



Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, October 22-24, 2017, at the beautiful Saratoga Hotel and Casino in Saratoga Springs, New York. We take this opportunity to invite you to become a sponsor at our Annual Event.

The BANY Annual Meeting and Marketplace will average over 100 attendees representing the Operator and Associate members in our organization.

Though you may be familiar with BANY, here are some points that may be of interest:

- ★ The BANY marketplace represents concentrated buying power.
- ★ BANY will provide exposure with a company link and company description in our Friday Flash and in our promotional materials.
- ★ The Meeting and Marketplace events offer special opportunities for sponsors, especially those who offer products and services used directly by our members.
- ★ Additional information about BANY and our Meeting and Marketplace will be available on our website at www.BANYBUS.org

We urge you to read through our brochure and make your commitment to become part of our Meeting and Marketplace.

We also ask you to consider becoming a sponsor of one or more of our events and/or an advertiser in our event program.

As we are always trying to find ways to make your investment as a sponsor of this event as valuable as possible, we encourage you to contact us with any comments, questions or suggestions that will help make this event even more meaningful for you and your company.

Questions may be directed to BANY by phone: (877)-699-7222, by mail: PO Box 12035, Albany, NY 12212, by email: bany@banybus.org or by fax (518) 383-5706.

We look forward to including you among the select group of sponsors at our Annual Meeting and Marketplace and hope you will join us in Saratoga, NY!

Best,

2017 Marketplace Planning Committee

Jeff Goldwasser, Chair, LaFrance Industries

Camilla Morris, Oneonta Bus Lines

Dave Parmley, Covered Wagon Tours

Rob Swarthout, Swarthout Coaches

Adam Jacobson, Villa Roma Resort and Conference Center



2017 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

\$2,000 “This is Saratoga” Reception (Sunday)

Company recognized in event promotion

- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and quarter page ad in event program
- One Complimentary Event Registration

\$2,500 Luncheon (Monday)

Company recognized in event promotion

- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and full page ad in event program
- Opportunity to introduce company during event
- Two Complimentary Event Registrations

\$2,000 Recognition Reception

Company recognized in event promotion

- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and quarter page ad in event program
- One Complimentary Event Registration

\$3,500 Recognition Dinner (Monday)

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and full page ad in event program
- Opportunity to introduce company during event
- Four Complimentary Event Registrations

\$1,750 Breakfast (Monday)

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and half page ad in event program
- One Complimentary Event Registration

\$1,750 Breakfast (Tuesday)

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and half page ad in event program
- One Complimentary Event Registration

\$1000 Printing and Reproduction

Sponsor receives:

- Company recognized in event promotion
- Company name listed on all registration materials
- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company
- Logo and quarter page ad in event program

\$750 Networking Sessions:

Coffee/Refreshment Break(s)

Each sponsor receives:

- Company recognized in event promotion, Company brochures included in registration packets, Ad on Friday Flash, Logo and business card size ad in event program

Custom Sponsorships

- **Registration Bags – Sponsored United Motorcoach Association**
- **Name Badges**
- **Keynote Speaker**

Do you have a sponsor idea in mind? Contact BANY to customize a sponsorship just for you!

\$450 6 ft. Table Top Display Table – TABLES ARE LIMITED – FIRST COME, FIRST SERVED

You will receive a 6ft display table with which to promote your company by providing complimentary materials to attendees. **Tables are limited and are offered on a first come-first served basis.** All materials must be contained to the tabletop. No stand alone displays are allowed. **Marketplace registration in addition to the tabletop is required.**

\$395 General Sponsorship

Help support the Association with a general sponsorship to help underwrite general event expenses.

Each sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on Friday Flash with link and description on company

ADVERTISING OPPORTUNITIES

Rates

\$275 Full Page \$200 Half Page \$125 Quarter Page



**2017 ANNUAL MEETING AND MARKETPLACE
SPONSORSHIP APPLICATION**

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

Sponsor and Advertising Information

Yes, we will be advertising in the event program. We will be sending our Full Half Quarter

Advertisement Subtotal \$ _____

We are interested in sponsoring a BANY event. Please sign us up for (*indicate which event you choose to sponsor*)

_____ Sponsorship.

Sponsorship Subtotal \$ _____

SPONSORSHIP PAYMENT INFORMATION

TOTAL DUE: _____

CHECKS:

Please make your check payable to BANY and mail with this form to:

**BANY
PO Box 12035
Albany, New York 12212**

CREDIT CARDS:

If paying by credit card, you are authorizing BANY to process your CC for the amount listed above. You can fax your sponsorship to **518-383-5706** or mail it to the address above. We accept VISA, Mastercard and American Express. **ALL** of the information below needs to be complete.

Name on Card: _____

Credit card number: _____

Expiration. Date: _____ 3/4 Digit Code _____

Statement Billing Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

I understand the following information is needed on or before the deadlines listed below:

Contact Information

- Company logo
- Company contact information including address, phone, fax, email and website
- Company description (100 words or less)
- Deadline for contact information is **October 6th**

Advertisement (if applicable, based on sponsorship level):

- Black/white advertisement will be placed in the program booklet. A full-page ad is 8"x10", half page is 8"x5" and quarter page is 4"x5". All ads should be set up vertically. Ads may be sent in .gif, .jpg., or PDF formats).
- Deadline for ads is **October 6th**
- Ads can be sent [to BANY@BANYBus.org](mailto:BANY@BANYBus.org)

Promotional materials:

- Shipping of promotional materials due to the BANY office by **October 6th**
- We anticipate approximately 100 delegates
- Materials can be sent to Tammy St.Louis, 1663 Crescent Road, Clifton Park, NY 12065

Registration lists:

- We will supply an electronic list of attendees to you on **October 13th** . Additionally, we will send you the final attendee list after the meeting is over.

Just a reminder:

We have hotel rooms available at the Saratoga Hotel and Casino for our Marketplace dates. Room rates are \$125.00 per night, plus tax. Reservations may be made online by visiting <https://reservations.travelclick.com/102302?groupID=1972502> or you may contact the reservations department directly at 518-682-8888. **Rooms are available until September 20th, or until the room block is full.** As we expect this event to sell out, please reserve your room today!

Any questions? Call (518) 383-4621 or [email BANY@BANYBus.org](mailto:BANY@BANYBus.org).

BANY encourages your sponsorship and appreciates and welcomes any level of sponsorship you choose. Thank you in advance for your sponsorship commitment and for your support of BANY.