



**SPINA BIFIDA ASSOCIATION
OF NEW YORK STATE**

2025 SPONSOR OPPORTUNITIES

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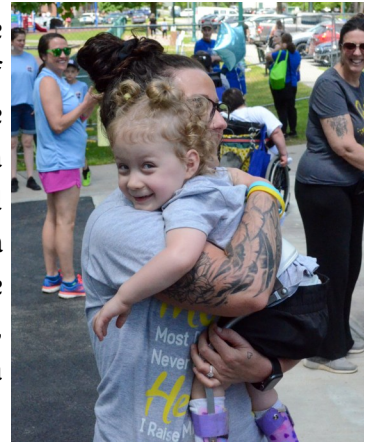
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www.sbanys.org



THE CASE FOR SPONSORSHIP

The Spina Bifida Association of New York State was originally founded as the Spina Bifida Association of the Albany/Capital District, Inc. in 1993 by a group of local parents of children living with Spina Bifida. In the past 2 years, we have expanded to include all of New York State to reflect our commitment to the Spina Bifida community as the sole affiliate chapter in our state. Our mission is to build a better and brighter future for all those impacted by Spina Bifida. We envision a world where everyone impacted by Spina Bifida is accepted and thrives. We provide clinical care and case management, advocacy, education, awareness, and programming to the estimated 4,000+ individuals living with Spina Bifida in our state, their immediate families, and professional care network.



Spina Bifida is the most common permanently disabling birth defect that is associated with life. It's a type of neural tube defect (NTD) that occurs when a baby's neural tube fails to develop or close properly – the literal meaning for Spina Bifida is “split spine.” Typically occurring within the first 28 days of pregnancy while the neural tube is forming, Spina Bifida often occurs before a woman knows she is pregnant. Commonly referred to as the “snowflake condition” of birth defects because no two cases are the same, Spina Bifida can range from mild to severe. The severity depends on everything from the size of the opening to the location on the spine. Common challenges include:

- Mobility impairments
- Neurogenic bowel and bladder
- Hydrocephalus
- Latex allergies
- Pressure sores
- Mental health and executive dysfunction

Spina Bifida Association of New York State (SBANYS) is a 501c-3 nonprofit. Our services include:

- **Clinical Care** including health related referrals, education outreach and programming, clinic/hospital relationships, projects including maintaining a Doctor Database and distributing Presenting the Diagnosis brochures, case management, referrals, counseling, and systems navigation.
- **Education/Awareness** including distribution of monthly e-news, quarterly newsletter, social media outreach, providing community trainings, direct support professional education, and attending community events.
- **Advocacy** including programming and education events around self and systems advocacy, addressing key legislative issues affecting the disability community, and raising Spina Bifida Awareness across NYS government.
- **Programs** including a peer support group for adults, regional and recreational events, webinars, an employment training program, family camp, peer support network and equipment exchange.

Services are provided without eligibility requirements and at no cost. We rely on event-based fundraising, donations, sponsorships, and grants to generate the resources required to **support, connect, and empower** our consumers.

Unique Event Benefits

Walk-N-Roll for Spina Bifida

Audience is individuals and families impacted by Spina Bifida, friends, and professional providers in the community.

- Over 500 live participants between the events
- Over 600 donors receive thank you letters
- Vendor Cards: each attendee receives a vendor card with your logo on it. If they visit each table, they are entered into a raffle to receive a prize.

Dare to Dream Gala

Audience is individuals and families impacted by Spina Bifida, elected officials, corporate partners, friends, and professional providers in the community.

- Over 200 live participants
- Over 300 donors receive thank you letters
- 100 programs distributed to guests

Direct Mail Campaign & Annual Report

Audience is individuals and families impacted by Spina Bifida, elected officials, corporate partners, friends, and providers in the community. The Direct Mail Campaign and Annual Report are distributed via email, mailing, and social media.

Outreach metrics

Email Reach

- 1,000 email contacts

Social Media Reach

- 1,600 Facebook Followers
- 700 Instagram Followers

Mailing List Reach

- 750 SBANYS contacts

NEW THIS YEAR: Sponsored Blog Post Opportunities!

Sponsored Blog Post

Cost: \$750

A blog post is a unique marketing opportunity for companies who have relevant educational information to share with the Spina Bifida community. The sponsor drafts the blog and SBANYS edits as necessary. Each blog submission must follow SBANYS standards and guidelines for blog content. SBANYS posts the blog once a month and will share it twice on our Facebook page during the active month. (not exclusive) (Social media post dates determined by SBANYS).

How it works:

- Sponsor drafts blog and two social media posts
- SBANYS makes edits as necessary
- Must follow SBANYS standards for guidelines and blog content
- Impression analytics provided to sponsor after the active month

A sponsored post is when a blog owner, in this case the Spina Bifida Association of New York State (SBANYS), publishes content on behalf of someone else. The someone else is usually a business seeking to get their content, product, or services in front of a group of targeted readers. Sponsored posts are most engaging when the sponsor is already targeting a SBANYS core audience and discusses a topic fundamentally aligned with the SBANYS mission. When this is done well, mention of the sponsor's brand should feel like a natural fit rather than a blatant advertisement. Readers should come away from the sponsored post feeling like they've learned something new from a trusted source.

Guidelines:

- All sponsored posts will mention that they are sponsored posts, in accordance with Fair Trade Commission (FTC) regulations. The post should end with a byline stating, "This blog post was sponsored by (Name)."
- If SBANYS publishes a sponsored blog with a link back to the sponsors website, this is termed as advertising and is subject to FTC regulations.
- SBANYS will determine and deliver the blog post dates and social media post dates for the month.
- Sponsor must submit blog and social media post content no later than one week prior to their blog month.
- SBANYS will allow a maximum 3 "no-follow" links in the post as per Google's guidelines.
- The posts must be of minimum 300 words and SBANYS reserves the right to edit the post to correct grammar, spelling, and formatting.
- The content should be primarily (85% plus) about how the sponsored product or service could benefit the SBANYS audience. The content should not be a blatant advertisement or include large amounts of sponsor specific information. Content submitted that does not meet these thresholds will be returned.
- The sponsored post should include at least one high-resolution relevant picture which you must have the right to use, or it must fall under the creative commons category. The same applies to the videos.
- All sources must be properly cited. Instances where sources must be cited include:
 - Quoting someone else
 - Mentioning statistics that you didn't conclude yourself
 - Using another person's thoughts or ideas that aren't your own
 - Reposting an image that you didn't take or inserting a visual or infographic that you didn't create.
- SBANYS reserves the right to take down the sponsored content and take further action if the product/service violates any copyright or patent

For additional guidelines, tips, types and lengths of blogs, email Julia.duff@sbanys.org.



Eisenhower Park, Long Island, NY, 5/17/25
 Central Park, Schenectady, NY, 5/18/25
 Cluett Schantz Memorial Park, Mid-Hudson, NY: 10/4/25

	PLATINUM Event naming rights! \$7,500	TITANIUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
SBANYS Website	Logo & Link				
Logo on Walk mailings	“Presented by”	✓			
Speaking opportunity	✓	✓			
Sponsored blog post	✓	✓			
Company listed in donor thank you letters	“Presented by”	✓	✓		
Walk Table	All locations	All locations	2 locations	2 locations	1 location
Day of announcements	All locations	All locations	2 locations	2 locations	1 location
Logo on Walk day vendor card	All locations	All locations	2 locations	2 locations	1 location
T-Shirt	✓	✓	✓	✓	✓
Event website	“Presented by”	✓	✓	✓	✓
Social Media Posts (Tags)	“Presented by”	4x	3x	2x	1x
E-News Ad	6x (3 months)	4x (2 months)	2x (1 month)	1x	1x

DARE TO DREAM GALA, November 22, 2025

	PLATINUM <i>Event naming rights!</i> \$7,500	TITANIUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
SBANYS Website	Logo & Link				
Speaking opportunity	✓	✓			
Featured Blog Post	✓	✓			
Logo on Gala mailings	✓	✓	✓	✓	✓
Logo in Gala presentations	8x	6x	4x	2x	1x
Event Tickets	Reserved table for 8	6	4	4	2
Gala announcements	“Presented by”	✓	✓	✓	✓
Event website	“Presented by”	✓	✓	✓	✓
Social Media Posts (Tags)	“Presented by”	4x	3x	2x	1x
Program Ad	1 page	3/4 page	1/2 page	1/4 page	Logo
E-News Ad	6x (3 months)	4x (2 months)	2x (1 month)	1x	1x

SPINA BIFIDA STATE CONFERENCE

7/25/25-7/27/25, SYRACUSE, NY

	PLATINUM Event naming rights! \$7,500	TITANIUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
SBANYS Website	Logo & Link	Logo			
Logo on mailings	“Presented by”				
Speaking opportunity	✓	✓			
Sponsored blog post	✓	✓			
Program Ad	1 page	3/4 page	1/2 page	1/4 page	Logo
Company logo included on event materials	“Presented by”				
Event Table	✓	✓	✓	✓	✓
Day of announcements	✓	✓	✓	✓	✓
Logo on vendor card	✓	✓	✓	✓	✓
Event website	“Presented by”				
Social Media Posts (Tags)	“Presented by”	X4	X3	X2	X1
E-News Ad	6x (3 months)	4x (2 months)	2x (1 month)	1x	1x

Adaptive Sports Clinic

6/14-6/15

	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Company feature via SBANYS program	✓		
SBANYS Website	Logo & Link	Logo & Link 1 week	
Social Media Posts	4x	2x	1x
E-News Ad	4x (2 months)	2x (1 month)	1x

Strut & Stroll

October 1, 2025

	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Company feature in SBANYS program			
SBANYS Website	Logo & Link 1 month	Logo & Link 1 week	
E-News Ad	4x (2 months)	2x (1 month)	1x
Social Media Posts	4x	2x	1x

Direct Mail Campaign & Annual Report December 2025

	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
SBANYS Website	Logo & Link		
Company feature in Annual Report	✓		
Featured blog post	✓		
Company included in donor thank you letters	Logo & Link	✓	
Campaign mailings	Logo & Link	Logo	Name
Social Media Posts (Tags)	X4	X2	X1
E-News Ad	4x (2 months)	2x (1 month)	1x
Logo included in Campaign emails	X4	X2	X1

Spina Bifida Awareness Month October

	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Company feature via SBANYS program	✓		
SBANYS Website	Logo & Link	Logo & Link 1 week	
Social Media Posts	4x	2x	1x
E-News Ad	4x (2 months)	2x (1 month)	1x
Awareness Month Emails	4x	2x	1x

Spina Bifida Clinic

	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
SBANYS Website	Logo & Link 1 month	Logo & Link 1 week	
Company materials provided in clinic folders (Albany Med & Upstate in Syracuse)	10x	5x	3x
E-News Ad	4x (2 months)	2x (1 month)	1x

COMMITMENT FORM

YOUR INFORMATION

COMPANY NAME: _____
(as you prefer to be listed)

CONTACT NAME: _____

ADDRESS: _____

EMAIL ADDRESS: _____ PHONE: _____

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: Julia.duff@sbanys.org

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