



**SPINA BIFIDA ASSOCIATION  
OF NORTHEASTERN NEW YORK**

## **2022 SPONSOR OPPORTUNITIES**

**Spina Bifida Association of Northeastern New York**

**123 Saratoga Road**

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**[www.sbaneny.org](http://www.sbaneny.org)**

# Walk-N-Roll for Spina Bifida

## May 14, 2022



|  | <b>PRESENTING</b><br><b>\$5,000</b> | <b>PLATINUM</b><br><b>\$2,500</b> | <b>GOLD</b><br><b>\$1,500</b> | <b>SILVER</b><br><b>\$750</b> | <b>BRONZE</b><br><b>\$500</b> |
|--|-------------------------------------|-----------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <b>Pre- Event Benefits</b> <b>SOLD</b> |                                     |                                   |                               |                               |                               |
| <b>Event Naming Rights</b>             | "Presented By"                      |                                   |                               |                               |                               |
| <b>Pre-Event Emails</b>                | "Presented By" & Logo               | Logo/Link                         | Logo                          | Logo                          | Logo                          |
| <b>Media Announcements</b>             | "Presented By"                      | Name                              | Name                          |                               |                               |
| <b>Press Release/ Calendar Listing</b> | "Presented By"                      | ✓                                 | ✓                             |                               |                               |
| <b>SBANENY Website</b>                 | Logo 100%                           | Logo 80%                          | Logo 60%                      | Logo 40%                      | Logo 20%                      |
| <b>Event Website</b>                   | Logo                                | Logo                              | Logo                          | Logo                          | Name                          |
| <b>Community Posters</b>               | "Presented by" & Logo               | Logo                              | Logo                          | Logo                          | Logo                          |
| <b>Social Media &amp; Event Page</b>   | "Presented by"                      | Name & Link                       | Name & Link                   | Name                          | Name                          |
| <b>Day of Benefits</b>                 |                                     |                                   |                               |                               |                               |
| <b>Speaking opportunity</b>            | ✓                                   | ✓                                 | ✓                             | ✓                             |                               |
| <b>Event Announcements</b>             | "Presented by"                      | Name & Link                       | Name & Link                   | Name & Link                   | Name                          |
| <b>T-Shirt</b>                         | "Presented By" & Logo               | Logo 60%                          | Logo 40%                      | Logo 20%                      | Name                          |
| <b>Post-Event Benefits</b>             |                                     |                                   |                               |                               |                               |
| <b>Newsletter Ad</b>                   | 1 full page ad<br>1 edition         | 1/2 page ad<br>1 edition          | 1/4 page ad<br>1 edition      | Logo                          | Name                          |
| <b>Social Media</b>                    | "Presented By" & \$25 Facebook Ad   | Name & Logo x3                    | Name & Logo x2                | Name & Logo                   | Name                          |
| <b>Thank you letters</b>               | "Presented By"                      | Logo                              | Logo                          | Logo                          | Name                          |

# Dare to Dream With SBANENY

## 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

# Direct Mail Campaign & Annual Report

## July & December 2022

|   | <b>PRESENTING</b><br><b>\$1,000</b> | <b>PARTNER</b><br><b>\$500</b> | <b>SUPPORTER</b><br><b>\$100</b> |
|---|-------------------------------------|--------------------------------|----------------------------------|
| <b>Event Naming Rights &amp; Industry Exclusivity</b> | "Presented By"                      |                                |                                  |
| <b>Mass Email</b>                                     | "Presented By" & Logo               | Logo                           | Name                             |
| <b>SBANENY Website</b>                                | Logo listed for 2 months            | Logo listed for 1 month        | Name                             |
| <b>Social Media</b>                                   | "Presented By"<br>Logo x3           | Logo                           | Name                             |
| <b>Mass Mailing</b>                                   | "Presented by" & Logo               | Logo                           | Name                             |
| <b>Newsletter Ad</b>                                  | 1/4 page ad<br>1 edition            | Logo<br>1 edition              | Name<br>1 edition                |
| <b>Thank you letters</b>                              | "Presented By"                      | Logo                           | Name                             |

# SBANENY Webinar Series 2022

|   | <b>PRESENTING<br/>\$1,500</b> | <b>PARTNER<br/>\$750</b> | <b>SUPPORTER<br/>\$250</b> |
|---|-------------------------------|--------------------------|----------------------------|
| <b>Event Naming Rights &amp; Industry Exclusivity</b> | "Presented By"                |                          |                            |
| <b>Mass Email</b>                                     | "Presented By" & Logo         | Logo                     | Name                       |
| <b>SBANENY Website</b>                                | Logo listed for 2 months      | Logo listed for 1 month  | Name                       |
| <b>Social Media</b>                                   | "Presented By"<br>Logo x3     | Logo                     | Name                       |
| <b>Mass Mailing</b>                                   | "Presented by" & Logo         | Logo                     | Name                       |
| <b>Speaking opportunity</b>                           | ✓                             | ✓                        | ✓                          |
| <b>Newsletter Ad</b>                                  | 1/4 page ad<br>1 edition      | Logo<br>1 edition        | Name<br>1 edition          |
| <b>Thank you letters</b>                              | "Presented By"                | Logo                     | Name                       |

# Adaptive Fashion Show

## March, 2022

|   | <b>PRESENTING<br/>\$1,000</b> | <b>PARTNER<br/>\$500</b> | <b>SUPPORT A<br/>MODEL<br/>\$100</b> |
|---|-------------------------------|--------------------------|--------------------------------------|
| <b>Event Naming Rights &amp; Industry Exclusivity</b> | "Presented By"                |                          |                                      |
| <b>Mass Email</b>                                     | "Presented By" & Logo         | Logo                     | Name                                 |
| <b>SBANENY Website</b>                                | Logo listed for 2 months      | Logo listed for 1 month  | Name                                 |
| <b>Social Media</b>                                   | "Presented By"<br>Logo x3     | Logo                     | Name                                 |
| <b>Mass Mailing</b>                                   | "Presented by" & Logo         | Logo                     | Name                                 |
| <b>Speaking opportunity</b>                           | ✓                             | ✓                        | ✓                                    |
| <b>Newsletter Ad</b>                                  | 1/4 page ad<br>1 edition      | Logo<br>1 edition        | Name<br>1 edition                    |
| <b>Thank you letters</b>                              | "Presented By"                | Logo                     | Name                                 |

# 100 Mile Challenge

## April-May 2022

|   | <b>PRESENTING</b><br><b>\$1,250</b> | <b>PARTNER</b><br><b>\$500</b> | <b>SUPPORTER</b><br><b>\$150</b> |
|---|-------------------------------------|--------------------------------|----------------------------------|
| <b>Event Naming Rights &amp; Industry Exclusivity</b> | "Presented By"                      |                                |                                  |
| <b>Mass Email</b>                                     | "Presented By" & Logo               | Logo                           | Name                             |
| <b>SBANENY Website</b>                                | Logo listed for 4 months            | Logo listed for 1 month        | Name                             |
| <b>Social Media</b>                                   | "Presented By"<br>Logo x3           | Logo                           | Name                             |
| <b>Mass Mailing</b>                                   | "Presented by" & Logo               | Logo                           | Name                             |
| <b>Speaking opportunity</b>                           | ✓                                   | ✓                              | ✓                                |
| <b>Newsletter Ad</b>                                  | 1/2 page ad<br>1 edition            | Logo<br>1 edition              | Name<br>1 edition                |
| <b>Thank you letters</b>                              | "Presented By"                      | Logo                           | Name                             |

# SBANENY Day at NY Mets Stadium

## August 2022

|                          | <b>PRESENTING</b><br><b>\$1,000</b> | <b>PARTNER</b><br><b>\$500</b> | <b>SUPPORTER</b><br><b>\$100</b> |
|--------------------------|-------------------------------------|--------------------------------|----------------------------------|
| <b>SOLD</b>              |                                     |                                |                                  |
| <b>Event Tickets</b>     | 6 Tickets to the game               | 4 tickets to the game          | 2 tickets to the game            |
| <b>Mass Email</b>        | "Presented By" & Logo               | Logo                           | Name                             |
| <b>SBANENY Website</b>   | Logo listed for 2 months            | Logo listed for 1 month        | Name                             |
| <b>Social Media</b>      | "Presented By"<br>Logo x3           | Logo                           | Name                             |
| <b>Mass Mailing</b>      | "Presented by" & Logo               | Logo                           | Name                             |
| <b>Newsletter Ad</b>     | 1/4 page ad<br>1 edition            | Logo<br>1 edition              | Name<br>1 edition                |
| <b>Thank you letters</b> | "Presented By"                      | Logo                           | Logo                             |



# Spina Bifida Awareness Month

## October, 2022

|  | <b>PRESENTING</b><br><b>\$1,000</b> | <b>PARTNER</b><br><b>\$500</b> | <b>SUPPORTER</b><br><b>\$100</b> |
|--|-------------------------------------|--------------------------------|----------------------------------|
| <b>SOLD</b>                                |                                     |                                |                                  |
| <b>Event Naming Rights</b>                 | "Presented By"                      |                                |                                  |
| <b>Awareness Month Emails</b>              | "Presented By" & Logo               | Logo                           | Name: 1 Email                    |
| <b>SBANENY Website</b>                     | Logo (1 month)                      | Logo (2 weeks)                 |                                  |
| <b>Social Media Posts</b>                  | "Presented By"<br>Logo x3           | Logo                           | Name: 1 Post                     |
| <b>Program Announcements</b>               | "Presented By"                      | Name                           |                                  |
| <b>Press Release/<br/>Calendar Listing</b> | "Presented By"                      | Name                           |                                  |
| <b>Speaking opportunity</b>                | ✓                                   |                                |                                  |
| <b>Newsletter Ad</b>                       | 1/4 page ad<br>1 edition            | Logo<br>1 edition              |                                  |
| <b>SBANENY Annual Calendar</b>             | "Presented By"<br>Logo & Link       |                                |                                  |
| <b>Thank you letters</b>                   | "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 more than 1 SBANENY event? Contact Julia Duff at [admin@sbaneny.org](mailto:admin@sbaneny.org) or 518-399-9151 to discuss your options!

## 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](http://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](mailto:admin@sbaneny.org)

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