



Be the voice of the region
to attract global talent
and retain those already invested in the area.

DRIVE YOUR NARRATIVE.

SPONSORSHIP ALLOWS YOU TO DIFFERENTIATE YOURSELF FROM YOUR
COMPETITION.

CONNECT WITH YOUR TARGET MARKET

UTILIZE THIS TOOL TO REACH AN AUDIENCE THROUGH COMPELLING
STORYTELLING AND BRANDING.

CUSTOMIZE YOUR EXPERIENCE

PACKAGES CAN BE CUSTOMIZED TO FIT YOUR GOALS.

CONTACT:

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VISIONARY



ANNUAL INVESTMENT \$15,000

THIS LEVEL IS LIMITED TO FOUR,
INDUSTRY-SPECIFIC SPONSORS.

VISIBILITY

- PROFESSIONAL OUTLET TO SHOW SUPPORT OF UPSTATE NY
- TOP BILLING LOGO RECOGNITION ON:
 - WEBSITE
 - BROCHURES
 - SIGNAGE
 - MARKETING
- 12 MONTHS OF INTEGRATED IMAGE PLACEMENT
- LOGO WITH LINK IN WHAT'S UPSTATE NEWSLETTER
- ABILITY TO OFFER UPSTATE DEALS AND POST EVENTS
- VERBAL RECOGNITION AT ALL EVENTS AND MEDIA PROMOTIONAL APPEARANCES
- 30 VIDEO AD ON WEBSITE PROVIDED BY YOU
- FREE AD IN RELOCATION PACKAGE
- EMAIL INTRODUCTION TO 3 MEMBERS OF YOUR CHOOSING

ENGAGEMENT

- INVOLVEMENT IN RECRUITING EVENTS
- LOGO LINKED TO YOUR HIRING PAGE
- MEMBER DIGITAL DECAL
- SOCIAL MEDIA POSTS
- WRITING OPPORTUNITIES – BLOG, WEB STORIES, EMAIL
- ABILITY TO SEND AN AMBASSADOR TO ATTEND WHAT'S UPSTATE EVENTS
- STAND-ALONE EMAIL TO OUR DATABASE FEATURING YOUR ORGANIZATION
- ACCESS TO MEMBER'S ONLY FORUM
- RECEIVE MEMBER'S ONLY NEWSLETTER AND NEWS IN ADVANCE OF GENERAL PUBLIC

INFLUENCE

- AS PART OF THE INAUGURAL SUPPORT, SERVE ON ADVISORY STEERING COMMITTEE
- PROVIDING A TESTIMONIAL – SHINE AS A LEADER IN UPSTATE NY
- FREE CONCIERGE SERVICE UP TO 4 TIMES A YEAR

LEADER



ANNUAL INVESTMENT \$10,000

VISIBILITY

- PROFESSIONAL OUTLET TO SHOW SUPPORT OF UPSTATE NY
- SECOND-TIER BILLING LOGO RECOGNITION ON:
 - WEBSITE
 - BROCHURES
 - SIGNAGE
 - MARKETING
- 6 MONTHS OF INTEGRATED IMAGE PLACEMENT
- LOGO WITH LINK IN WHAT'S UPSTATE NEWSLETTER
- ABILITY TO OFFER UPSTATE DEALS AND POST EVENTS
- VERBAL RECOGNITION AT ALL EVENTS AND MEDIA PROMOTIONAL APPEARANCES
- 15 VIDEO AD ON WEBSITE PROVIDED BY YOU
- FREE AD IN RELOCATION PACKAGE
- EMAIL INTRODUCTION TO A MEMBER OF YOUR CHOOSING

ENGAGEMENT

- INVOLVEMENT IN RECRUITING EVENTS
- LOGO LINKED TO YOUR HIRING PAGE
- MEMBER DIGITAL DECAL
- SOCIAL MEDIA POSTS
- WRITING OPPORTUNITIES – BLOG, WEB STORIES, EMAIL
- ABILITY TO SEND AN AMBASSADOR TO ATTEND WHAT'S UPSTATE EVENTS
- STAND-ALONE EMAIL TO OUR DATABASE FEATURING YOUR ORGANIZATION
- ACCESS TO MEMBER'S ONLY FORUM
- RECEIVE MEMBER'S ONLY NEWSLETTER AND NEWS IN ADVANCE OF GENERAL PUBLIC

INFLUENCE

- AS PART OF THE INAUGURAL SUPPORT, SERVE ON ADVISORY STEERING COMMITTEE
- PROVIDING A TESTIMONIAL – SHINE AS A LEADER IN UPSTATE NY
- FREE CONCIERGE SERVICE UP TO 2 TIMES A YEAR
- PARTICIPATE IN MEMBER SURVEYS

CHAMPION



ANNUAL INVESTMENT \$5,000

VISIBILITY

- PROFESSIONAL OUTLET TO SHOW SUPPORT OF UPSTATE NY
- THIRD-TIER BILLING LOGO RECOGNITION ON:
 - WEBSITE
 - BROCHURES
 - SIGNAGE
 - MARKETING
- 3 MONTHS OF INTEGRATED IMAGE PLACEMENT
- LOGO WITH LINK IN WHAT'S UPSTATE NEWSLETTER
- ABILITY TO OFFER UPSTATE DEALS AND POST EVENTS
- VERBAL RECOGNITION AT ALL EVENTS AND MEDIA PROMOTIONAL APPEARANCES
- FREE AD IN RELOCATION PACKAGE
- EMAIL INTRODUCTION TO A MEMBER OF YOUR CHOOSING

ENGAGEMENT

- INVOLVEMENT IN RECRUITING EVENTS
- MEMBER DIGITAL DECAL
- SOCIAL MEDIA POSTS
- WRITING OPPORTUNITIES – BLOG, WEB STORIES, EMAIL
- ABILITY TO SEND AN AMBASSADOR TO ATTEND WHAT'S UPSTATE EVENTS
- STAND-ALONE EMAIL TO OUR DATABASE FEATURING YOUR ORGANIZATION
- ACCESS TO MEMBER'S ONLY FORUM
- RECEIVE MEMBER'S ONLY NEWSLETTER AND NEWS IN ADVANCE OF GENERAL PUBLIC

INFLUENCE

- AS PART OF THE INAUGURAL SUPPORT, SERVE ON ADVISORY STEERING COMMITTEE
- PROVIDING A TESTIMONIAL – SHINE AS A LEADER IN UPSTATE NY
- FREE CONCIERGE SERVICE UP TO 2 TIMES A YEAR
- PARTICIPATE IN MEMBER SURVEYS

ALLY



ANNUAL INVESTMENT \$1,500

VISIBILITY

- PROFESSIONAL OUTLET TO SHOW SUPPORT OF UPSTATE NY
- TEXT RECOGNITION ON:
 - WEBSITE
 - BROCHURES
 - SIGNAGE
 - MARKETING
- ABILITY TO OFFER UPSTATE DEALS AND POST EVENTS
- TEXT RECOGNITION AT ALL EVENTS
- INCLUDED IN LIST OR AREA EMPLOYERS IN RELOCATION PACKAGE

ENGAGEMENT

- INVOLVEMENT IN RECRUITING EVENTS
- MEMBER DIGITAL DECAL
- SOCIAL MEDIA POSTS
- ABILITY TO SEND AN AMBASSADOR TO ATTEND WHAT'S UPSTATE EVENTS
- ACCESS TO MEMBER'S ONLY FORUM
- RECEIVE MEMBER'S ONLY NEWSLETTER AND NEWS IN ADVANCE OF GENERAL PUBLIC

INFLUENCE

- AS PART OF THE INAUGURAL SUPPORT, PROVIDE VALUABLE INPUT
- PROVIDING A TESTIMONIAL - SHINE AS A LEADER IN UPSTATE NY
- PARTICIPATE IN MEMBER SURVEYS