**United Way of NYS Conference Sponsorship Form**

United Ways of New York State Summer Conference 2020

Latham, NY July 14-16, 2020

**What is United Way of New York State?**

UWNYS is a membership association, serving local United Ways throughout New York. Our mission is: To strengthen the capacity of United Ways to be leaders in achieving results that improve the lives of all New Yorkers. We are not a direct service provider; we provide state level advocacy, network engagement and technical assistance to our 35 members across New York.

**What is the UWNYS Summer Conference?**

The UWNYS Summer Conference is an annual professional development event that brings CEO’s, board members and staff members from local United Ways all across New York State and beyond, together with content experts and key partners in our work. The focus for the event is learning, sharing ideas and networking to strengthen our impact in communities we care about.

**Who Attends the UWNYS Summer Conference?**

UWNYS Summer Conference is attended by 60-100 United Way professionals each year, and trending upward. Seventy-six percent of the audience each year, is made up of decision makers for the organizations: Board Members, Chief Professional Officers and Director level staff. The core of this business is: community building, fund-raising, staff hiring/retention, customer relationships, business growth and more.

**Why Should My Business Partner with UWNYS as a Sponsor for the 2020 Summer Conference?**

This is a unique opportunity for your business or service to reach a target audience of statewide decision makers, community influencers and it happens only once per year. Our audience arrives on site Tuesday night and stays through Thursday at noon-giving you ample opportunity to network with them, get to know their challenges and offer your business or service as a solution. In addition, the conference is marketed to our entire membership of 35 United Ways throughout New York State, 2-1-1 Organizations, our Statewide Board of Directors as well as United Ways in neighboring states. Signing on as a title sponsor or secondary sponsor early, ensures your business maximum exposure to key decision makers for an extended period of time.

The below options are just a guideline to get you thinking. We are open to creative ideas in return for your cash sponsorship- let’s talk about it!

Any sponsor who is interested in presenting an education workshop, in addition to their monetary sponsorship, must respond to our Call for Presenters, by April 12th. Please indicate on your workshop proposal, that you are a confirmed sponsor.

**I’m IN! What now?**

There are limited sponsorship spaces available. Call UWNYS at 518-608-6456 to discuss the details of your sponsorship with our President & CEO, Brenda Episcopo. Or submit the completed form below, along with a digital file of your logo in an email to [episcopob@uwnys.org](mailto:episcopob@uwnys.org). *The sooner you commit, the more we can offer by way of exposure and marketing. Call today and don’t delay- our sponsorship deadline is May 1.*

**Please return to United Way of NYS before May 1, 2020 to guarantee**

**publicity regarding your conference sponsorship.**

United Way of New York State Annual Summer Conference July 14-16; Latham, New York

Company Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Please circle the level of your sponsorship below and submit the completed form, along with a digital file of your logo in an email to [episcopob@uwnys.org](mailto:episcopob@uwnys.org) no later than May 1st.

**$5,000 Title Event Sponsor**

* Receive top billing on all UWNYS conference materials, United Way of NYS 2020 Summer Conference Brought to You By {Company Name}
* Company logo on signage displayed at the conference
* Company logo on each attendee name tag
* Opportunity to host a booth in the lobby to advertise your business outside of conference meetings
* Option to place samples/promotional materials in event goody bags
* Opportunity to introduce two of the conference sessions
* 10 Minute Opportunity to pitch your product at opening or lunch on Wednesday.
* No-cost conference attendance for two staff members
* Recognition on United Way’s website for the months of May- July in concert with Summer Conference
* Attendees will be encouraged to engage with your company’s social media, in the best way your company prefers

**$2,000 Secondary Event Sponsor**

* Receive billing on all UWNYS conference materials
* Company logo on signage displayed at the conference
* Opportunity to host a booth in the lobby and advertise your business outside of conference meetings
* Option to place samples/promotional materials in event goody bags
* Opportunity to introduce one of the conference sessions
* No-cost conference attendance for one staff member
* Recognition on United Way’s website in concert with Summer Conference

**$1,500 Wednesday Dinner Sponsor (1 available)**

* Receive recognition on all UWNYS conference materials in relation to the dinner which shall be advertised as “dinner hosted by {Company Name}”.
* Company name on signage displayed at the conference dinner
* Opportunity to host a booth in the lobby and advertise your business outside of conference meetings
* Option to place samples/promotional materials in event goody bags
* Recognition on the United Way’s website in conjunction with Summer Conference, wherever reception is mentioned

**$1,000 Event Reception Sponsor (2 available)**

* Receive recognition on all UWNYS conference materials in relation to the reception which shall be advertised as “reception hosted by {Company Name}”.
* Company name on signage displayed at the conference reception
* Opportunity to host a booth in the lobby and advertise your business outside of conference meetings
* Option to place samples/promotional materials in event goody bags
* Recognition on the United Way’s website in conjunction with Summer Conference, wherever reception is mentioned

**$500 Snack Break Sponsor (4 available)**

* Receive recognition on all UWNYS conference materials in relation to the breaks which shall be advertised as “snack break hosted by {Company Name}”.
* Option to place samples/promotional materials in event goody bags
* Mentioned at Main Keynote Event
* Recognition on the United Way’s website for the month of July 2019

**$OTHER Supporter**

* Listed in the Program Book of the Annual Summer Conference, mentioned at Main Keynote Event