



**SPINA BIFIDA ASSOCIATION
OF NEW YORK STATE**

2023 SPONSOR OPPORTUNITIES

Email: admin@sbanys.org

Phone: 518-399-9151

www.sbanys.org

Walk-N-Roll for Spina Bifida

May 13, 2023 (Eisenhower Park)

May 21, 2023 (Central Park)



	PRESENTING <i>Event naming rights!</i> \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Pre- Event Benefits				
Pre-Event Emails	"Presented By" & Logo	Logo & Link	Logo & Link	Logo
Media Announcements	"Presented By"	Name	Name	
Press Release/ Calendar Listing	"Presented By"	✓	✓	✓
Website	"Presented By" & Logo	Logo 75%	Logo 50%	Logo 25%
Community Posters	"Presented By" & Logo	Logo	Logo	Name
Social Media & Event Page	"Presented By"	Name & Link	Name & Link	Name
Company Promo Program	Company Program	Company Program		
Albany Med Clinic Folders	Monthly inclusion	Quarterly inclusion	Bi-annual inclusion	1x inclusion
Day of Benefits				
Speaking opportunity	✓	✓	✓	✓
Event Announcements	"Presented By"	Name	Name	Name
T-Shirt	"Presented By" & Logo	Logo 60%	Logo 40%	Logo 20%
Post-Event Benefits				
Newsletter Ad	1 full page ad 1 edition	1/2 page ad 1 edition	1/4 page ad 1 edition	Logo
Social Media	"Presented By"	Logo x3	Logo x2	Logo
Thank you letters	"Presented By" & Logo	Logo	Name	Name

Direct Mail Campaign & Annual Report

July & December 2023

	PRESENTING \$1,000 SOLD	PARTNER \$500	SUPPORTER \$100
Naming Rights	"Presented By"		
Mass Emails	"Presented By" & Logo & Link	Logo & Link	Name
Mass Mailings	"Presented By" & Logo	Logo	Name
SBANYS Website	Hyperlinked logo listed for 2 months	Hyperlinked logo listed for 1 month	Name
Social Media	"Presented By"	Logo	Name
Newsletter Ad	1/4 page ad 1 edition	Logo 1 edition	Name 1 edition
Thank you letters	"Presented By" & Logo	Name	Name

Dare to Dream Gala



SPINA BIFIDA
ASSOCIATION
OF NEW YORK
STATE

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 SBANYS newsletter
- Logo & listing, with a link to your website, on SBANYS website & 4 Facebook posts
- Acknowledgment in event press releases
- Logo placed on ten (10) slides during the event presentation
- Reserved table for ten (10) guests
- 1-hour webinar on your services hosted by SBANYS
- Albany Med Clinic folder materials (monthly)

\$2,500 Gold Sponsor

- Acknowledgment on stage the night of the event. Opportunity to speak.
- Full-page ad in event program and half-page ad in one SBANYS newsletter
- Logo and listing, with a link to your website, on SBANYS website & 3 Facebook posts
- Logo placed on 5 slides during the event presentation
- Six (6) tickets to the event
- 30 minute webinar on your services hosted by SBANYS
- Albany Med Clinic folder materials (quarterly)

\$1,000 Silver Sponsor

- Acknowledgement on stage the night of the event
- Half-page ad in event program and quarter-page ad in one SBANYS newsletter
- Logo listed on SBANYS website & 2 Facebook posts
- Logo placed on 3 slides during the event presentation
- Four (4) tickets to the event
- Albany Med Clinic folder materials (bi-annually)

\$500 Bronze Sponsor

- Acknowledgement on stage the night of the event
- Quarter-page ad in event program and name listed in one SBANYS newsletter
- Name listed on SBANYS website & 1 Facebook post
- Logo placed on 1 slide during the event presentation
- Two (2) tickets to the event
- Albany Med Clinic folder materials (1x)

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

Spina Bifida Awareness Month

October, 2023

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Event Naming Rights	"Presented By"		
Awareness Month Emails	"Presented By" & Logo & Link	Logo & Link	Name: 1 Email
SBANYS Website	Hyperlinked logo listed for 2 months	Hyperlinked logo listed for 1 month	
Social Media Posts	"Presented By"	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	
Thank you letters	"Presented By" & Logo	Name	Name

Strut & Stroll—Adaptive Fashion Show

October, 2023

	PRESENTING \$2,500	PARTNER \$1,000	SUPPORT A MODEL \$250
Event Naming Rights	"Presented By"		
Mass Email	"Presented By" & Logo & Link	Logo & Link	Name
SBANYS Website	Hyperlinked logo listed for 2 months	Hyperlinked logo listed for 1 month	Name
Social Media	"Presented By"	Logo	Name
Speaking opportunity	✓	✓	✓
Brand inclusion in speaker and model awards	✓	✓	
Newsletter Ad	1/2 page ad 1 edition	1/4 page ad 1 edition	Logo 1 edition
Thank you letters	"Presented By" & Logo	Name	Name

Spina Bifida Clinic 2023

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Naming Rights	"Presented By"		
Clinic Emails	"Presented By" & Logo & Link	Logo & Link	Name: 1 Email
SBANYS Website	Hyperlinked logo listed for 2 months	Hyperlinked logo listed for 1 month	
Social Media Posts	"Presented By"	Logo	Name: 1 Post
Clinic Packages	Business card/ brochure/flyer	Brochure	Business Card
Newsletter Ad	1/4 page ad 1 edition	Logo 1 edition	

E-News, 2023

Monthly education emails

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Naming Rights	"Presented By"		
Monthly Emails	"Presented By" & Logo & Link	Logo & Link (6 emails)	Name (1 email)
SBANYS Website	Hyperlinked logo listed on landing page	Logo listed on landing page	
Social Media	"Presented By"	Name—2 posts	Name—1 post
Company Feature in E-News	6 emails	2 emails	1 email
Newsletter Ad	1/4 page ad 1 edition	Logo 1 edition	Name 1 edition

Spina Bifida Adult Group, 2023

Monthly Virtual Meetings

	PRESENTING \$1,000	PARTNER \$500	SUPPORTER \$100
Naming Rights	"Presented By"		
Adult Group Emails	"Presented By" & Logo & Link	Logo & Link	Name: 1 Email
SBANYS Website	Hyperlinked logo listed for 2 months	Hyperlinked logo listed for 1 month	
Social Media Posts	"Presented By"	Logo	Name: 1 Post
Speaking Opportunity	✓	✓	
Newsletter Ad	1/4 page ad 1 edition	Logo 1 edition	

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 one SBANYS event? Contact Julia Duff at admin@sbanys.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 sbanys.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 NYS

Please Send This Form & Payment to:

Spina Bifida Association of NYS
133 Saratoga Road, Pro Bldg, Office 4
Scotia, NY 12302

Contact Julia Duff
Phone: 518-399-9151
Email: admin@sbanys.org

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