

 SWING, SUPPORT & SOCIALIZE

NYIA 2024 FALL FUNDRAISER

Leatherstocking Golf Course
The Otesaga Resort
60 Lake Street
Cooperstown, NY 13326
Tuesday, September 10, 2024

A GREAT WAY TO GET OUT AND NETWORK WITH INDUSTRY MEMBERS AND SUPPORT NYIA!

**Partner
Prospectus**

 **NYIA**
New York Insurance AssociationSM

LEVERAGE THE
POWER OF BRAND
ASSOCIATION.

VALUE OF INVESTING.

YOUR SUPPORT CAN ...

INCREASE
BRAND
RECOGNITION

PROMOTE
PRODUCTS AND
SERVICES

PROVIDE
COST-EFFECTIVE
MARKETING

RAISE YOUR
PROFILE
WITHIN THE NY
INSURANCE
MARKET

SHOW YOUR
COMMITMENT TO
EXCELLENCE IN
P&C INSURANCE
INDUSTRY

HELP YOU
GAIN ACCESS
TO DECISION
MAKERS

GAIN VALUABLE IN-PERSON VISIBILITY!

Maximize your exposure to a targeted demographic while enjoying a day on the beautiful Leatherstocking Golf Course.

PARTNER LEVELS

Reach NYIA members in Fall 2024!

There is a limited availability of the top 2 partnership tiers (Titanium Masters and Platinum Ace). Titanium Masters type will be assigned on first-come, first-served basis.

| PARTNERSHIP LEVELS | TITANIUM MASTERS | PLATINUM ACE | GOLDEN EAGLE | SILVER BIRDIE | BRONZE PAR |
|--|---|-----------------------------|--------------|---------------|--------------|
| Investment | \$2,500 | \$1,750 | \$1,500 | \$1,000 | \$500 |
| Type | Name Badge; Lanyards; or Score Cards* | Hole (Sign Only) | General | General | General |
| PRE-EVENT | TITANIUM MASTERS | PLATINUM ACE | GOLDEN EAGLE | SILVER BIRDIE | BRONZE PAR |
| Event promo emails recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social media recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Event webpage recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo | ✓ (Extra Large) | ✓ (Large) | ✓ (Medium) | ✓ (Small) | |
| Link to your website & contact details | ✓ | ✓ | ✓ | | |
| NYIA home page recognition | ✓ | | | | |
| EVENT DAY | TITANIUM MASTERS | PLATINUM ACE | GOLDEN EAGLE | SILVER BIRDIE | BRONZE PAR |
| Signage | Hole Sign & General Sign | Hole Sign & General Sign | General Sign | General Sign | General Sign |
| Visual recognition on Golf Rules | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social media recognition | ✓ | ✓ | | | |
| Verbal recognition | ✓ | | | | |
| Able to provide item for golfers | ✓ | | | | |
| POST-EVENT | TITANIUM MASTERS | PLATINUM ACE | GOLDEN EAGLE | SILVER BIRDIE | BRONZE PAR |
| Social media recognition | ✓ | ✓ | | | |
| OVERALL | TITANIUM MASTERS | PLATINUM ACE | GOLDEN EAGLE | SILVER BIRDIE | BRONZE PAR |
| Thank you email recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exclusive social media recognition (logo & link) | ✓ | ✓ | | | |
| Premium positioning and visibility recognition | ✓ | | | | |

Please note:

All partners within each level will be placed in alphabetical order when in print, digitally or verbally recognized.