Announcements	"Presented By"	Name	Name		
Press Release/ Calendar Listing	"Presented By"	✓	✓	✓	✓
SBANENY Website	Logo 100%	Logo 80%	Logo 60%	Logo 40%	Logo 20%
Event Website	Logo 100%	Logo 80%	Logo 60%	Logo 40%	Logo 20%
Community Posters	"Presented by" & Logo	Logo	Logo	Logo	Name
Social Media & Event Page	"Presented by"	Name & Link	Name & Link	Name	Name
Day of Benefits					
Speaking opportunity	✓	✓	✓	✓	
Event Announcements	"Presented by"	Name & Link	Name & Link	Name & Link	Name
T-Shirt	"Presented By" & Logo	Logo 60%	Logo 40%	Logo 20%	Name
Post-Event Benefits					
Newsletter Ad	1 full page ad 1 edition	1/2 page ad 1 edition	1/4 page ad 1 edition	Logo	Name
Social Media	"Presented By" & \$25 Facebook Ad	Name & Logo x3	Name & Logo x2	Name & Logo	Name
Thank you letters	"Presented By"	Logo	Logo	Logo	Name



Dare to Dream with SBANENY

Live & Silent Auction

Appetizers, Dessert & Entertainment

November 20, 2021

Individual & Corporate Sponsorship Levels

\$5,000 Titanium Sponsor

- Acknowledgement on stage the night of the event. Opportunity to speak.
- Full-page color ad, on inside or back cover of event program and in one SBANENY newsletter
- Logo & listing, with a link to your website, on SBANENY website & 4 Facebook posts
- Acknowledgement in event press releases
- Logo placed on 10 slides during the event presentation
- Reserved table for ten guests (or ten tickets)
- \$25 Facebook advertisement

\$2,500 Gold Sponsor

- Acknowledgement on stage the night of the event. Opportunity to speak.
- Full-page ad in event program and in one SBANENY newsletter
- Logo and listing, with a link to your website, on SBANENY website & 3 Facebook posts
- Logo placed on 5 slides during the event presentation
- Reserved table for ten guests (or ten tickets)

\$1,000 Silver Sponsor

- Acknowledgement on stage the night of the event
- Half-page ad in event program & in one SBANENY newsletter
- Logo listed on SBANENY website & 2 Facebook posts
- Logo placed on 3 slides during the event presentation
- Four (4) tickets to the event

\$500 Bronze Sponsor

- Acknowledgement on stage the night of the event
- Quarter-page ad in event program and name listed in one SBANENY newsletter
- Name listed on SBANENY website & 1 Facebook post
- Logo placed on 1 slide during the event presentation
- Two (2) tickets to the event

Honorary Committee

\$275 Two Star Honorary Committee

- Two complimentary event tickets
- Listing on website and event materials

\$150 Shining Star Honorary Committee

- One complimentary event ticket
- Listing on website and event materials

Event Program Advertisements

- \$400 Full page ad
- \$250 Half page ad
- \$125 Quarter page ad
- \$ 50 Eighth page ad

30 Day Wellness Challenge

February 15—March 17, 2021

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Event Naming Rights	"Presented By"		
Event Emails	"Presented By" & Logo	Logo	Name
SBANENY Website	Logo		
Social Media Event Page	"Presented By"	Logo & Link	Name
Social Media Posts	Logo & Link \$25 Ad	Logo	
Program Announcements	"Presented By"	Name	
Newsletter Ad	1/4 page ad	Logo	
Thank you letters	"Presented By"	Name	
T-Shirt	Logo	Logo	

Virtual Fashion Show

March 11, 2021

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Event Naming Rights	"Presented By"		
Event Emails	"Presented By" & Logo	Logo	Name
SBANENY Website	Logo		
Social Media Event Page	"Presented By"	Logo & Link	Name
Social Media Posts	Logo & Link \$25 Ad	Logo	
Program Announcements	"Presented By"	Name	
Newsletter Ad	1/4 page ad	Logo	
Thank you letters	"Presented By"	Name	
Product Sampling	✓	✓	
Goody Bag Inserts	✓	✓	

SBANENY VIRTUAL 5K

MAY 2021

	PRESENTING \$2,500	PLATINUM \$1,000	GOLD \$500
Event Naming Rights	"Presented By"		
Registration Page	Option to share contact information	Option to share contact information	
Pre-Event Emails	"Presented By" & Logo	Logo/Link	Logo
Media Announcements	"Presented By"	Name	Name
Press Release/ Calendar Listing	"Presented By"	✓	✓
SBANENY Website	"Presented By" & Logo	Logo	Logo
Event Website	"Presented By" & Logo	Logo	Logo
Community Posters	"Presented by" & Logo	Logo	Logo
Social Media & Event Page	"Presented by"	Name & Link	Name & Link
Event Announcements	"Presented by"	Name & Link	Name & Link
Newsletter Ad	1/2 page ad 1 edition	1/4 page ad 1 edition	Logo 1 edition
Social Media	"Presented By" & \$25 Facebook Ad	Name & Logo x2	Name & Logo x1
Thank you letters	"Presented By"	Logo	Logo

Direct Mail Campaign & Annual Report

July & December 2021

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Event Naming Rights & Industry Exclusivity	"Presented By"		
Mass Email	"Presented By" & Logo	Logo	Name
SBANENY Website	Logo listed for 2 months	Logo listed for 1 month	Name
Social Media	"Presented By" Logo x3 \$25 Ad	Logo	Name
Mass Mailing	"Presented by" & Logo	Logo	Name
Speaking opportunity	✓	✓	✓
Newsletter Ad	1/4 page ad 1 edition	Logo 1 edition	Name 1 edition
Thank you letters	"Presented By"	Logo	Logo

Spina Bifida Awareness Month

October, 2021

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Event Naming Rights	"Presented By"		
Awareness Month Emails	"Presented By" & Logo	Logo	Name: 1 Email
SBANENY Website	Logo (1 month)	Logo (2 weeks)	
Social Media Posts	"Presented By" Logo x3 \$25 Ad	Logo	Name: 1 Post
Program Announcements	"Presented By"	Name	
Press Release/ Calendar Listing	"Presented By"	Name	
Speaking opportunity	✓		
Newsletter Ad	1/4 page ad 1 edition	Logo 1 edition	
SBANENY Annual Calendar	"Presented By" Logo & Link		
Thank you letters	"Presented By"	Logo	Logo

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 _____

20% DUAL SPONSORSHIP DISCOUNT: Do you want sponsorships for the SBANENY Conference & the Walk-N-Roll for Spina Bifida? See the Dual Sponsorship Commitment form for a 20% discount on both events!

SPONSORSHIP LEVEL

Level(s) _____

Amount Due _____

METHOD OF PAYMENT

1. ONLINE PAYMENTS: Payments for sponsorships may be made online through our website at sbaneny.org using the "Donate" button. Indicate "**EVENT NAME** 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
123 Saratoga Road
Scotia, NY 12302

Contact Julia Duff
Phone: 518-399-9151
Email: admin@sbaneny.org

3. For environmental reasons, please send my acknowledgment electronically to the following email address _____