SPINA BIFIDA ASSOCIATION OF NEW YORK STATE

2027 SPONSOR OPPORTUNITIES

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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. The Spina Bifida Association of New York State (SBANYS) is a 501c-3 nonprofit.

What is Spina Bifida >> Spina Bifida is a neural tube defect that occurs during fetal development, resulting in a condition similar to a spinal cord injury at birth. Individuals born with Spina Bifida often face a range of health challenges throughout their lives. These challenges are primarily physical, though some individuals may also experience intellectual disabilities. Despite these obstacles, with access to informed healthcare providers and the right support systems, people with Spina Bifida can lead long, fulfilling, and meaningful lives.

Our mission >> To build a better and brighter future for all those impacted by Spina Bifida.

Our vision >> We envision a world where everyone impacted by Spina Bifida is accepted and thrives.

Our services >>

- **Clinical Care:** 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:** distribution of bi-monthly e-news, quarterly newsletter, social media outreach, providing community trainings, direct support professional education, and tabling at community events.
- **Advocacy:** programming and education events around self and systems advocacy, taking action on key legislative issues affecting the disability community, and raising Spina Bifida awareness with the NYS government.
- **Programs:** peer support groups, regional and recreational events, annual conference, employment training program, family camp, peer support network and equipment exchange.

Our approach and impact >>

- We take a personalized, comprehensive approach to serving individuals with Spina Bifida. Our work extends beyond the individual—we collaborate closely with families, caregivers, and professionals who support this community.
- Unlike many disability organizations, our services are available to *anyone affected by Spina Bifida, at any stage of life, with* ***no eligibility requirements****. All services are provided* ***free of charge****, ensuring that support is accessible when and where it's needed most.*
- What sets us apart is that we are the **only Spina Bifida chapter in our state**. Based in the Capital Region, our dedicated team—two full-time and three part-time staff—has been working since 2022 to expand our reach across New York State, growing our impact and advancing our mission every day.

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 400 live participants between the events
- Over 700 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
- Event programs distributed to each guest

State Conference

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

- 100 live participants
- Over 500 individuals receive invitations

Spina Bifida Clinics

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

- 300 individuals/families

Outreach metrics

Email Reach

- 1,500 email contacts

Social Media Reach

- 2,200 Facebook Followers
- 1,000 Instagram Followers

Mailing List Reach

- 750 SBANYS contacts

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.

May 2027: Schenectady & Long Island

Fall 2027: Syracuse & Mid-Hudson

	PLATINUM Event naming rights! $7,500	TITANIUM $5,000	GOLD $2,500	SILVER $1,000	BRONZE $500
Company featured on SBANYS website banner	2 months	1 month			
Speaking opportunity	✓	✓			
Sponsored blog post	✓	✓			
SBANYS Website	Logo & Link	Logo	Logo		
Company listed in donor thank you letters	"Presented by"	✓	✓		
Table Space	All locations	All locations	All locations	2 locations	1 location
Day of announcements	All locations	All locations	All locations	2 locations	1 location
Logo on Walk day vendor card	All locations	All locations	All locations	2 locations	1 location
T-Shirt	✓	✓	✓	✓	✓
Walk-N-Roll 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, 7 2026

	PLATINUM *Event naming rights!* $7,500	TITANIUM $5,000	GOLD $2,500	SILVER $1,000	BRONZE $500
Company featured on SBANYS website banner	2 months	1 month			
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	3	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
SYRACUSE, NY

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

Young Family Retreat: 4/23/27-4/25/27
Frost Valley YMCA

	PLATINUM Event naming rights! $7,500	TITANIUM $5,000	GOLD $2,500	SILVER $1,000	BRONZE $500
Company featured on SBANYS website banner	2 months	1 month			
Sponsored blog post	✓	✓			
Speaking opportunity	✓	✓	✓	✓	✓
Company materi-als included in family bags	✓	✓	✓	✓	✓
Merchandise	Logo	Logo			
SBANYS & Event Website	Logo & Link	Logo	Logo	Name	Name
Program Ad	1 page	3/4 page	1/2 page	1/4 page	Logo
Social Media Posts (Tags)	"Presented by"	4x	3x	2x	1x
E-News Ad	6x (3 months)	4x (2 months)	2x (1 month)	1x	1x

NYC 1/2 Marathon
March, 2027

	TITANIUM $5,000	GOLD $2,500	SILVER $1,000	BRONZE $500
Sponsored blog post	✓			
Company featured on SBANYS website banner	1 month	1 month		
Company logo included on promo materials	✓	✓	✓	✓
SBANYS & Event Website	Logo	Logo	Name	Name
Social Media Posts (Tags)	4x	3x	2x	1x
E-News Ad	4x (2 months)	2x (1 month)	1x	1x

Spina Bifida Clinic

	TITANIUM $5,000	GOLD $2,500	SILVER $1,000	BRONZE $500
Company featured on SBANYS website banner	1 month	1 week		
Sponsored blog post	✓			
E-News Ad	4x (2 months)	2x (1 month)	1x	1x
Company materials included in clinic folders	Every visit	10/12 months	5/12months	3/12 months

Direct Mail Campaign & Annual Report
Summer & Winter 2027

	GOLD $2,500	SILVER $1,000	BRONZE $500
Company featured on SBANYS website banner	1 month		
Company featured in Annual Report	✓		
Featured blog post	✓		
Company included in donor thank you letters	Logo & Link	✓	
Campaign mailings	Logo & Link	Logo	Logo
Social Media Posts (Tags)	4x	2x	1x
E-News Ad	4x (2 months)	2x (1 month)	1x
Logo included in Campaign emails	4x	2x	1x

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. The Annual Report is posted in perpetuity on the SBANYS website.

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 Julia.duff@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 _____