



**SPINA BIFIDA ASSOCIATION
OF NORTHEASTERN NEW YORK**

2022 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

Walk-N-Roll for Spina Bifida

May 14, 2022



| | PRESENTING \$5,000 | PLATINUM \$2,500 | GOLD \$1,500 | SILVER \$750 | BRONZE \$500 |
|--|--------------------------------------|-----------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Pre- Event Benefits  | | | | | |
| Event Naming Rights | "Presented By" | | | | |
| 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 | Logo | Logo | Logo | Name |
| Community Posters | "Presented by" & Logo | Logo | Logo | Logo | Logo |
| 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 |

The Spina Bifida Association of NENY's

Dare to Dream Gala

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 - \$250 Half page - \$100 Quarter page



Direct Mail Campaign & Annual Report

July & December 2022

| | 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 | Logo | Name |
| Mass Mailing | "Presented by" & Logo | Logo | Name |
| Newsletter Ad | 1/4 page ad 1 edition | Logo 1 edition | Name 1 edition |
| Thank you letters | "Presented By" | Logo | Name |

SBANENY Webinar Series 2022

| | PRESENTING \$1,500 | PARTNER \$750 | SUPPORTER \$250 |
|---|-------------------------------|--------------------------|----------------------------|
| 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 | 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 | Name |

SBANENY Day at NY Mets Stadium

August 2022

| | PRESENTING \$1,000 | PARTNER \$500 | SUPPORTER \$100 |
|--------------------------|-------------------------------------|--------------------------------|----------------------------------|
| SOLD | | | |
| Event Tickets | 6 Tickets to the game | 4 tickets to the game | 2 tickets to the game |
| 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 | Logo | Name |
| Mass Mailing | "Presented by" & Logo | Logo | Name |
| 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, 2022

| | PRESENTING \$1,000 | PARTNER \$500 | SUPPORTER \$100 |
|--|-------------------------------------|--------------------------------|----------------------------------|
| SOLD | | | |
| 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 | 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 more than 1 SBANENY event? Contact Julia Duff at 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 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 _____