



2025 Event Sponsorship

The voice of business
and employers across
New York State

The Business Council of New York State, Inc.

www.bcnys.org | 518-465-7511

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2025 EVENTS

To register for an event or to become a Sponsor and/or Exhibitor visit www.bcnys.org/events or call (518) 465-7511



Annual Legislators' Reception **Monday, January 27** **Albany Capital Center**

This event is the premier networking event and the biggest of its kind in Albany. All Business Council members are welcome to attend and mingle with members of the New York State Legislature and top New York State government officials.



National Civics Bee **Friday, May 30** **Albany Capital Center**

The Business Council has partnered with the US Chamber of Commerce and will host a statewide national civics bee competition. The National Civics Bee encourages students to engage in civics and contribute to their communities. The competition, modeled on traditional spelling and geography bees, gives students the chance to win recognition and earn cash prizes by sharing ideas for improving their communities and showing their enthusiasm for civics.



Civic & Community Engagement Reception **Spring**

Each year The Business Council hosts a reception to promote our Civic & Community Engagement Committee. The reception was designed to showcase the extensive community engagement by many of our members and provides networking opportunities for MWBE, small businesses and not-for-profits.



DC Fly-In **Wednesday, June 4 - Thursday, June 5** **Washington, D.C.**

The Business Council of New York State, along with several regional chambers of commerce partners, are hosting a two-day Washington DC Fly-In event. Join us in our nation's capital as we meet with prominent members of Congress, including various New York State delegation members. The state-wide business agenda focuses on topics important to New York State employers that are also issues of concern on the federal level. Hear from our delegation on the important topics and how those policies are being looked at in Washington.



Business Council Member Golf Classic and Reception **Tuesday, July 22** **The Otesaga Resort & National Baseball Hall of Fame, Cooperstown**

This event combines business and pleasure, golf and baseball and camaraderie and competition. Held in July, just preceding the National Baseball Hall of Fame Inductions, golfers and baseball fans converge in Cooperstown. After a day of golf, enjoy the networking reception with a Baseball Hall of Fame Member followed by a private dessert reception at the Hall.



2025 EVENTS

To register for an event or to become a Sponsor and/or Exhibitor visit www.bcnys.org/events or call **(518) 465-7511**



Annual Meeting **Wednesday, September 17 – Friday, September 19** **The Sagamore, Bolton Landing**

The Annual Meeting is The Business Council's premier event of the year, providing information, inspiration and entertainment, creating a one-of-a-kind forum focusing on improving New York's business climate and economy. Event sponsorships and exhibits let you associate your brand and products with the prestige and wow factor of The Business Council. Broaden company visibility, reinforce your image among New York State's business leaders and build camaraderie while establishing important relationships.



Made in New York Manufacturing Bus Tour **Monday, October 6 - Friday, October 10** **New York State**

The Made in New York Manufacturing Bus Tour highlights our state's rich manufacturing history and spotlights our current employers across New York. During manufacturing week, The Business Council staff travels throughout the state, making stops at manufacturing facilities and connecting with our employers to raise awareness about the impact each has on the state and local economy.

Along the way, Business Council staff picks up members from our partnering chambers and associations across New York to create a conversation on the challenges our private-sector employers face in New York State. The valuable information we gather will help shape our future advocacy agenda.



Environmental Regulation and Sustainability Conference **Thursday, October 30 - Friday, October 31** **Saratoga Springs**

In addition to covering Environmental Regulations, we will be expanding the agenda for our long-running Industry-Environment Conference to include sessions on environmental sustainability policy and practices for New York businesses, including Renewable Energy.



Government Affairs Planning Session **December** **Albany**

A key date in our annual advocacy cycle, this session will be a preview of issues to be addressed in the upcoming legislative session, and includes briefings from Business Council staff on our proposed legislative agenda for the next year.



Labor/Human Resource Webinar Series **Various dates throughout the year**

Outstanding education opportunities without leaving your desk! The convenience and flexibility of our webinars enable you to get the valuable information you need to be successful in your job, reduce travel expenses, and maintain consistent levels of productivity by eliminating time out of the office.

**** subject to change**

All of our events offer Sponsor and/or Exhibitor opportunities. For more information, please contact Maribeth Riley at **(518) 694-4468** or email maribeth.riley@bcnys.org.



As the voice of business and employers in New York State, The Business Council supports businesses by providing essential resources for their success including producing signature events that inform and engage business and employers as well as facilitate networking.

Event sponsorships let you associate your brand and products with the prestige and wow factor of the The Business Council to:

- Create awareness of your company
- Broaden visibility and reinforce your image among New York's business leaders
- Build camaraderie and establish important relationships

Our members hail from all across the state and represent all industries — no other organization in the state has as broad a reach or caliber of members. Council members are here to expand, promote and conduct business — the perfect atmosphere for your marketing.

**sponsorship pricing in this booklet is for BCNYS members. If you are not a BCNYS member, please contact the Conference Development department to discuss pricing.

138,000



website visitors
in 2024

Over
14,000



email
subscribers

Over
1,700



event attendees
in 2024

Over
12,000



social media
followers

INTERESTED IN SPONSORING MULTIPLE EVENTS? WE'RE HAPPY TO DISCUSS YEARLY SPONSORSHIP PACKAGES.

Our Sponsors

- 3M
- Albany Black Chamber of Commerce
- Amazon
- American Chemistry Council
- Arthur J. Gallagher & Co. Albany
- Asset Recovery Company of America
- AT&T
- Bank of America
- Barclay Damon, LLP
- BBL Companies
- Berkeley College
- BST & Co. CPAs, LLP
- Central Hudson Gas & Electric Corp.
- CHA Consulting, Inc.
- Charter Communications
- Couch White, LLP
- Crowne Plaza Albany - The Desmond Hotel
- Cuddy & Feder LLP
- D&B Engineers and Architects, D.P.C.
- DACK Consulting Solutions, Inc.
- Deloitte LLP
- DoorDash, Inc.
- Empire City Casino by MGM Resorts
- energyRe
- Equitable Life Insurance Company
- Five Star Bank
- Forte Capital Group
- Goldberg Segalla, LLP
- Greater Binghamton Chamber of Commerce
- Greater Rochester Chamber of Commerce
- Grubhub
- Haley & Aldrich of New York
- Hannaford Bros. Co., LLC
- Harris Beach Murtha
- Highmark BlueCross BlueShield of Western New York and BlueShield of Northeastern New York
- Hodgson Russ LLP
- International Paper
- Iroquois Gas Transmission System
- J.P. Morgan Chase Bank N.A.
- KeyBank
- Kinder Morgan, Inc.
- KPH Healthcare Services Inc.
- Lippes Mathias LLP
- Manhattan Chamber of Commerce
- McDonald's Corporation
- Meta Platforms, Inc.
- Mower
- National Fuel Gas Distribution Corp.
- National Grid
- New York Power Authority
- New York State Electric & Gas Corp.
- New York State Industries for the Disabled, Inc.
- New York State Society of Certified Public Accountants
- New York Transco LLC
- Nuclear New York
- NYSERDA
- Onyx Renewable Partners L.P.
- Pfizer Inc
- Phillips Lytle LLP
- PhRMA Incorporated
- Picotte Management Co., Inc.
- Plastics Industry Association
- Rochester Gas & Electric Corp.
- Salesforce
- Saratoga Eagle Sales & Service
- Security Mutual Life Insurance Company of New York
- Staten Island Chamber of Commerce
- Sylvamo Corporation
- Taylor Biomass Energy, LLC
- The Bronx Chamber of Commerce
- The Business Council of Westchester
- The Madison Square Garden Entertainment Corporation
- UHY Advisors
- Verizon
- Whiteman Osterman & Hanna LLP

Annual Legislators' Reception

This event is the premier networking event and the biggest of its kind in Albany. All Business Council members are welcome to attend and mingle with members of the New York State Legislature and top New York State government officials.

Benefits:

| | <i>PREMIER</i> \$5,000 | <i>PLATINUM</i> \$4,000 | <i>ELITE</i> \$3,000 | <i>GOLD</i> \$2,500 | <i>SILVER</i> \$2,000 | <i>BRONZE</i> \$1,000 |
|---|---------------------------|----------------------------|-------------------------|------------------------|--------------------------|--------------------------|
| Company logo on slideshow during event. Duration of logo on screen to be determined by sponsorship level | ● | ● | ● | ● | ● | ● |
| Company logo on event app | ● | ● | ● | ● | ● | ● |
| Company logo on reception website | ● | ● | ● | ● | ● | ● |
| Dedicated social media post acknowledging premier sponsorship for event | ● | | | | | |



Unique Sponsorship Opportunities

Registration Area – \$5,000

- Dedicated social media post acknowledging sponsorship
- Opportunity to provide pop-up banner to be displayed in registration area, provided by sponsor
- Company logo on signage in registration area
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Photo Booth Sponsor – \$5,000

- Company logo on signage at Photo Booth
- Company logo featured on printed photos for attendees and in the online photo gallery
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Wine Sponsor – \$4,000

- Company logo on bars and tables
- Company logo on signage next to bars
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Event App Sponsor – \$3,500

- Company logo on main homepage in event app
- Company logo on signage
- Company name recognition on attendee confirmation email
- Company logo on reception website and sponsor slideshow

Coat Check – \$3,500

- Company logo on signage at coat check
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Ben & Jerry's Station (Two Carts Available) – \$3,000

- Company logo on signage at Ben & Jerry's cart
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Coffee Station – \$1,500

- Company logo on signage at coffee station
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Chamber of Commerce – \$500

- ** reserved for Chambers of Commerce only
- Chamber logo on reception website, sponsor slideshow, and BCNYS event app

Civic & Community Engagement Reception

The Civic & Community Engagement Committee was designed to showcase the extensive community engagement by many of our members and provide a networking opportunity for MWBEs, small businesses and not-for-profits. The widely attended event will include not-for-profits, Business Council members and local and state elected officials.

Benefits:

| | PREMIER \$10,000 | GOLD \$5,000 | SILVER \$2,500 | BRONZE \$1,000 |
|--|----------------------------|------------------------|--------------------------|--------------------------|
| Company logo on slideshow during event. Duration of logo on screen to be determined by sponsorship level | ● | ● | ● | ● |
| Company logo on event app | ● | ● | ● | ● |
| Company logo on reception website | ● | ● | ● | ● |
| Company logo on signage at reception | ● | ● | | |
| Company name recognition at reception | ● | ● | | |
| Dedicated social media post acknowledging premier sponsorship for event | ● | | | |
| Prominent logo placement on top of event webpage | ● | | | |





National Civics Bee®

The Business Council has partnered with the US Chamber of Commerce and will host a statewide national civics bee competition. The National Civics Bee® encourages students to engage in civics and contribute to their communities. The competition, modeled on traditional spelling and geography bees, gives students the chance to win recognition and earn cash prizes by sharing ideas for improving their communities and showing their enthusiasm for civics.

Benefits:

GOLD
\$10,000 **SILVER**
\$5,000 **BRONZE**
\$2,500

| | GOLD \$10,000 | SILVER \$5,000 | BRONZE \$2,500 |
|--|------------------|-------------------|-------------------|
| Company logo on website | ○ | ○ | ○ |
| Company logo on event app | ○ | ○ | ○ |
| Company logo on signage | ○ | ○ | ○ |
| Opportunity to supply branded gifts or promotional items for attendees | ○ | ○ | ○ |
| Recognition as a sponsor social media | ○ | ○ | |
| Opportunity to speak | ○ | ○ | |
| Company logo on award checks | ○ | | |
| Opportunity to serve as a judge | ○ | | |
| Opportunity to give welcome remarks | | ○ | |

Other Sponsorship Opportunities

- Refreshment Station
- Tablets
- Prizes



INTERESTED IN SPONSORING MULTIPLE EVENTS? WE'RE HAPPY TO DISCUSS YEARLY SPONSORSHIP PACKAGES.

DC Fly-In

The Business Council of New York State, along with several regional chambers of commerce partners, are hosting a two-day Washington DC Fly-In event. Join us in our nation’s capital as we meet with prominent members of Congress, including various New York State delegation members. The state-wide business agenda focuses on topics important to New York State employers that are also issues of concern on the federal level. Hear from our delegation on the important topics and how those policies are being viewed in Washington”

| Benefits: | <i>PREMIER</i> SOLD OUT | <i>GOLD</i> \$5,000 | <i>SILVER</i> \$2,500 | <i>BRONZE</i> \$1,000 |
|---|-----------------------------------|-------------------------------|---------------------------------|---------------------------------|
| Company logo on event program | ● | ● | ● | ● |
| Company name recognition during event remarks | ● | ● | ● | ● |
| Company logo on event app | ● | ● | ● | ● |
| Logo placement on event webpage | ● | ● | ● | ● |
| Post event attendee list | ● | ● | ● | ● |
| Prominent logo placement on top of event webpage | ● | ● | | |
| Welcome remarks | ● | | | |
| Dedicated social media post acknowledging premier sponsorship for event | ● | | | |



Golf Classic

This event combines business and pleasure, golf and baseball and camaraderie and competition. Held in July, just preceding the National Baseball Hall of Fame Inductions, golfers and baseball fans converge in Cooperstown. After a day of golf, enjoy the networking reception with a Baseball Hall of Fame Member followed by a private dessert reception at the Hall.

Unique Sponsorship Opportunities

19th Hole Dinner Reception Sponsor – \$5,000

- Recognition as a sponsor of Post Golf Reception, which will include food stations cocktails, lots of networking and our guest of honor
- One complimentary registration for evening receptions
- Company logo on signage throughout reception
- Company logo on event website, sponsor slideshow, and BCNYS event app

Dessert Reception – \$5,000

- Recognition as a sponsor of the Dessert Reception at the Baseball Hall of Fame
- One complimentary registration for evening receptions
- Opportunity to introduce our Guest Speaker
- Company logo on signage throughout reception
- Company logo on event website, sponsor slideshow, and BCNYS event app

Beverage Cart – \$4,000

- Company logo on signage on beverage carts
- Opportunity to give away promotional item provided by sponsor
- Company logo on event website, sponsor slideshow, and BCNYS event app

Ben & Jerry's – \$3,000

- Company logo on signage at ice cream cart
- Company logo on event website, sponsor slideshow, and BCNYS event app

Photo Booth – \$3,000

- Photo booth is set in front of the clubhouse allowing for golfers to have their foursome picture taken as they play through
- Company logo on magnetic photo provided to all golfers
- Company logo on signage at photo booth
- Company logo on event website, sponsor slideshow, and BCNYS event app

Lunch – \$2,500

- Lunch provided to all golfers prior to shotgun start
- Company logo on signage at lunch buffet
- Company logo on event website, sponsor slideshow, and BCNYS event app

Scorecards – \$2,500

- Company logo on score card provided to each foursome
- Company logo on event website, sponsor slideshow, and BCNYS event app

Golf Carts – \$2,500

- Company logo on sign in each golf cart
- Company logo on event website, sponsor slideshow, and BCNYS event app

Wine at Reception – \$2,500

- Company logo on bars and tables throughout reception
- Company logo on signage next to bars at reception
- Company logo on event website, sponsor slideshow, and BCNYS event app

Reception Slide Show – \$2,000

- Company logo on slideshow showing pictures from throughout the golf tournament
- Company logo on event website, sponsor slideshow, and BCNYS event app

Promotional Giveaway – \$2,000

- Opportunity to give away promotional item provided by sponsor.
- Company logo on event website, sponsor slideshow, and BCNYS event app

Registration Tent – \$1,500

- Company logo on signage near registration tent
- Company logo placement on event website, sponsor slideshow, and BCNYS event app

Trolley – \$1,500

- Provide transportation to and from the Hall of Fame
- Company logo on signage on trolley
- Company logo on event website, sponsor slideshow, and BCNYS event app

Longest Drive Contest – \$1,000

- Awarded to the top male and female with the longest drive
- Company name recognition during award presentation at reception
- Company logo on signage on the contest hole
- Company logo on event website, sponsor slideshow, and BCNYS event app

Interested in a foursome and sponsorship? We offer a package bogey registration which includes a foursome, tee sign and flag! Contact Maribeth Riley for pricing.

Closest to the Pin Contest – \$1,000

- Awarded to the top male and female with the closest to the pin
- Company name recognition during award presentation at reception
- Company logo on signage on the contest hole
- Company logo on event website, sponsor slideshow, and BCNYS event app

1st or 10th Hole Flag or Tee Sign – \$400

- The 1st and 10th hole are ideal places to display your company's logo
- Company logo on tee sign or flag
- Company logo on event website, sponsor slideshow, and BCNYS event app

Tee Sign – \$350

- Your company's logo will be featured on the tee box (exact hole TBD)
- Company logo on event website, sponsor slideshow, and BCNYS event app

Flag – \$350

- Your company's logo will wave proudly in the wind on one of the Leatherstocking's beautiful greens
- Company logo on event website, sponsor slideshow, and BCNYS event app



Annual Meeting

The Annual Meeting is The Business Council's signature event of the year, providing information, inspiration and entertainment, creating a one-of-a-kind forum focusing on improving New York's business climate and economy. Event sponsorships and exhibits let you associate your brand and products with the prestige and wow factor of The Business Council. Broaden company visibility, reinforce your image among New York State's business leaders and build camaraderie while establishing important relationships.

| Benefits: | <i>PREMIER</i> SOLD OUT | <i>PLATINUM</i> \$25,000 | <i>GOLD</i> \$15,000 | <i>SILVER</i> \$10,000 | <i>BRONZE</i> \$5,000 | <i>AMBASSADOR</i> \$3,500 |
|---|--|---|---------------------------------------|---|--|--|
| Company logo on event signage | ○ | ○ | ○ | ○ | ○ | ○ |
| Company logo on event app | ○ | ○ | ○ | ○ | ○ | ○ |
| Logo on slideshow during event | ○ | ○ | ○ | ○ | ○ | ○ |
| Company name recognition during conference remarks | ○ | ○ | ○ | ○ | ○ | ○ |
| Post event attendee list | ○ | ○ | ○ | ○ | ○ | ○ |
| Complimentary registrations | 2 | 2 | 1 | 1 | | |
| Company logo placement on event webpage | | ○ | ○ | ○ | ○ | ○ |
| Logo placement & sponsorship acknowledgment on promotional emails and social media leading up to event | ○ | ○ | ○ | ○ | | |
| Prominent company logo placement on top of event webpage | ○ | ○ | ○ | | | |
| 1 week click thru banner ad on morning newsroom email (Sent to over 4,000 people with an open rate of over 30%) | ○ | ○ | | | | |
| Opportunity to give brief remarks (1-2 minutes) | | ○ | ○ | | | |
| Opportunity to give away promotional item at registration, provided by sponsor | | ○ | ○ | | | |
| Opportunity to give welcome remarks | ○ | | | | | |
| Dedicated social media post acknowledging premier sponsorship for event | ○ | | | | | |
| Opportunity to have logo on attendee welcome gift | ○ | | | | | |

Unique Sponsorship Opportunities

Keynote Speaker – \$25,000

- Recognition as keynote speaker sponsor in promotional emails, social media and during the 2025 Annual Meeting
- Opportunity to help select the 2025 Annual Meeting Keynote Speaker** with BCNYS approval and within appropriate time frame
- Opportunity to introduce the keynote speaker
- Company logo on conference website, sponsor slideshow, signage and BCNYS event app
- Company name recognition during conference remarks

Hotel Key Sponsorship – \$12,000

- Company logo on hotel key given to every conference attendee staying at The Sagamore, approximately 200 guests
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Receptions (2 available) - (Wednesday or Thursday) – \$10,000

- Opportunity to give away promotional item at reception. Item provided by sponsor
- Company logo on signage
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Breakfast (Thursday or Friday) – \$7,500

- Company logo on signage throughout breakfast
- Event app notification sent to all attendees promoting your company as the breakfast sponsor
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Photo Booth – \$5,000

- Company logo on signage at Photo Booth
- Company logo featured on printed photos for attendees and in the online photo gallery
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Registration – \$5,000

- Company logo on registration counters
- Opportunity to give away promotional item to attendees. Item provided by sponsor
- Opportunity to provide pop-up banner to be displayed in registration area
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Wine Sponsor (2 available) – (Wednesday Reception or Thursday Dinner) – \$5,000

- Company logo on bars and tables throughout reception or dinner
- Company logo placement on signage next to bars at reception or dinner
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Event App Sponsor – \$4,000

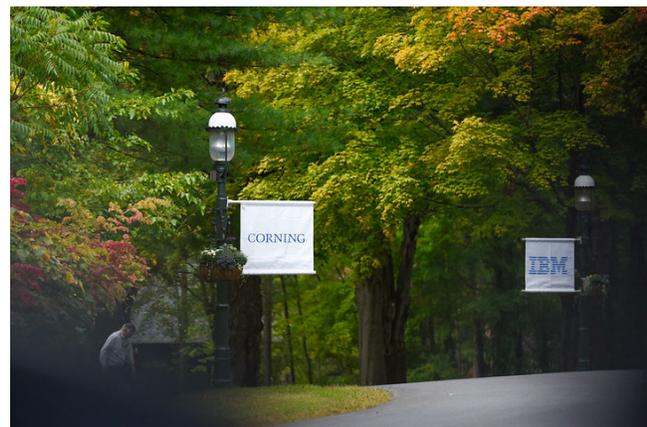
- Company logo on main homepage in event app.
- Company name recognition on attendee confirmation email
- Company logo on signage throughout conference
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow

Hospitality (Thursday) – \$4,000

- Company logo on signage throughout hospitality
- Company logo on tent cards on tables and bar throughout hospitality
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Ben & Jerry's Cart – \$4,000

- Company logo on signage at Ben & Jerry's cart during Wednesday's reception
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app



Session Sponsor – \$3,000

- Opportunity to give one minute welcome remarks at the beginning of the session
- Company logo on signage during the session
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Networking Lounge – \$2,500

- Company logo on signage in the Networking Lounge
- Opportunity to have an exhibit table within Networking Lounge and/ or give away promotional item to attendees. Item provided by sponsor.
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Refreshment Station (2 available) - (Thursday or Friday) – \$2,500

- Company logo on signage at refreshment station throughout the morning or afternoon
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

5k Run – \$2,500

- Opportunity to have company logo on giveaway item to runners
- Company logo on signage at refreshment station at the run
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Golf Lunch Sponsor – \$2,500

- Company logo on signage at the box lunch station at the Golf Course
- Opportunity to give away promotional item to golfers. Item provided by sponsor
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Boat Cruise Refreshment Sponsor – \$2,500

- Company logo on signage on the Boat Cruise
- Opportunity to give away promotional item to cruisers. Item provided by sponsor
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Paint & Sip – \$2,500

- Company logo on signage at the Paint & Sip
- Includes refreshment break and beverages for painters
- Opportunity to give away promotional item to painters. Item provided by sponsor
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

**** EXHIBIT PRICING ARE FOR BUSINESS COUNCIL MEMBERS. CONTACT DANIELLE.GORMLEY@BCNYS.ORG FOR NON-MEMBER PRICING****



EXHIBITS

Premier Table - \$2,500 Standard Table - \$2,000

- Includes one skirted table, two chairs, electric and internet access
- One complimentary Annual Meeting registration
- Two discounted registrations
- Access to pre-and-post conference attendee lists
- Recognition in promotional emails leading up to 2025 Annual Meeting
- Opportunity to give away promotional item at exhibit booth. Item provided by exhibitor
- Company logo on conference website and BCNYS event app
- Brand exposure on social media and BCNYS event app prior to and during the event

Coollest Thing Made in New York

The Coolest Thing Made in New York contest is a statewide initiative aimed at spotlighting the innovation, creativity, and manufacturing excellence of businesses across the state. This exciting competition provides a platform for manufacturers to showcase their products and highlight their vital role in driving New York’s economy forward.

| Benefits: | <i>PREMIER</i> \$25,000 | <i>GOLD</i> \$15,000 | <i>SILVER</i> \$10,000 | <i>BRONZE</i> \$5,000 |
|---|-----------------------------------|--------------------------------|----------------------------------|---------------------------------|
| Logo placement & sponsorship acknowledgment on Coolest Thing Made in NY promotional emails and social media leading up to the contest | ○ | ○ | ○ | ○ |
| Logo placement on Made in NY / Coolest Thing Made in NY Website with click thru | ○ | ○ | ○ | ○ |
| Company logo in Coolest Thing Made in NY video. Shown during 2025 Annual Meeting Award presentation | ○ | ○ | ○ | ○ |
| Company logo placement on event app for 2025 Annual Meeting | ○ | ○ | ○ | ○ |
| Company logo placement on Coolest Thing Made in NY finalist tables at 2025 Annual Meeting | ○ | ○ | ○ | ○ |
| Post event attendee list from 2025 Annual Meeting | ○ | ○ | ○ | ○ |
| 2 click thru banner ad on weekly member update (sent to over 7,000 emails with an average 40% open rate) | ○ | ○ | | |
| Complimentary registrations to 2025 Annual Meeting | 1 | | | |
| Exhibitor booth at the 2025 Annual Meeting | ○ | | | |
| Opportunity to present trophy to Coolest Thing Made in NY award winner at 2025 Annual Meeting | ○ | | | |
| ½ page ad in connect newsletter | | ○ | | |
| ¼ page ad in connect newsletter | | | ○ | ○ |
| Company name on trophy | ○ | | | |
| Dedicated social media post acknowledging premier sponsorship for event | ○ | | | |
| Sponsorship acknowledgment on all press announcements | ○ | | | |
| Connect podcast interview | ○ | | | |
| Full page ad in connect newsletter | ○ | | | |
| Prominent logo placement on Made in NY / Coolest Thing Made in NY Website with click thru | ○ | | | |

INTERESTED IN SPONSORING MULTIPLE EVENTS? WE'RE HAPPY TO DISCUSS YEARLY SPONSORSHIP PACKAGES.

Made in New York Manufacturing Bus Tour

The Made in New York Manufacturing Bus Tour highlights our state’s rich manufacturing history and spotlights our current employers across New York. During manufacturing week, The Business Council staff travels throughout the state, making stops at manufacturing facilities and connecting with our employers to raise awareness about the impact each has on the state and local economy.

Along the way, Business Council staff picks up members from our partnering chambers and associations across New York to create a conversation on the challenges our private-sector employers face in New York State. The valuable information we gather will help shape our future advocacy agenda.

| Benefits: | PREMIER \$20,000 | PLATINUM \$15,000 | GOLD \$10,000 | SILVER \$5,000 | BRONZE \$2,500 |
|--|-----------------------------|------------------------------|--------------------------|---------------------------|---------------------------|
| Company logo on Manufacturing Bus Tour website w/ click- thru | ○ | ○ | ○ | ○ | ○ |
| Recognition in connect newsletter bus tour article | ○ | ○ | ○ | ○ | ○ |
| Top logo placement on all promotional announcements | ○ | | | | |
| Company logo on all promotional announcements | | ○ | ○ | ○ | ○ |
| 5 minute spotlight video created and edited by the Business Council | ○ | ○ | | | |
| Premium logo placement on the bus | ○ | | | | |
| Large logo placement on the bus | | ○ | | | |
| Logo placement on the bus | | | ○ | ○ | ○ |
| Sponsorship recognition on all social media posts during manufacturing bus tour week | ○ | | | | |
| Sponsorship recognition on limited social media posts during manufacturing bus tour week | | ○ | ○ | ○ | ○ |
| Sponsorship acknowledgment in all press stops and interviews | ○ | | | | |
| Promotional item offering to bus tour participants provided by sponsor | ○ | ○ | | | |
| Featured guest speaker on connect podcast | ○ | | | | |
| Connect podcast sponsorship ads | 4 | 2 | 1 | 1 | |
| Opportunity to host two webinars. Speaker and subject matter of your choice on topics of interest to the Business Community. <i>Must have BCNYS approval of topic.</i> | ○ | | | | |
| 1 week click thru banner ad on morning news room email (# of ppl sent to and open rate) | ○ | | | | |
| An editorial feature in our connect newsletter. <i>Must have BCNYS approval of topic.</i> | ○ | | | | |

INTERESTED IN SPONSORING MULTIPLE EVENTS? WE’RE HAPPY TO DISCUSS YEARLY SPONSORSHIP PACKAGES.

Made in New York
Manufacturing Bus Tour



Environmental Regulation and Sustainability Conference

In addition to covering Environmental Regulations, we will be expanding the agenda for our long-running Industry-Environment Conference to include sessions on environmental sustainability policy and practices for New York businesses, including Renewable Energy.

| Benefits: | PREMIER \$7,500 | GOLD \$5,000 | SILVER \$3,000 | BRONZE \$2,000 |
|--|----------------------------|-------------------------|---------------------------|---------------------------|
| Company logo on event signage | ○ | ○ | ○ | ○ |
| Company logo on event app | ○ | ○ | ○ | ○ |
| Logo on slideshow during event | ○ | ○ | ○ | ○ |
| Company name recognition during conference remarks | ○ | ○ | ○ | ○ |
| Complimentary registrations | 3 | 2 | 1 | 1 |
| Logo placement on event webpage | | ○ | ○ | ○ |
| Post event attendee list | ○ | ○ | ○ | ○ |
| Prominent logo placement on top of event webpage | ○ | ○ | | |
| Logo placement & sponsorship acknowledgment on promotional emails and social media leading up to event | ○ | ○ | ○ | |
| Opportunity to give away promotional item at registration. Item provided by sponsor | ○ | ○ | | |
| Dedicated social media post acknowledging premier sponsorship for event | ○ | | | |
| Opportunity to give welcome remarks | ○ | | | |
| Opportunity to introduce a session | | ○ | | |

INTERESTED IN SPONSORING MULTIPLE EVENTS? WE'RE HAPPY TO DISCUSS YEARLY SPONSORSHIP PACKAGES.

Unique Sponsorship Opportunities

Lunch – \$4,000 (2 available)

- Opportunity to give welcome remarks (1-2 minutes) at luncheon
- Company logo on signage throughout lunch
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Welcome Reception – \$3,000

- Opportunity to give away promotional item at reception. Item provided by sponsor
- Company logo on signage throughout reception
- Company name recognition during announcements
- Company logo on conference website, sponsor slideshow, and BCNYS event app



Ben & Jerry's Ice Cream Break – \$2,500

- Company logo on signage at Ben & Jerry's cart during ice cream break
- Company name recognition during conference remarks
- Company logo on reception website, sponsor slideshow, and BCNYS event app

Continental Breakfast – \$2,500 (2 available)

- Company logo on signage throughout breakfast
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Refreshment Station – \$2,000 (3 available)

- Company logo on signage at break station
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

Session – \$1,000

- Opportunity to introduce session
- Company logo on signage throughout session
- Company name recognition during conference remarks
- Company logo on conference website, sponsor slideshow, and BCNYS event app

EXHIBITS – \$1,500

- Includes one skirted table, two chairs, electric and internet access
- One complimentary registration
- Up to two discounted registrations
- Access to post conference attendee lists
- Recognition in promotional emails leading up to conference
- Opportunity to give away promotional item at exhibit booth. Item provided by exhibitor
- Company logo on conference website and BCNYS event app

Other Sponsorship Opportunities

WEBINAR



Sponsor one of our many popular and informative regularly scheduled webinars

\$1,000

Includes all benefits listed below

Benefits:

Pre-Webinar

- Company information (name, logo and link) noted as sponsor in program marketing materials, including:
 - Emails
 - Event website
 - Weekly Member Update email (delivered to over 9,000 individuals at more than 3,500 members)
 - Business Council social media (a combined 11,000+ followers).

During the Webinar

- Company information (name, logo and link) included on welcome slide
- Opportunity to include pertinent content (video or images)
- Verbal recognition and company description during the webinar

Post Webinar

- Registration and attendee contact lists
- Company information (name, logo and link) included in webinar recording, providing ongoing market benefits beyond the live date

Webinar Sponsorship Level – **\$2,500**

Includes all benefits listed above as well as:

- An opportunity to provide a company profile or overview before the start of the program or have a representative(s) from your company present a webinar on a mutually agreed upon topic

PODCAST



Sponsor one of our upcoming CONNECT Podcasts hosted by The Business Council President & CEO Heather Mulligan. We discuss various topics with business leaders and newsmakers from around New York State. The podcast is marketed directly to all Business Council members and the general public through our social media platforms.

Podcast Sponsorship – **\$400** per episode

Benefits:

Company information (name, logo and link) noted as sponsor in episode marketing materials, including:

- Promotional emails
- CONNECT Podcast website (sponsorship information listed indefinitely alongside recorded episode)
- Weekly Member Update email (delivered to over 9,000 individuals and more than 3,500 members)
- The Business Council's social media (a combined 12,000 followers)

WEEKLY MEMBER UPDATE EMAIL



Sponsor one of our weekly Member Update newsletter emails, distributed to the entire Business Council membership (more than 9,000 individuals). The weekly newsletter, among the top engaged mailings to members, features recent advocacy efforts, association announcements, upcoming events, and other news from The Business Council and its members.

Newsletter Sponsorship Cost – **\$1,500** per month (four emails)

Benefits:

- 650x200 click-through graphic located at the top of the email
 - Company information (name, logo and link) noted as sponsor in each weekly newsletter
-

MEMBER SPOTLIGHT



Does your company have something positive to share? Our Member Spotlight video series has created tremendous interest and positive feedback from our members. The videos are produced in-house and promoted directly to all Business Council members and the general public through our social media platforms.

Member Spotlight Video Sponsorship Cost

\$500 per month (one video)

\$2,500 per six months (six videos)

Benefits:

- 650x200 click-through graphic on the on the Member Spotlight website (next to your sponsored video)
 - Similar graphic establishing your company as the sponsor at the beginning the video
 - Mention of video sponsorship in all marketing materials including member emails (delivered to over 9,000 individuals at more than 3,500 members)
 - Promoted on The Business Council's social media platforms (12,000 followers) at more than 3,500 members)
 - Business Council social media (a combined 11,000+ followers)
-

DAILY MORNING NEWSROOM EMAIL



Get your message above the fold!

The Business Council's Morning Newsroom email is one of our top engaged communications sent directly to more than 5,000 inboxes to recipients in key roles such as Government Affairs and C-Suite Level! We compile the news each day and send our members the most impactful stories to begin their day.

Daily Newsroom Sponsorship Cost:

\$500 per week (650x200 click-through graphic located at the top of the email)

\$750 per week (650x200 click-through graphic located at the top of the email and submitted company article/ press release)

Benefits:

- Company information (name, logo and link) noted as sponsor at the top of the morning email
- Option to contribute your company's news as a separate and highlighted link at the beginning of the email



The Business Council of New York State, Inc.

www.bcnys.org | 518-465-7511