

THE EMPIRE STATE
2021

ARCHIVES  HISTORY AWARD

MARKETING OPPORTUNITIES

All sponsors will be promoted in the Spring and Summer 2021 Issues of the award-winning New York Archives magazine

An in-person reception for 50 is being planned to follow all COVID-19 safety guidelines, with priority given to ticketed sponsors. If circumstances allow, we will increase the number of tickets available for purchase.

Presenting Sponsor

\$10,000

- Event name includes Presenting Sponsor
- Prominent placement of company logo and/or name on all print and electronic materials
- Named host of pre-event VIP Reception
- Full-page color ad in event program (print and digital versions) – inside front or back cover
- One-year membership to the Trust's Steward Program
- Up to 12 History Champion* tickets to reception and program and up to 12 additional virtual tickets
- Right to use the event logo/name in promotion of your sponsorship
- Virtual Sponsor Showcase – opportunity for tailored marketing and special promotions
- Company or individual name listed in *Circle of Friends* (evening program/website)

Premier Sponsor

\$5,000

- Placement of company logo as a Premier Sponsor on all event materials and signage
- Full-page color ad in event program (print and digital versions)
- Up to 6 History Champion* tickets to reception and program and up to 6 additional virtual tickets
- Right to use the event logo/name in promotion of your sponsorship
- Virtual Sponsor Showcase – opportunity for tailored marketing and special promotions
- Company or individual name listed in *Circle of Friends* (evening program/website)

Supporting Sponsor

\$2,500

- Company or individual name listed as a Supporting Sponsor in event program (*print and digital versions*) and invitation
- Company or individual name on select event day signage
- Up to 4 History Champion* tickets to reception and program
- Half-page ad in event program (print and digital versions)
- Company or individual name listed in *Circle of Friends* (evening program/website)

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ARCHIVES & HISTORY AWARD

SAVE THE DATE

TICKETS GO ON SALE MARCH 1

THE TRUST IS PROUD TO PRESENT
A CONVERSATION WITH

Pulitzer
Prize-winning
author and
historian



2021 Empire
State Archives
& History
Honoree

ANNETTE
GORDON-REED

Hosted by nationally prominent Lincoln Scholar

HAROLD HOLZER

TUESDAY, MAY 18, 2021
7:00 PM

Cultural Education Center
222 Madison Avenue, Albany, NY

For more information, visit
nysarchivestrust.org/events

PRESENTED BY



PROGRAM TICKET
INFORMATION

An in-person reception for 50 is being planned to follow all COVID-19 safety guidelines.

Circle of Friends (limited availability) \$1,000

- Company or individual name listed in *Circle of Friends* event program (print and digital versions) and on the APT website
- 2 tickets to VIP Reception
- 2 History Champion* tickets to program
- One-year Trust Steward Program membership
- Autographed copies of Annette Gordan Reed's latest work, *Juneteenth* and Harold Holzer's, *Presidents vs the Press*

APT will decide option A or B below based on the unfolding COVID-19 situation and guidelines set by the CDC. Either way, it will be a wonderful evening.

* History Champion \$100

A: An in-person ticket for the VIP reception & event program (space limited to 50 as of 12/4/20)

— or —

B: Virtual ticket and receive autographed copies of Annette Gordan Reed's latest work, *Juneteenth*, or Harold Holzer's, *Presidents vs the Press*

General Admission \$30

A: In-person event program ticket

— or —

B: Virtual event program ticket and receive an autographed copy of Annette Gordan Reed's latest work, *Juneteenth*

General Virtual Admission \$20

Join us remotely and receive 48-hour access to the streamed event program.

For more information contact: The New York State Archives Partnership Trust at aptrust@nysed.gov or (518) 473-7105. Your receipt, which will be sent after the event, will acknowledge the value of the benefits received and net tax-deductible amount.