



**2023 FALL  
CONFERENCE**

# School Counselors Open the Door to Student Success



**NOVEMBER 16-18, 2023  
HILTON ALBANY**

**SPONSORSHIP PACKAGE**

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## Benefits Received By All Sponsors

*All major sponsors who provide at least \$2,000 in cash will receive the following benefits:*

- Logo recognition on promotional materials
- E-blast features your organization
- Logo recognition on Participants' Manual
- Name recognition and logo placed on general sponsor recognition signage at the event
- VIP seating at the conference Keynote Event
- Name recognition and/or logo on conference website
- Booth in conference Exhibit Hall (Valued at \$500)
- Contact list of all attendees provided at the conclusion of the conference



*The following pages indicate additional benefits available for designated sponsorship levels.*



BENEFITS RECEIVED BY ALL SPONSORS



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## Major Sponsor Levels

### GOLD LEVEL

**\$7,500**

**Primary/lead** emphasis on promotion and print materials, including the Participants Manual and conference signage

**One table** at the Awards Luncheon: Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$160)

**Full-page program acknowledgment** in Participants Manual

**An exhibit space** will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags

### SILVER LEVEL

**\$5,000**

**Major emphasis** on promotion and print materials, including the Participants Manual and conference signage

**Six reservations** at the Awards Luncheon: Seats will be located near the speaker's platform, and may be used for organization employees or other guests (Valued at \$120)

**Full-page program acknowledgment** in Participants Manual

**An exhibit space** will be provided in our exhibit hall at which your organization and its products can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags



MAJOR SPONSOR LEVELS

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## Opening Keynote Session Exclusive Sponsor – Friday

**\$4,000**

Dedicated PPT slide will be displayed throughout the Opening Keynote Session indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor PPT slide, displayed throughout the conference

Logo recognition on signage at the entrance to the Opening Keynote Session

The CEO, or his/her designee will be introduced at the Opening Keynote Session and given 5 minutes to greet guests.

An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Full-page program acknowledgment in the Participants Manual

Opportunity to insert materials into Participant's Tote Bags



OPENING KEYNOTE SESSION EXCLUSIVE SPONSOR – FRIDAY



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## Awards Luncheon Exclusive Sponsorship – Friday

This luncheon will feature the presentation of NYSSCA awards in various categories.

**\$4,000**

**Dedicated PPT slide** will be displayed throughout the Award's Luncheon indicating your organization as the sponsor and also noted as such in the Participants Manual

Prominent logo recognition on the main sponsor recognition PPT slide, displayed throughout the conference

**Logo recognition on signage** at the entrance to the Luncheon

The CEO, or his/her designee will be introduced at the Ceremony and given **5 minutes to greet guests**. The CEO, or his/her designee, will be seated at the speaker's table.

**One table** at the Awards Luncheon: Tables provide seating for eight and will be located near the speaker's platform, and may be used for organization employees or other special guests.

**An exhibit space** will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

**Full-page program acknowledgment** in the Participant's Manual

Opportunity to insert materials into Participants' Tote Bags

AWARDS LUNCHEON EXCLUSIVE SPONSORSHIP – FRIDAY

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## Saturday Morning Keynote Session Exclusive Sponsor

**\$3,000**

**Dedicated PPT slide** will be displayed throughout the Keynote Session indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor PPT slide, displayed throughout the conference

**Logo recognition on signage** at the entrance to the Keynote Session

The CEO, or his/her designee will be introduced at the Keynote Session and given **5 minutes to greet guests.**

**An exhibit space will be provided in our exhibit hall** at which your organization and its products or services can be promoted (Valued at \$500).

**Full-page program acknowledgment** in the Participants Manual

Opportunity to insert materials into Participant's Tote Bags



SATURDAY MORNING KEYNOTE SESSION EXCLUSIVE SPONSOR



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## Closing Luncheon Session Exclusive Sponsor

**\$2,500**

Dedicated PPT slide recognition will be displayed throughout the Closing Session indicating your organization as the sponsor and noted as such in the Participants Manual.

Prominent logo recognition on the main sponsor PPT slide, displayed throughout the conference

Logo recognition on signage at the entrance to the Closing Session

The CEO, or his/her designee will be introduced at the Closing Session and given 5 minutes to greet guests.

An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Full-page program acknowledgment in the Participants Manual

Opportunity to insert materials into Participant's Tote Bags



CLOSING LUNCHEON SESSION EXCLUSIVE SPONSOR

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## Promotional Items Sponsorship



### PARTICIPANTS TOTE BAG

**\$3,500**

The organization's name and logo will be the **only sponsor** featured on the Participants Tote Bag.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

**Full-page program acknowledgment in Participants Manual**

**An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).**

Opportunity to insert materials into Participant's Tote Bags

### PARTICIPANTS MANUAL

**\$3,000**

The organization's name and logo will be the **only sponsor** indicated on the front of the Participants Manual, and will also be indicated on every page.

Inclusion of the organization's name and logo on major sponsor recognition signage

**Full-page program acknowledgment in Participants Manual**

**An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).**

Opportunity to insert materials into Participant's Tote Bags

PROMOTIONAL ITEMS SPONSORSHIP



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## Conference T-shirt Exclusive Sponsorship

**\$3,500**

The organization's name and logo will be the **only sponsor** featured on the Conference T-shirt.

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

**1/2-page program acknowledgment** in Participants Manual

**An exhibit space will be provided in our exhibit hall** at which your organization and its products or services can be promoted (Valued at \$500).

Opportunity to insert materials into Participant's Tote Bags

CONFERENCE T-SHIRT EXCLUSIVE SPONSORSHIP

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## Refreshment Breaks Sponsorship



### Breakfast Sponsorship (Friday or Saturday)

**\$2,500**

Specific major signage (way-finders) will be displayed at this event indicating your organization as the sole sponsor

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Full-page program acknowledgment in Participants Manual

### Coffee/Refreshment Break (Friday or Saturday)

**\$2,500**

Specific major signage (way-finders) will be displayed at this event indicating your organization as the sole sponsor

Inclusion of the organization's name and logo on major sponsor recognition signage and on the Participants Manual

An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Full-page program acknowledgment in Participants Manual



REFRESHMENT BREAKS SPONSORSHIP



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## NYSSCA Social Event Sponsor

**\$2,500**

Major emphasis on all printed materials including the Participants Manual, conference signage and will be communicated as a **major** sponsor.

Specific, **major signage** will be displayed at the NYSSCA Social Event indicating your organization as the sponsor and noted as such in the Participants Manual.

The CEO, or his/her designee, will be introduced at the NYSSCA Social Event and **given three to five minutes to formally greet the participants.**

An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Acknowledgment in the Participants Manual.

Opportunity to insert materials into Participant's Tote Bags



NYSSCA SOCIAL EVENT SPONSOR

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## Registration & Information Center Sponsorship

**\$2,500**

Way-finders will be strategically placed in the Registration & Information Area indicating your organization as the sole sponsor and also noted as such in the Participants Manual

Major recognition on general signage

The CEO, or his/her designee, will be recognized at the Awards Luncheon

An exhibit space will be provided in our exhibit hall at which your organization and its products or services can be promoted (Valued at \$500).

Full-page program acknowledgment in Participants Manual



REGISTRATION & INFORMATION CENTER SPONSORSHIP