



# ITINERARY

**OCTOBER 6TH - 12TH, 2023**

### **Capital Region | Friday, October 6th**

- Finch Paper (Glens Falls)
- Global Foundries (Malta)

### **Westchester County | Monday, October 9th**

- IBM (Poughkeepsie)
- Regeneron (Sleepy Hollow)

### **Elmira/Ithaca | Tuesday, October 10th**

- Borg Warner (Ithaca)
- Corning Inc. (Elmira)

### **Buffalo/Rochester | Wednesday, October 11th**

- Mentholatum (Buffalo)
- Kodak (Rochester)

### **CNY | Thursday, October 12th CNY**

- Cathedral Candle (Syracuse)
- Morse Manufacturing (Syracuse)



**The Business Council**

# MANUFACTURING BUS TOUR

*Diamond Headline Sponsor*



## Bus Tour Marketing

- Logo Placement on Made In New York Bus Tour Website w/ click-thru
- Top Logo Placement on all promotional announcements
- Premium Logo Placement on the Made in New York Tour Bus
- Top Logo Placement on Tour Stop Banners
- Sponsorship recognition on all Social Media posts
  - (LinkedIn, Twitter, Facebook, YouTube)
- Sponsorship Acknowledgement in all Press Stops and Interviews
- Swag Offering to Bus Tour Participants


## Year-Round Marketing Assets

- Featured Guest Speaker on Connect Podcast
  - Four Connect Podcast Sponsorship Ads
- 5 Minute Spotlight Video Created and Edited by The Business Council
  - Shared on our Website & Social Media Pages
- Four Webinar Sponsorships
- One Month of Top Morning News Room Banner Ad Placement
- An Editorial Feature in our Connect Newsletter
- Logo Placement in Connect Newsletter Bus Tour Article
- Two Free Tickets to our 2024 Annual Meeting

**CONTACT**

**Gabby Lichtenberg**, Director of Membership

 [gabby.lichtenberg@bcnys.org](mailto:gabby.lichtenberg@bcnys.org)

 (315) 720-9755



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### **CNY | Thursday, October 12th CNY**

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- Morse Manufacturing (Syracuse)

**CONTACT**



**The  
Business  
Council**

## **MANUFACTURING BUS TOUR**

*Platinum Sponsor*



### **Bus Tour Marketing**

- Logo Placement on all promotional announcements
- Logo Placement on Made In New York Bus Tour Website w/ click-thru
- Large Logo Placement on the Made in New York Tour Bus
- Large Logo Placement on Tour Stop Banners
- Platinum Sponsorship recognition on Social Media posts
  - (LinkedIn, Twitter, Facebook, YouTube)
- Sponsorship Acknowledgement in all Press Stops and Interviews
- Swag Offering to Bus Tour Participants

### **Year-Round Marketing Assets**

- Two Connect Podcast Sponsorship Ads
- Two Webinar Sponsorship
- 5 Minute Spotlight Video Created and Edited by The Business Council
  - Shared on our Website & Social Media Pages
- Two Weeks of Morning News Room Banner Ad Placement
- Logo Placement in Connect Newsletter Bus Tour Article
- One Free Ticket to our 2024 Annual Meeting

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- Corning Inc. (Elmira)

### **Buffalo/Rochester | Wednesday, October 11th**

- Mentholatum (Buffalo)
- Kodak (Rochester)

### **CNY | Thursday, October 12th CNY**

- Cathedral Candle (Syracuse)
- Morse Manufacturing (Syracuse)



**The Business Council**

# MANUFACTURING BUS TOUR

*Gold Sponsor*



## Bus Tour Marketing

- Logo Placement on all promotional announcements
- Logo Placement on Made In New York Bus Tour Website w/ click-thru
- Logo Placement on the Made in New York Tour Bus
- Gold Sponsor Logo Placement on Tour Stop Banners
- Sponsorship recognition on 2 of 3 daily Social Media posts
  - (LinkedIn, Twitter, Facebook, YouTube)


## Year-Round Marketing Assets

- One Connect Podcast Sponsorship Ad
- One Webinar Sponsorship
- One Week of Morning News Room Banner Ad Placement
- Logo Placement in Connect Newsletter Bus Tour Article
- 50% Discount on 2 Tickets to our 2024 Annual Meeting

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- Corning Inc. (Elmira)

### Buffalo/Rochester | Wednesday, October 11th

- Mentholatum (Buffalo)
- Kodak (Rochester)

### CNY | Thursday, October 12th CNY

- Cathedral Candle (Syracuse)
- Morse Manufacturing (Syracuse)



The Business Council

# MANUFACTURING BUS TOUR

*Silver Sponsor*



## Bus Tour Marketing

- Silver Sponsor Logo Placement on all promotional announcements
- Logo Placement on Made In New York Bus Tour Website w/ click-thru
- Silver Logo Placement on the Made in New York Tour Bus
- Silver Sponsor Logo Placement on Tour Stop Banners
- Sponsorship recognition on 1 of 3 daily Social Media posts
  - (LinkedIn, Twitter, Facebook, YouTube)


## Year-Round Marketing Assets

- 1 Connect Podcast Sponsorship Ad
- Logo Placement in Connect Newsletter Bus Tour Article
- 50% Discount on 1 Ticket to our 2024 Annual Meeting

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- Corning Inc. (Elmira)

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- Mentholatum (Buffalo)
- Kodak (Rochester)

### **CNY | Thursday, October 12th CNY**

- Cathedral Candle (Syracuse)
- Morse Manufacturing (Syracuse)



**The Business Council**

# MANUFACTURING BUS TOUR

*Bronze Sponsor*



## Bus Tour Marketing

- Bronze Sponsor Logo Placement on all promotional announcements
- Logo Placement on Made In New York Bus Tour Website w/ click-thru
- Bronze Logo Placement on the Made in New York Tour Bus
- Bronze Sponsor Logo Placement on Tour Stop Banners
- Sponsorship recognition on 4 Social Media posts
  - (LinkedIn, Twitter, Facebook, YouTube)


## Year-Round Marketing Assets

- Logo Placement in Connect Newsletter Bus Tour Article
- 25% Discount Ticket for our 2024 Annual Meeting

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