

Increase your visibility and recognition via the more than two dozen regionally based sponsorship opportunities available throughout the year. NYGFOA segments the state into five regions; each region has a volunteer council of members that work with the NYGFOA staff to provide quality educational programming for members and others interested in governmental finance. This programming ensures attendees are kept abreast of changes, updates, best practices, and new legislation or regulations that impact their work. These events are excellent opportunities for connecting with customers and meeting new finance professionals. In a world rushing towards more virtual connections, associations continue to understand and foster in-person gatherings and the value they offer.

Provided below are the specifics regarding sponsorship. On the reverse side is the listing of the currently scheduled events which run from mid-May through mid-December. If you are interested in sponsoring any of these events, please complete the form and return to Mandie Connell ([connell@nygfoa.org](mailto:connell@nygfoa.org)), Events Planner, at least eight weeks in advance of each event for maximum exposure.

## REGIONAL SPONSORSHIP INCLUDES:

- Two complimentary registrations.
- Logo placement within all pre-event printed and digital marketing materials (i.e. e-blasts, seminar brochure, etc.)
- Logos on digital content will be linked to indicated webpage
- Logo featured on NYGFOA Event Page for duration of event marketing campaign
- Post-Attendee List with emails
- Logos on slides at beginning of program and during all breaks

PLEASE NOTE: All virtual programs will be 'hosted' by a region but will be marketed to all regions. This means there will be cross marketing for all sponsors to all regions.

## EMAIL 2 COMPANY LOGOs (different formats) and WEBSITE/WEBPAGE LINK TO:

Mandie Connell at [connell@nygfoa.org](mailto:connell@nygfoa.org)

Specifications:

- 1) Brochure Logo: A *RGB JPEG* or *PNG* image; 150 DPI min
- 2) Sponsor Board Logo: An Illustrator EPS formatted vector image; 300 DPI

## PAYMENT:

If you would like to pay by credit card, please call our offices at (518) 465-1512

Mail: NYGFOA, 3 Pine West Plaza, Suite 308, Albany, NY 12205 OR Email: [connell@nygfoa.org](mailto:connell@nygfoa.org)

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Sponsorship Coordinator Name: \_\_\_\_\_

Coordinator's Title: \_\_\_\_\_

Coordinator's Phone: \_\_\_\_\_

Coordinator's Email: \_\_\_\_\_

Sponsor Contact \_\_\_\_\_

Title: \_\_\_\_\_

URL for logo linked on NYGFOA website: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\*If you have different Sponsor Contacts (for the listings) for different Regions, **please** note that on this form. Please also include each contacts title, phone and email address.

Please indicate below the 2020 event(s) you wish to sponsor: (Locations and dates subject to change)

- ~~Central Summer Seminar: June 23, 2020 | Virtual Program (\$400)~~
- ~~Northeast Summer Seminar: July 7, 2020 | Virtual Program (\$400)~~
- ~~Western Summer Seminar: July 21, 2020 | Virtual Program (\$400)~~
- ~~Downstate Summer Seminar: August 4, 2020 | Virtual Program (\$400)~~
- ~~Long Island Summer Seminar: August 18, 2020 | Virtual Program (\$400)~~

- Downstate Fall Seminar: October 1, 2020 | Virtual Program (\$400)
- Long Island Fall Seminar: October 15, 2020 | Virtual Program (\$400)
- North Country Fall Seminar: November 13, 2020 | Virtual Program (\$400)
- Long Island Holiday Seminar: December 3, 2020 | Virtual Program (\$400)
- Western Holiday Seminar: December 8, 2020 | Virtual Program (\$400)
- Northeast Holiday Seminar: December 10, 2020 | Virtual Program (\$400)
- Central Holiday Seminar: December 15, 2020 | Virtual Program (\$400)
- Downstate Holiday Seminar: December 17, 2020 | Virtual Program (\$400)

Thank you for your support of NYGFOA!