



New York Council of Nonprofits, Inc.

Community Focus ♦ Statewide Impact ♦ National Network

Formerly the Council of Community Services of New York State, Inc.

2009

**Do Good For Your Business.
Do Good for the Community.**



**2009 NYCON
Sponsorship and
Advertising Guide**
Support the Nonprofit
Sector in New York State.

Camp Finance 2009 at Mohonk Mountain House

Recognized as **New York State's premier financial management conference for nonprofits**, this event, now in its eighth year, will be held at the historic and majestic **Mohonk Mountain House in New Paltz, NY** on October 1st & 2nd, 2009. Situated conveniently close to New York City and Albany (and worth the drive from anywhere!), "The Mountain House" has hosted our Camp Finance since its inception in 2002. This year's conference will bring together the foremost thinkers in strategic nonprofit financial management, board governance, and more. Also featured at this event is the *NYCON Annual Meeting & Awards Luncheon*.

Conference Sponsor **\$5,000**

Sponsorship includes an exclusive advertising campaign in all NYCON publications, events, website & email newsletter and more. See page 5 for details.

- Listed as "Presenting Sponsor"
- Reserved exhibitor space located next to main participant registration
- Admission for two representatives to attend entire event
- One night's accommodations for two (one room) on either September 30th or October 1st.
- Company logo on event promotional material (Postcards, Brochure, Conference Tote)
- Company logo with description of products & services on day-of-event program information
- Company logo with link on NYCON website
- Company logo on conference tote bag
- Company marketing material in conference tote bag
- Opportunity to address participants at annual luncheon and/or reception
- Participant listing (paper copy)

Reception Sponsor **\$2,000**

- Admission for one person to attend entire event (Exhibit table & Accommodations are an additional cost)
- Company logo and description on day-of-event program information
- Company logo with link on NYCON website
- Company logo on conference tote bag
- Company marketing material in conference tote bag Participant List (paper copy)
- Opportunity to address participants during reception

Tote Bag Sponsor **\$1,000**

This sponsor will provide tote bags to 200 conference participants.
These canvas bags are one of the highlights of the conference.

- Listing on NYCON website as the conference tote-bag sponsor
- Company logo and description of your products & services on day-of-event program information
- Opportunity to provide marketing materials in conference bag
- Company logo on conference tote bag
- Participant list (paper copy)

Camp Finance 2009 *(continued)*

Break Sponsor **\$500**

- Admission for one person to attend event (*Exhibit table & Accommodations are an additional cost*)
- Company logo and description on day-of-event program information including special signage at break.
- Company name on NYCON website
- Participant List (paper copy)

Conference Exhibitor **\$465**

- Listing on NYCON website as an exhibitor
- Reserved exhibit space for day of Exhibits **(October 1st only)**.
- Company logo and description of your products & services on day-of-event program information
- Opportunity to provide marketing materials in conference bag
- Opportunity to address participants during "Exhibitor Spotlight"
- Participant list (paper copy)
- Continental breakfast and Annual Luncheon included for one representative and Annual Reception & Exhibitor's Spotlight!

Over 200 Board Presidents, Board Treasurers, CFOs, Fiscal Directors, Executive Directors and others serving the Nonprofit Sector are expected to attend Camp Finance this year! **Past speakers include** representatives from the IRS, the New York State Attorney General's office, Guidestar.org, the New York State Society of Certified Public Accountants, the New York State Comptroller's Office, The Nonprofit Risk Management Center and State Agency representatives **Past sponsors and exhibitors include** GiftWorks, M&T Bank, Smith Barney, Merrill Lynch, Dorfman Robbie, JMT Consulting, Kilakwa Web Design, Marshall & Sterling, Council Services Plus, Benefit Planning Service, Inc. ADP, Staples, Watson & West LLP, First Nonprofit, M&T Bank, Public Strategies, The Cost Cutters, Blackbaud, and more!

Urbach Community Builder Award and NYCON Annual Dinner Program Booklet

The 2009 Michael H. Urbach, CPA., Community Builder’s Award, co-sponsored by the New York State Society of CPAs, honors a Certified Public Accountant in New York State who has exhibited exemplary board leadership in 501(c)3 charities. This award is named in honor of Michael H. Urbach, CPA. Mr. Urbach was the first CPA to serve as New York State Commissioner of Taxation and Finance, Chaired the State Employees Federated Appeal, was a former partner and Executive Vice President of the international CPA firm of Urbach, Kahn and Werlin, P.C., former Senior VP and Chief Financial Officer of the New York Power Authority, and had a significant impact on New York’s nonprofit community through board participation and leadership. He regarded his involvement, especially with boards having financial and administrative challenges, as a unique opportunity to help enact and embrace organizational change for the betterment of the community.

Award Presentation & Program Booklet

The Award will be presented on October 1st during NYCON Annual Meeting at Camp Finance 2009 to be held at Mohonk Mountain House in New Paltz, NY. Accommodations for the evening prior to the Luncheon of the award for the honoree and his or her guest will be compliments of NYCON.

Award Recipients

- The 2008 award recipient was Mel Zachter, CPA of Staten Island
- The 2007 award recipient was Eugene H. Fleishman, CPA of Poughkeepsie
- The 2006 award recipient was Craig Sickler, CPA from Kingston.
- The 2005 award recipient was Paul Battaglia, CPA from Batavia.
- The 2004 award recipient was Sherwood H. Levitan, CPA from Middletown.

2008 Program Book Ad Rates:

<input type="checkbox"/> Outside Back Cover _____	\$500
<input type="checkbox"/> Inside Back Cover _____	\$400
<input type="checkbox"/> Full Page _____	\$300
<input type="checkbox"/> Half Page _____	\$150
<input type="checkbox"/> Quarter Page _____	\$100
<input type="checkbox"/> Business Card Size _____	\$50

Award Luncheon Costs:

<input type="checkbox"/> Annual Meeting & Award Luncheon _____	\$75
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*Printing Deadline: September 1st, 2009

Exclusive Sponsorship Advertising Package

In order to co-brand events and emphasize our important working relationship with corporations, NYCON Event Sponsors will be provided with a full promotional package valued at well over \$2,000. The package can be tailored to meet the needs of the corporation but will include benefits such as:

- ❑ One-year Corporate Membership in NYCON **valued at \$500** including:
 - Complimentary copies of selected NYCON publications
 - Consideration for our “Corporate Partner Award”. (*Past recipients include, First Nonprofit, LLC, MVP, Inc. and Special Recognition to Harry Bucciferro of Marshall and Sterling, Inc.*)
 - Discounted marketing opportunities through NYCON trainings, conferences and events
 - Discounted rates on advertisements in selected NYCON publications
 - Member newsletters and bulletins
 - Other special opportunities to support the nonprofit sector through the work of NYCON
 - Special mention on the NYCON Website & Annual Report
 - Special recognition at the NYCON Annual Dinner at the Mohonk Mountain House in New Paltz, NY

- ❑ Listing on NYCON.org “Vendor Databank” **Valued at \$500**
 - This new feature of NYCON.org will list only Corporate Members who have services and products that are available to the nonprofit sector. This database will be promoted through direct mail & marketing to current and prospective NYCON members in New York State

- ❑ Option to provide a featured educational article for *Nonprofit FOCUS* (electronic edition)
 - Articles for this timely and important publication are solicited on a rare basis from our Corporate Partners and Members. Past submissions have come from Julie Floch, CPA, Eisner LLP and Melanie Herman, Executive Director, Nonprofit Risk Management Center.

- ❑ Advertisement in one NYCON e-newsletter each quarter. **Valued at \$1,000**
 - *The Weekly Update* has revolutionized the way in which members communicate with NYCON. This email newsletter, delivered to over 6,000 nonprofit executives, current and prospective members, funders and others interested in the sector, has provided quick information and direct links on all NYCON events, program, and benefits. It has dramatically increased participation in membership benefit programs.

- ❑ Mentioned as a NYCON Supporter on “**Nonprofit Voices**” Radio Show

Sponsor, Exhibitor & Advertising Opportunities (Please check all that apply.)

Camp Finance 2009 – October 1st & 2nd New Paltz, NY

- | | |
|--|---|
| <input type="checkbox"/> Conference Sponsor | \$5,000 |
| <input type="checkbox"/> Reception Sponsor | \$2,000 |
| <input type="checkbox"/> Conference Tote-bag sponsor | \$1,000 |
| <input type="checkbox"/> Break Sponsor | \$500 <i>(does not include exhibit table)</i> |
| <input type="checkbox"/> Exhibitor | \$465 |
- (Includes one staff person per exhibit table. For additional staff please add "Day Trip" fee below.)*

Additional Camp Finance Costs.

- | | |
|---|--|
| <input type="checkbox"/> Overnight Room for September 30th (Single Occupancy) | \$250.70 |
| <input type="checkbox"/> Overnight Room for September 30 th (Double Occupancy) | \$190.90 |
|
<input type="checkbox"/> Day-Trip Fee (includes breakfast, lunch & reception) |
\$100 |
| | <i>x _____ Number of Representatives</i> |
|
<input type="checkbox"/> Dinner Option (Night of October 1 st) |
\$95 |
| | <i>x _____ Number of Representatives</i> |

Urbach Community Builder Award and NYCON Annual Luncheon Program Booklet

2009 Program Book Ad Rates:

- | | |
|---|-------|
| <input type="checkbox"/> Outside Back Cover | \$500 |
| <input type="checkbox"/> Inside Back Cover | \$400 |
| <input type="checkbox"/> Full Page | \$300 |
| <input type="checkbox"/> Half Page | \$150 |
| <input type="checkbox"/> Quarter Page | \$100 |
| <input type="checkbox"/> Business Card Size | \$50 |

Total	\$ _____
(less corporate partner discount of 15% if applicable)	\$ _____
(less corporate member discount of 10% if applicable)	\$ _____
Final Total	\$ _____

Your Contact Information

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Website: _____

Credit Card Info: _____
(Type, Number, Exp Date)

I acknowledge a charge to my card in the amount of: \$ _____

Are you currently a NYCON Endorsed Corporate Partner?

- Yes
 No

Are you currently a NYCON Corporate Member or joining with this application?

- Yes
 No

Deadlines:

Deadlines vary depending upon which conference, publication, or other advertising opportunity you are purchasing sponsorship for. Please contact Valerie Venezia, Vice President of Membership & Marketing, At (800) 515-5012, ext. 121 or via email at vvenezia@NYCON.org with any questions.

Corporate Members, Sponsors, Exhibitors and Advertisers can pay by:

1. Completing the above order form above and submitting credit card info via fax **518-434-0392** or email **vvenezia@NYCON.org**
2. By contacting Valerie Venezia at (800) 515-5012, ext. 121.
3. If not paying via credit card, please make checks payable to "CCNYS" and mail your completed sponsorship form to:

Valerie Venezia, VP of Membership & Marketing
New York Council of Nonprofits, Inc.
272 Broadway
Albany, NY 12204

Questions?

Please contact Valerie Venezia at (800) 515 - 5012 ext. 121
or email vvenezia@NYCON.org

Thank You!

You Can Join NYCON Today!

2009 Corporate Membership Application

The New York Council of Nonprofits, Inc. (NYCON) is a 501(c)(3) membership based nonprofit organization dedicated to building healthy, caring communities and human-care delivery systems across the state through a strong charitable nonprofit sector and quality community-based planning.

Why You Should Join...

Corporate members of NYCON join our nonprofit and citizen members in helping build these strong communities. As our "Thank You," you are entitled to receive:

- Listing in the NYCON "Vendor Databank" with description of services and contact information.
- Special recognition at the NYCON Annual Meeting
- Special mention on the NYCON Annual Report
- Complimentary Member newsletters and bulletins
- Complimentary copies of selected NYCON publications (*Salary Study, Standards for Common Sense, etc.*)
- Discounted rates on advertisements in selected NYCON publications
- Discounted marketing opportunities through NYCON trainings, conferences and events
- Other special opportunities to support the nonprofit sector through the work of NYCON

_____ (company name) supports the mission and objectives of the NYCON, and agrees to cooperate with other members in furthering NYCON' purpose and activities and hereby apply for membership on the basis of NYCON' charitable purposes.

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Website: _____

Credit Card Info: _____
(Type, Number, Exp Date)

I acknowledge a charge to my card in the amount of: \$ _____

Signature: _____

Corporate Membership is \$500. If not paying via credit card, please make checks payable to NYCON, Inc. Questions? Please contact Valerie Venezia, Vice President of Membership & Marketing at 800-515-5012, ext. 121 or email her at vvenezia@NYCON.org.