

eliminating racism
empowering women
ywca

**STAND
AGAINST
RACISM**

**Our Power,
Our Mission,
Our Future.**

Saturday, August 4, 2018
University at Albany

Hosted by:

YWCA of the Greater Capital Region
YWCA NorthEastern NY

Presenting Sponsor

\$10,000 - One (1) Available at this Level

- Exclusive Naming Rights
- Opportunity to introduce Keynote Speaker
- Category exclusivity across all sponsorship levels
- Double size booth at expo
- Ten (10) VIP Tickets to Symposium
- Logo included on event t-shirt
- Information and item(s) included in VIP & General Admission swag bag
- Full page color ad on back of event program
- Prominent logo recognition on all marketing and event materials
- Photo op with event VIP's
- Highest Level of Exposure through Albany Broadcasting Company during promotional period July 23 - August 4, 2018, including inclusion in a B95.5 B-Blast and and on-air interview with B95.5, in addition to the benefits listed below:



	FLY 92.3	B95.5 fm	ALT 104.9
Live Mentions	15 per week	20 per week	--
Recorded Mentions	30 per week	20 per week	50 per week
Web Inclusion	web	web & social	web

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Platinum Sponsor

\$5,000

- Prominent sponsor recognition on all marketing and event materials
- Category exclusivity on this level
- Double size booth at expo
- Five (5) VIP Tickets to Symposium
- Information and item(s) included in VIP & General Admission swag bags
- Full page ad in event program
- Platinum Level of Exposure through Albany Broadcasting Company, during promotional period July 23 - August 4, 2018. including:



Live Mentions	--	--	--
Recorded Mentions	30 per week	20 per week	50 per week
Web Inclusion	web	web & social	web

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Gold Sponsor

\$2,500 or Combination of In-Kind, valued \$2,500+

OPTION 1: Gold Event Sponsor

- Logo recognition on most marketing and event materials
- Complimentary booth at expo
- Information and item(s) included in VIP & General Admission swag bags
- Full page ad in event program
- Three (3) VIP Tickets to Symposium
- Gold Level of Exposure through Albany Broadcasting Company (7/23-8/4/2018), including:



Live Mentions	--	--	--
Recorded Mentions	15 per week	10 per week	25 per week
Web Inclusion	web	web & social	web

OPTION 2: Keynote Sponsor (One (1) available)

- Logo recognition on most marketing and event materials
- Increased visibility at event, including at keynote and on signage
- Complimentary booth at expo
- Information and item(s) included in VIP & General Admission swag bags
- Full page ad in event program
- Three (3) VIP Tickets to Symposium

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Silver Sponsor

\$1,000 or Combination of In-Kind, valued \$1,000

OPTION 1: Silver Event Sponsor

- Name recognition on most marketing and event materials
- Complimentary booth at expo
- Information and item(s) included in VIP & General Admission swag bags
- Half page ad in event program
- Two (2) VIP Tickets to Symposium

OPTION 2: Breakout Session Sponsors (One (1) per session available)

- Name recognition on some marketing and event materials
- Logo included on signage for breakout sessions, and in event schedule
- Complimentary booth at expo
- Information and item(s) included in VIP & General Admission swag bags
- Half page ad in event program
- Two (2) VIP Tickets to Symposium

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Bronze Sponsor

\$750 or Combination of In-Kind, valued \$750

Choice of Breakfast, VIP Lunch or Box Lunch Sponsor (One (1) each available)

- Name recognition on some marketing and event materials
- Additional signage recognition at sponsored portion of event
- Logo recognition on event agenda
- Complimentary booth at expo
- Information and item(s) included in VIP & General Admission swag bags
- Half page ad in event program
- One (1) VIP Ticket to Symposium

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Coffee Sponsor

\$500

Sponsor of Coffee Bar/Break Station (Two (2) available)

- Logo on signs at event | Recognition in event program
- Information and item(s) included in VIP swag bag ONLY
- Quarter page ad in event program
- Two (2) General Admission Tickets to Symposium

SAR Allies

\$500 | \$250 Non-Profit

Expo Attendees

- Name recognition on some event materials
- One expo booth
- Information and item(s) included in VIP Swag Bag ONLY
- One (1) General Admission Ticket to Symposium