



# 2022 LEADERSHIP & GROWTH SUMMIT

SPONSORSHIP OPPORTUNITIES

May 18-19, 2022

The Louis V. Gerstner, Jr. Center for Learning  
Armonk, NY

Join us for NYSA's first-ever Leadership & Growth Summit for owners and C-level staffing professionals.



# About NYSA

The New York Staffing Association (NYSA) is the trade association that promotes the interests of the staffing industry through legal and legislative advocacy, education, and the advancement of high standards of ethical conduct. NYSA is a non profit organization for the staffing industry in the State of New York. We serve as the voice of the industry in state efforts to communicate industry matters to association members, legislative leaders, regulators, the news media and the general public. You can make that voice more effective when you join our association. NYSA maintains a strict code of ethics, and members pledge to uphold the highest ethical standards for their business, and for the industry.

NYSA is one of the largest affiliated chapters of the American Staffing Association. NYSA represents a diverse base of companies, ranging from small independently-owned staffing companies to large national agencies.

# SPONSORSHIP OPPORTUNITIES

The New York Staffing Association (NYSA) sponsorship program is designed to give the Industry Partner members of the NYSA the opportunity to demonstrate their support and commitment to the staffing industry while enhancing their brand and marketing access to New York staffing firm owners and managers.

The 2022 Leadership & Growth Conference will be held on May 18-19, 2022 at The Louis V. Gerstner, Jr. Center for Learning in Armonk, NY. This event will feature a cocktail reception, dinner and keynote speaker on Wednesday, May 18th and a full day of programming on Thursday, May 19th,. We expect at approximately 50 senior-level staffing professionals to attend.

Most of the sponsorships on the following pages include complimentary registrations to the conference. The complimentary registration will include the following:

- Cocktail reception on Wednesday, May 18th
- Opening dinner and keynote on Wednesday, May 18th
- Breakfast, lunch and breaks on Thursday, May 19th
- Access to all educational sessions on Thursday, May 19th
- Ad in attendee program booklet
- Company logo in all pre/post event marketing, including emails, website and event signage
- Opportunity to network with conference attendees
- Hotel reservation at the conference center for Wednesday, May 18th – a \$225 value!!

**\*\*\*Sponsorships are limited to members of the  
New York Staffing Association only.\*\*\***



# Sponsorship Menu

## Overall Conference Sponsorship: \$5,000 (1 Available)

### Benefits:

- Recognition as the top-tier Conference Sponsor
- Four complimentary conference registrations
- Opportunity to make 10-minute remarks about your firm's services at the start of the conference on Thursday morning
- Two full-page ads in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage
- Ability to distribute promotional item at the conference (sponsor to provide item).



## Opening Dinner/Keynote Sponsorship: \$3,000 (1 Available)

### Benefits:

- Recognition as the Opening Dinner Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the opening dinner on Wednesday evening
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

## Luncheon Sponsorship: \$2,500 (1 Available)

### Benefits:

- Recognition as the Luncheon Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the luncheon on Thursday afternoon
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage



# Sponsorship Menu

## Breakfast Sponsorship: \$2,000 (1 Available)

### Benefits:

- Recognition as the Breakfast Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the breakfast on Thursday morning
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

**SOLD OUT**

## Cocktail Reception Co-Sponsorship: \$2,000 (2 Available)

### Benefits:

- Recognition as a Cocktail Reception Co-Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the opening cocktail reception on Wednesday evening
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

## Educational Session Sponsorship: \$2,000 (5 Available) - **3 LEFT!**

### Benefits:

- Recognition as a Educational Session Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the start of one educational session. Sessions will be assigned on a first come, first serve basis.
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

**Bonus Sponsorship:** For an additional \$250, one firm representative from the sponsoring company can serve as the moderator during an educational session. Only two sessions are available for this unique opportunity!

**SOLD OUT**

# Sponsorship Menu

## Golf Outing Sponsorship: \$1,500 (1 Available)

Benefits:

- Recognition as the Golf Outing Sponsor
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage
- Golf item giveaway with logo

## Break Sponsorship: \$1,000 (2 Available)

Benefits:

- Recognition as one of our Break Sponsors (AM or PM Break)
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

## Lanyard Sponsorship: \$1,000 (1 Available)

Benefits:

- Company logo printed on the name badge lanyards
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage



## Notepad/Pen Sponsorship: \$1,000 (1 Available)

Benefits:

- Company logo printed on the notepad/pen set given out to all attendees
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

## Program Book Ad: \$500 (Unlimited)

Benefits:

- One full-page ad in attendee booklet

# Sponsorship Registration Form

## Contact Information

Company Name:

Primary Attendee:

Email:

Secondary Attendee:

Email:

Address:

City, State, Zip:

Phone:

## Sponsorship Selection

Overall Conference Sponsor (\$5,000)

Dinner Sponsor (\$3,000)

Luncheon Sponsor (\$2,500)

Breakfast Sponsor (\$2,000)

Educational Session (\$2,000)

Session w/moderating (\$2,250)

Cocktail Co-Sponsorship (\$2,000)

Golf Outing Sponsor (\$1,500)

Lanyard Sponsor (\$1,000)

Break Sponsor (\$1,000)

Program Book Ad (\$500)

Notepad/Pen Sponsor (\$1,000)

## Payment Information

I prefer to pay with a check (Please make checks payable to NYSA)

Please charge \$\_\_\_\_\_ to my credit card:

Credit Card Number:

Expiration Date:

CCID:

Billing Address:

Please complete and return this registration form by May 1, 2022 to:

NYSA

P.O. Box 518

Mount Laurel, NJ 08054

Phone: 646-723-3215 Board@NYStaffing.org