

NYSLSA New Website Sponsorship and Marketing Prospectus

NOTE: This document offers a variety of options available for companies to show support for NYSLSA, and help the association build greater revenue streams.

Introduction

NYSLSA is currently designing a new and dynamic website and online resource center for our members, supporters and the industry. The website offers companies new sponsorship and marketing opportunities.

We ask you to review and see how NYSLSA can help you reach your target audience, and help make your communications, promotions, and engagement with the state’s liquor store owners more effective. If you do not see an opportunity that fits your needs, please let us know, and we will work with you to craft the perfect website sponsorship and marketing package for your company to help you convey your key messages to the statewide NYSLSA community.

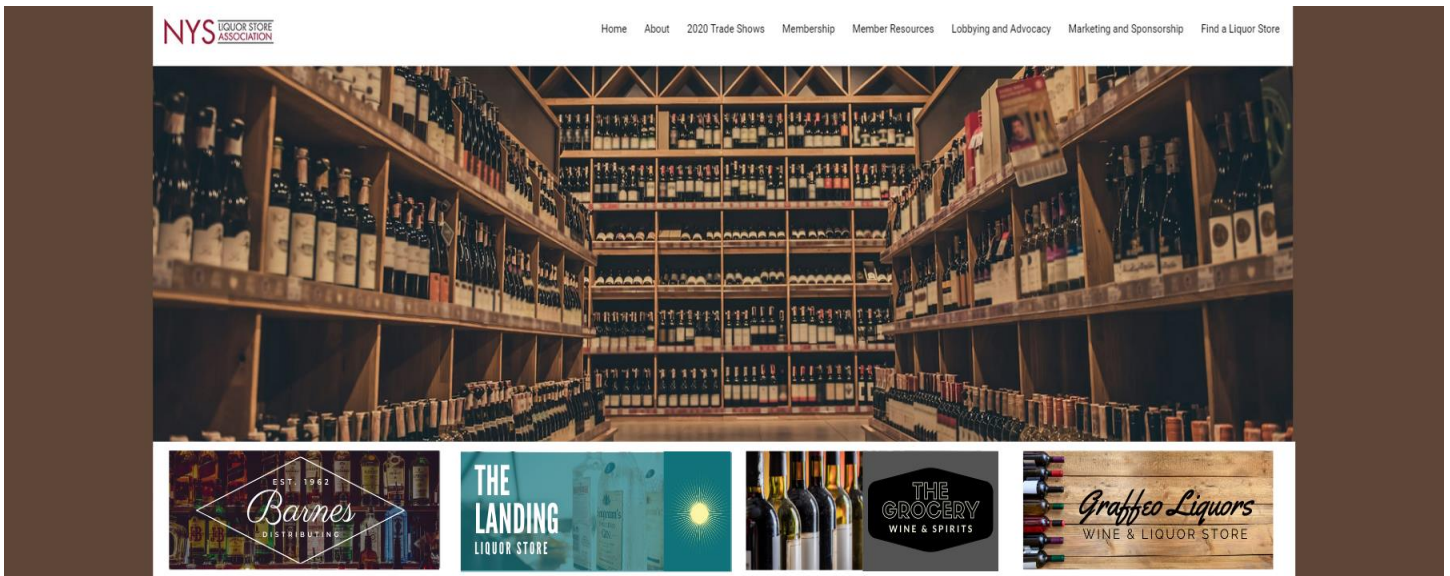
Thank you for your interest in the New York State Liquor Store Association.

NYSLSA NEW WEBSITE SPONSORSHIP OPPORTUNITIES

Consider year-round visibility and appreciation by NYSLSA and its members through New Website Sponsorship. Please note, NYS Wineries will also receive a 50% discount on annual trade show booths.

Sponsorship/Marketing Benefits	Platinum Level	Gold Level	Silver Level	Bronze Level	NYS Wineries
Cost	\$10,000.00	\$7,500.00	\$5,000.00	\$2,500.00	\$500.00
Your Company Video Clip Embedded on Website Home Page	X				
Your Full-Width Company Slide/Image on Home Page; Linked to Your Website	X	X			
First right for annual renewal of prime positions on website	X	X			
Banner Ad on Website; Linked to Your Website (see example below)			X		
Your Company Logo on Rotation Presentation; Linked to Your Website	X	X	X	X	X
Electronic E-Blast to Membership (per year)	4	3	2	1	1
Sponsor in Focus on NYSLSA Social Media	X 2 posts per month	X 1 post per month	X 1 post per quarter	X 2 posts per year	X 1 post per year
Linked Logo on NYSLSA Sponsorship Page	X	X	X	X	X
Annual Sponsor Acknowledgement by NYSLSA	X	X	X	X	X

SAMPLE BANNER AD EXAMPLE



Your advertisement will appear directly under the hero image on the home page of NYSLSA's NEW website!

NYSLSA NEW WEBSITE SPONSORSHIP AGREEMENT

Yes. We want to support the New York State Liquor Store Association.

Organization/Business Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-Mail: _____ Phone: _____

Website: _____

Sponsorship Levels

____ Platinum \$10,000.00

____ Silver \$5,000.00

____ NYS Winery \$500.00

____ Gold \$7,500.00

____ Bronze \$2,500.00

We will contact you regarding image dimensions and requirements for your sponsorship.

Payment Details

Total Support Amount \$ _____

____ Check Enclosed

____ Please send me an invoice.

____ Credit Card: ____ Visa ____ Mastercard ____ Amex ____ Discover

Card #: _____ Expiration: _____

CVV: _____ Name on Card: _____

Billing Address on Card, if different from address above: _____

Please return this form with payment method to:

New York State Liquor Store Association
230 Washington Avenue Extension, Suite 101
Albany, New York 12203-3539

Phone: 518-694-0483 | Fax: 518-463-8656 | E-Mail: nyslsa@caphill.com

