

If not **YOU** Who?  
If not **NOW** When?

CP of NYS Annual Conference • October 28-30, 2019

## **SPONSORSHIP OPPORTUNITIES**

We are pleased to offer the opportunity to support Cerebral Palsy Associations of New York State (CP of NYS) and our Affiliates in a series of educational opportunities. CP of NYS is a statewide association founded more than 70 years ago. Today, we provide support and services to over 100,000 people with various developmental disabilities and their families in every part of New York State.

Our sponsorship and vendor packages offer your organization the flexibility to find the fit that's right for you while maximizing your access to professionals and decision makers from our Affiliates as well as the 250 agencies that are part of COPA (the Coalition of Provider Associations), of which we are a founding member. The sponsorship levels will help you deliver your message and exhibit your products and services directly to a broad range of professionals throughout the year, specifically at our statewide **Human Resources Professionals Conference** in April, the **CP of NYS Annual Conference** attended by more than 700 people in October and our **Clinical Care Conference** in November with 100 medical professionals in attendance. These professional and educational events will also be attended by executive directors, finance directors, and other senior management staff.

Sponsorship opportunities begin at \$2,000 for an individual event. Sponsors supporting CP of NYS at \$5,000 or above will have the opportunity to participate in events as outlined in this letter and accompanying documents.

### **The Events**

- **October 28 through 30, 2019 – Annual Conference**: CP of NYS will present its Annual Conference highlighting the latest trends, innovations and best practices in the field of developmental disabilities. The Conference will attract more than 700 people, including individuals with disabilities, their family members, staff, volunteers, exhibitors, government officials, renowned speakers from across the country, and senior leadership from our 24 Affiliates as well as other service provider organizations. You can see highlights from last year's event at <http://www.cpoofnys.org/2018-annual-conference-2/>.
- **On November 15, 2019 – Clinical Care Conference**: 100 medical professionals will attend a professional development conference designed for doctors, dentists, nurses and other medical professionals who currently treat, or intend to accept patients with disabilities in the future.

- **April 2020 – HR Professionals Conference:** More than 150 human resources professionals from COPA organizations around the state will attend a two-day conference with presentations from leading experts with the most up to date information regarding all aspects of the field of human resources.
- **At least 6 regularly occurring CP of NYS Educational Meetings tailored for Executive Directors and/or CFO's (20-40 attendees).** Meeting materials will contain sponsor company names/logos. Sponsors participating at \$5,000 level or above receive recognition at 2 CP of NYS educational meetings. This recognition will include the display of their corporate logo and tagline displayed on PowerPoint at the beginning of the meetings and inclusion of corporate logo and tagline on printed materials distributed at the meetings.

Your sponsorship of our educational offerings will help us continue attracting the highest quality of experts in the field of developmental disabilities to our events, while keeping the price of attendance at an affordable rate for our nonprofit members. **Your sponsorship support will also allow us to award grants to people with disabilities and their families to enable them to attend the CP of NYS Annual Conference free of charge.**

We hope that you will participate as a sponsor of CP of NYS and take advantage of this unique opportunity. Please refer to the attached listing of sponsorship opportunities that can include recognition on electronic information monitors at the event as well as print ads in the event program, an on-line advertising journal, inclusion of a flyer in the event packets and more.

We ask that you please take some time to review the attached materials and if you have questions, or would like more information, please call Tim Ferguson or Al Shibley in our Affiliate Services office at (518) 436-0178.

I hope you will participate as a sponsor and help us make this year's events a great success.

Thank you for your time and support.

Sincerely,



Mike Alvaro  
Executive Director

# SPONSOR BENEFITS

## ANNUAL CONFERENCE October 29-30, 2019

## CLINICAL CONFERENCE Fall 2019 & HR CONFERENCE Spring 2020

### \$2,000 Level

- ❖ PowerPoint slide or sign with sponsor's name, logo and one line message displayed at sponsored event
- ❖ Full-page ad in On-line Annual Conference Journal
- ❖ Listed as sponsor of designated event in Annual Conference Program Book
- ❖ Sponsor's logo and hotlink to their website will be placed on the CP of NYS website Conference page for a six-month period following the Conference

### \$5,000 Level

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>❖ PowerPoint slide or sign with sponsor's name, logo and one line message displayed at sponsored event</li> <li>❖ Full-page <b>SILVER level</b> ad in On-line Annual Conference Journal</li> <li>❖ Listed as sponsor of designated event in Annual Conference Program Book</li> <li>❖ Sponsor's logo and hotlink to their website will be placed on the CP of NYS website Conference page for a six-month period following the Conference</li> <li>❖ <b>Listed as Conference sponsor on news releases and internal newsletter story</b></li> <li>❖ <b>Vendor booth to display products, services or distribute information on busiest day of event</b></li> <li>❖ <b>Name of sponsor and logo on individualized slide displayed on video monitors at registration</b></li> </ul> | <ul style="list-style-type: none"> <li>❖ Annual Conference Benefits <b>plus</b></li> <li>❖ HR Conference materials will contain company name/logo</li> <li>❖ Vendor booth – to display products and services or distribute information to attendees on busiest day of the event</li> </ul> |
|---|--|

### \$7,500 Level

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ PowerPoint slide or sign with sponsor's name and logo and one line message displayed during sponsored event</li> <li>❖ Full-page <b>GOLD level</b> ad in On-line Annual Conference Journal</li> <li>❖ Listed as <b>GOLD level</b> sponsor in Annual Conference Program Book</li> <li>❖ Sponsor's logo and hotlink to their website will be placed on the CP of NYS website Conference page for a six-month period following the Conference</li> <li>❖ Listed as Conference sponsor on news releases and internal newsletter story</li> <li>❖ Vendor booth – to display products and services or distribute information to attendees on busiest day of the event</li> <li>❖ Name of sponsor and logo on individualized slide displayed on video monitors at registration</li> <li>❖ <b>Invitation for 2 representatives to attend reception/dinner that evening</b></li> </ul> | <ul style="list-style-type: none"> <li>❖ Annual Conference Benefits <b>plus</b></li> <li>❖ HR Conference materials will contain company name/logo</li> <li>❖ Vendor booth – to display products and services or distribute information to attendees at HR <b>or</b> Clinical Conference</li> <li>❖ <b>Inclusion of 1-page company promotional flyer, provided by sponsor, in HR Conference packets.</b></li> <li>❖ <b>Partial sponsorship of beverage break with signage at the HR Conference</b></li> <li>❖ <b>Corporate logo displayed on PowerPoint slide at start of HR Conference <u>or</u> Clinical Conference</b></li> </ul> |
|--|---|

## ANNUAL CONFERENCE October 29-30, 2019

## CLINICAL CONFERENCE Fall 2019 & HR CONFERENCE Spring 2020

### \$10,000 Level

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ PowerPoint slide or sign with sponsor's name, logo and one line message displayed at sponsored event</li> <li>❖ <b>Premium Full-page</b> ad in On-line Annual Conference Journal</li> <li>❖ Listed as GOLD Level sponsor in Annual Conference Program Book</li> <li>❖ Sponsor's logo and hotlink to their website will be placed on the CP of NYS website Conference page for a six-month period following the Conference</li> <li>❖ Listed as Conference sponsor on news releases and internal newsletter story</li> <li>❖ Vendor booth – to display products and services or distribute information to attendees on busiest day of the event</li> <li>❖ Name of sponsor and logo on individualized slide displayed on video monitors at registration</li> <li>❖ Invitation for 2 representatives to attend reception/dinner that evening</li> </ul> | <ul style="list-style-type: none"> <li>❖ Annual Conference Benefits <b>plus</b></li> <li>❖ HR Conference materials will contain company name/logo</li> <li>❖ Vendor booth – to display products and services or distribute information to attendees at HR and Clinical Conferences</li> <li>❖ Inclusion of 1-page company promotional flyer, provided by sponsor, in HR Conference packets.</li> <li>❖ <b>Partial sponsorship of lunch with signage at HR Conference</b></li> <li>❖ Partial sponsorship of beverage break with signage</li> <li>❖ Corporate logo displayed at start of <b>both</b> HR and Clinical Conferences on PowerPoint</li> </ul> |
|--|---|

### \$15,000 Level

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ <b>Corporate logo on Takeaway Gift distributed to all attendees</b></li> <li>❖ <b>Name of sponsor and logo on individualized slide displayed on video monitors at registration</b></li> <li>❖ <b>Premium Full-page ad in On-line Annual Conference Journal</b></li> <li>❖ <b>Listed as GOLD level sponsor in Annual Conference Program Book</b></li> <li>❖ <b>Sponsor's logo and hotlink to their website will be placed on the CP of NYS website Conference page for a six-month period following the Conference</b></li> <li>❖ <b>Listed as Conference Sponsor on News Releases and in internal newsletter story</b></li> </ul> | <ul style="list-style-type: none"> <li>❖ Annual Conference Benefits <b>plus</b></li> <li>❖ HR Conference materials will contain company name/logo</li> <li>❖ Inclusion of 1-page company promotional flyer, provided by sponsor, in HR Conference packets.</li> <li>❖ Partial sponsorship of lunch with signage at HR Conference</li> <li>❖ Partial sponsorship of beverage break with signage at HR Conference</li> <li>❖ Corporate logo displayed on PowerPoint slide at start of HR and Clinical Conference</li> <li>❖ Vendor booth – to display products and services or distribute information to attendees at HR and Clinical Conference</li> </ul> |
|--|---|