

# *BECOME A* *SPONSOR*

By choosing to sponsor a portion of our meeting beyond exhibiting or presenting, your company is committing an extra level of support to New York State towns! We've identified some opportunities around our meeting that can be enhanced by sponsors, as we try to keep costs down for elected town officials and their operating budgets.

It's a great opportunity to get a little more "oomph" from your conference experience and to play an active role in ensuring a memorable conference experience for our attendees.

# Sponsorship Details

## Base sponsorship package

- **1/2 page ad** in our Exhibitor Directory,
- acknowledgement and bio information in our Exhibitor Directory,
- sponsorship listing in our event app,
- attendee list provided by January 31, 2026,
- signage/acknowledgement around the meeting space and
- two full-access conference registrations.

## Grand Corporate Sponsor (three available)

As a Grand Corporate Sponsor, your organization will receive premier recognition and unmatched visibility across all aspects of our event. This sponsorship level is designed for partners who wish to make a bold and lasting impression. This package includes the base sponsorship plus, registration for five company representatives, full page ad in our Exhibitor Directory, pop-up banner with your company information during the conference, and one premium location co-branded pillar wrap on the 5th floor entrance to the exhibit hall for the entirety of the conference.

**Grand Corporate Sponsor \$10,000**

## WiFi Connect (Exclusive - one available)

Be the first thing on our attendees' minds as your company name is listed as our wifi password for the entirety of the conference. Applies to WiFi on meeting floors 5,6, and 7 *only*. This package includes the base sponsorship plus, registration for five company representatives, ***Did we mention that our agenda has gone digital, so everyone will need to access our program online or through our event app?***

**WiFi Connect Sponsor - \$8,000**

## Lunch Sponsor - Awards Luncheon (Exclusive - one available)

As the exclusive Lunch Sponsor, your brand will be front and center during the feature event of this year's Annual Training School - the Awards Luncheon. This is a unique opportunity to showcase your company's commitment to hospitality, engagement, and community support. This package includes the base sponsorship plus, table tents with company logo and QR code, a table for company representatives, and one premium location glass cling with your company's branding message around our 5th floor meeting space.

**Lunch Sponsor - \$7,500**

## Opening General Session Breakfast Sponsor (Available Monday and Tuesday)

Start the NYAOT Annual Meeting on a high note by sponsoring breakfast at our Opening General Sessions - the most highly attended sessions of the entire conference. These sessions draw hundreds of town officials from across the state and feature keynote presentations from industry leaders in Local Government. This package includes the base sponsorship plus, prominent signage at the sponsored breakfast, verbal recognition during the opening session, and registration for three company representatives.

Please note, sponsorship is available at both General Sessions, on Monday and Tuesday. Keynote speakers subject to change.

**Opening General Session Breakfast Sponsor - \$5,000**

## **Broadway Show Sponsor (Exclusive - one available)**

Become the exclusive sponsor of our signature Broadway evening, featuring a live performance of The Outsiders on Tuesday, February 17th at 7:00 PM. This sponsorship places your brand in the spotlight while helping keep ticket prices accessible for our attendees. This package includes the base sponsorship plus, exclusive branding during event promotion, registration for three company representatives to both the conference and Broadway Show, and one premium location glass cling with your company's branding message around our 5th floor meeting space.

**Broadway Show Sponsor - \$5,000**

## **Lanyard Sponsor (Exclusive - one available)**

Give your organization constant awareness and the highest visibility by placing your message on every attendee's lanyard throughout the event. This package includes the base sponsorship plus, logo/message on attendee's lanyards distributed at the registration booth, and registration for three company representatives

**Lanyard Sponsor - \$5,000**

## **Registration Giveaway Sponsor (Monday / Tuesday)**

Give your company maximum visibility by placing your brand directly into the hands of every attendee! As our Registration Giveaway Sponsor, your logo and branding will be featured on a practical item handed out at check-in, ensuring repeated exposure throughout the event and beyond. Sponsor is responsible for supplying the branded giveaway item in sufficient quantity for all registered attendees. Items must be delivered to the Association of Towns directly by an agreed-upon date to ensure timely distribution. This package includes the base sponsorship and registration for three company representatives.

**Registration Giveaway Sponsor- \$4,500**

## **Hospitality Station (Coffee, tea and water) (Monday / Tuesday)**

One of our most recurring pieces of feedback - more water, more coffee around the event space. Make our attendee dreams come true and sponsor a hospitality station while the conference is happening. Multiple available on different floors. Includes base sponsorship package, plus branded signage at hospitality station, and opportunity to provide branded coffee sleeves, napkins or cups (sponsor-supplied).

**Hospitality Station - \$3,000 (multiple available)**

## **Saturday Welcome Reception**

Join us in welcoming attendees to the Annual Meeting by sponsoring the Saturday Welcome Reception. Host our attendees with specialty refreshments and help launch our conference on Saturday afternoon in the 5th floor foyer directly in-front of our attendee registration booths. Includes base sponsorship package, plus branded signage and recognition throughout reception space, registration for three company representative to the Awards Luncheon, and option to provide branded giveaways or materials (sponsor-supplied).

**Saturday Welcome Reception -- \$3,000 (multiple available)**

## **NYAOT Supporter - Unlimited**

For those looking for an engaging opportunity to be a part of the 2026 Annual Meeting in an accessible, but meaningful way, then the NYAOT Supporter sponsorship is for you! This entry-level sponsorship is perfect for companies and organizations looking to gain brand visibility, and connect with attendees throughout the event. Includes base sponsorship package, plus recognition on shared signage throughout the event, and opportunity to include one promotional item at the attendee registration booth.

**NYAOT Supporter - \$2,500 (unlimited)**

## **Make an Impression**

Make your company impossible to miss by placing your message in the heart of the action. The 5th floor serves as the central hub of our Annual Meeting - home to the Exhibitor Hall and the main registration area, the most highly trafficked space of the entire conference. Choose from two impactful options to enhance your company's visibility!

Pillar Wrap - \$2,000 per pillar

Glass Cling - \$750 per each glass cling

# Sponsorship Commitment

\_\_\_\_\_ Grand Corporate Sponsor \$10,000

\_\_\_\_\_ Wifi Connect \$8,000

\_\_\_\_\_ Lunch Sponsor \$7,500

\_\_\_\_\_ Opening General Session Breakfast Sponsor \$5,000

\_\_\_\_\_ Broadway Show Sponsor \$5,000

\_\_\_\_\_ Lanyard Sponsor \$5,000

\_\_\_\_\_ Registration Giveaway Sponsor \$4,500

\_\_\_\_\_ Saturday Welcome Reception \$3,000

\_\_\_\_\_ Hospitality Station \$3,000

\_\_\_\_\_ NYAOT Supporter \$2,500

\_\_\_\_\_ Make an Impression - \$2,000 / \$750

For questions or assistance, please contact Conference, Events, and Education  
Manager Emily Kurtzner at [ekurtzner@nytowns.org](mailto:ekurtzner@nytowns.org)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

**Employee contact for advertising artwork, logos and company profile on app.**

Name \_\_\_\_\_

Email \_\_\_\_\_

**Full payment required with completed form.**

Make check payable to: Association of Towns, 150 State St., Albany, NY 12207

**High-res company logo / ad artwork due to Emily Kurtzner at [ekurtzner@nytowns.org](mailto:ekurtzner@nytowns.org) by **Jan. 16, 2026.****

**Space Details** : L3 5FL STANDARD COLUMNN

**Area Name** : 5TH FLOOR

**Sub Area Name** : MAIN FOYER

**Space Description** : STANDARD COLUMNS

**Surface Type** : Wallpaper

**Material** : (GFR06) 3M IJ46-20

**Sides** : 1

**Total Space Sq Feet** : 77



**Space Details :** L2 STANDARD COLUMNN

**Area Name :** 5TH FLOOR

**Sub Area Name :** MAIN FOYER

**Space Description :** STANDARD COLUMNS 6- L2



**Surface Type :** Wallpaper

**Material :** (GFR06) 3M IJ46-20

**Sides :** 1

**Total Space Sq Feet :** 77

**Space Details :** L15 STANDARD COLUMNN

**Area Name :** 5TH FLOOR

**Sub Area Name :** MAIN FOYER

**Space Description :** STANDARD COLUMN 7- L15



**Surface Type :** Wallpaper

**Material :** (GFR06) 3M IJ46-20

**Sides :** 1

**Total Space Sq Feet :** 77

**Space Details** : L13- STANDARD COLUMNN

**Area Name** : 5TH FLOOR

**Sub Area Name** : MAIN FOYER

**Space Description** : STANDARD COLUMNS 9- L13



**Surface Type** : Wallpaper

**Material** : (GFR06) 3M IJ46-20

**Sides** : 1

**Total Space Sq Feet** : 77

**Space Details : QUARTER COLUMN 2**

**Area Name : 7TH FLOOR**

**Sub Area Name : MAIN FOYER**

**Space Description : QUARTER COLUMN ON 7TH FLOOR**



**Surface Type : Wallpaper**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 59**

**Space Details :** QUARTER COLUMN 3

**Area Name :** 7TH FLOOR

**Sub Area Name :** MAIN FOYER

**Space Description :** QUARTER COLUMN ON 7TH FLOOR



**Surface Type :** Wallpaper

**Material :** (GFR06) 3M IJ46-20

**Sides :** 1

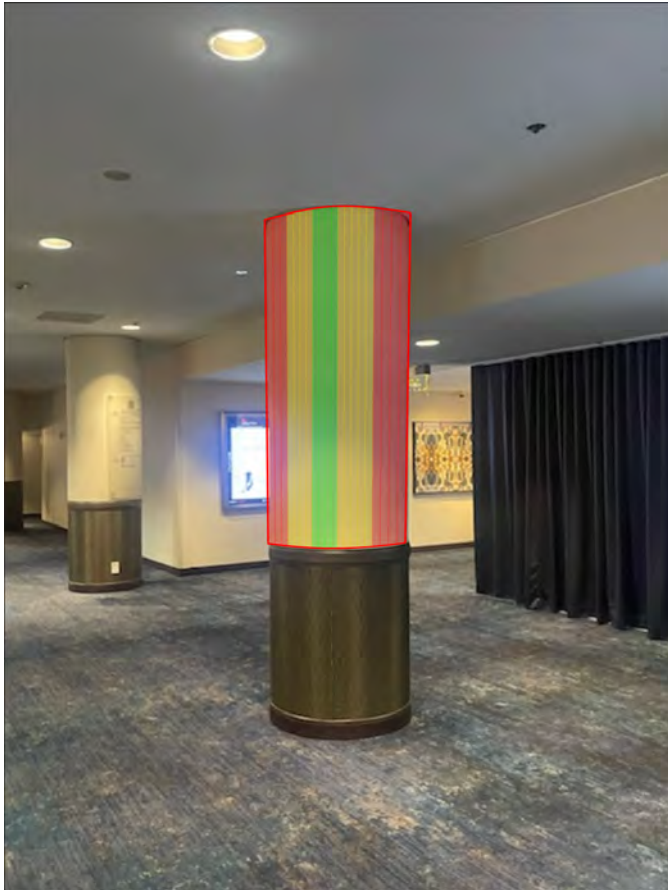
**Total Space Sq Feet :** 59

**Space Details : QUARTER COLUMN 4**

**Area Name : 7TH FLOOR**

**Sub Area Name : MAIN FOYER**

**Space Description : QUARTER COLUMN ON 7TH FLOOR**



**Surface Type : Wallpaper**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 59**

**Space Details** : QUARTER COLUMN 5

**Area Name** : 7TH FLOOR

**Sub Area Name** : MAIN FOYER

**Space Description** : QUARTER COLUMN ON 7TH FLOOR



**Surface Type** : Wallpaper

**Material** : (GFR06) 3M IJ46-20

**Sides** : 1

**Total Space Sq Feet** : 59

**Space Details : GLASS PANEL 3**

**Area Name : 5TH FLOOR**

**Sub Area Name : MAIN FOYER**

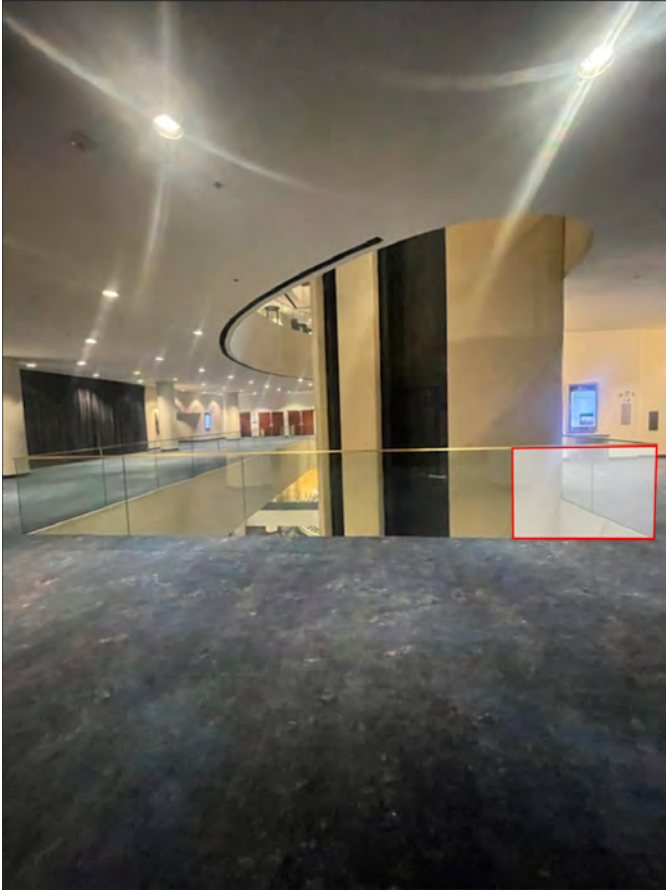
**Space Description : 5th floor glass panel**

**Surface Type : Glass**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 18**



**Space Details : GLASS PANEL 4**

**Area Name : 5TH FLOOR**

**Sub Area Name : MAIN FOYER**

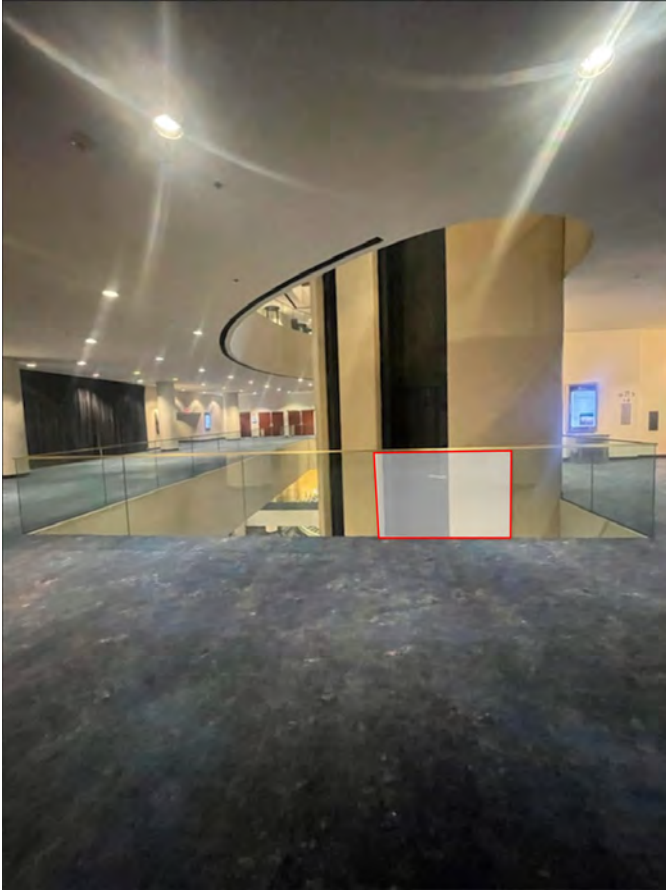
**Space Description : 5th floor glass panel**

**Surface Type : Glass**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 19**



**Space Details : GLASS PANEL 5**

**Area Name : 5TH FLOOR**

**Sub Area Name : MAIN FOYER**

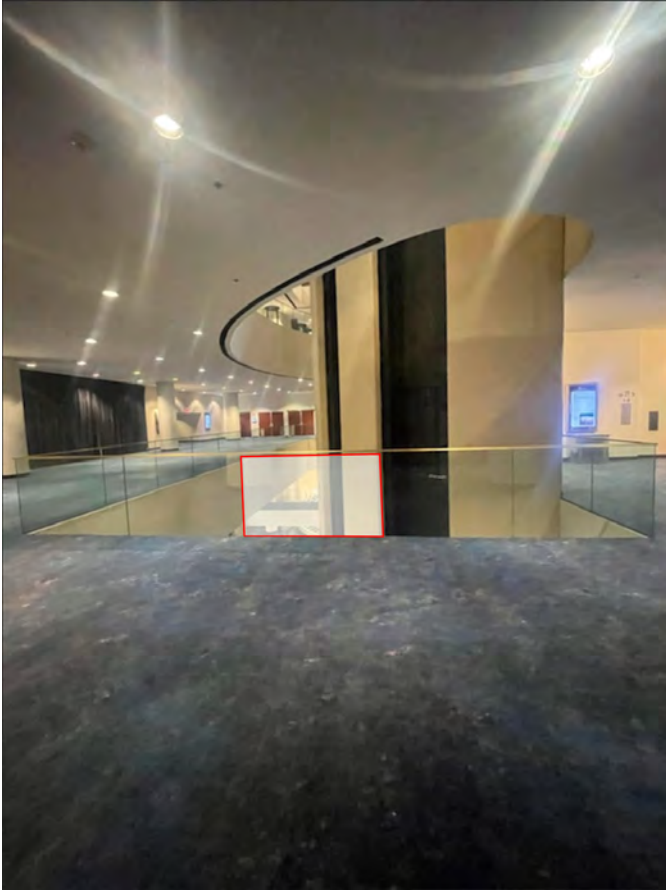
**Space Description : 5th floor glass panel**

**Surface Type : Glass**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 19**



**Space Details : GLASS PANEL 6**

**Area Name : 5TH FLOOR**

**Sub Area Name : MAIN FOYER**

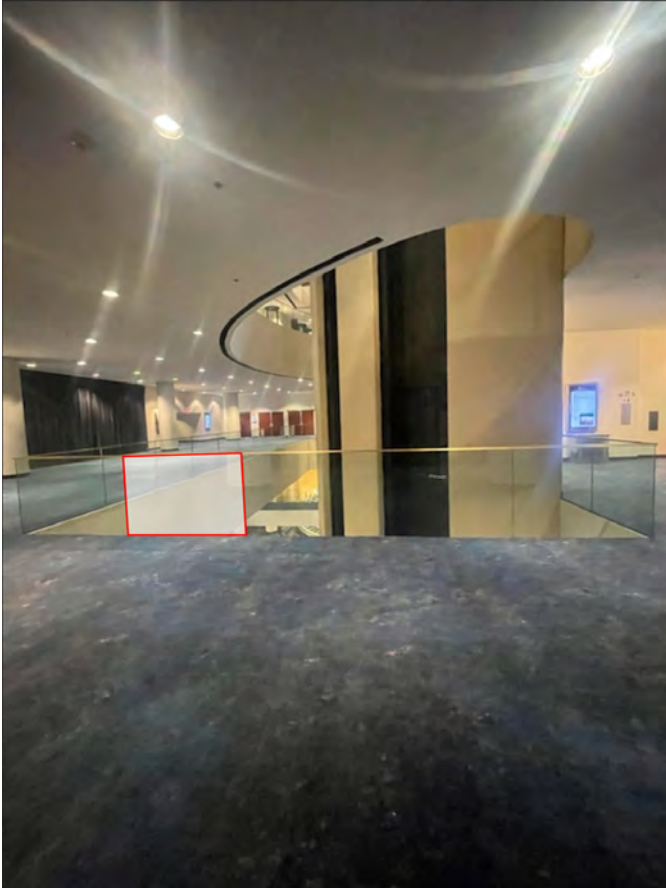
**Space Description : 5th floor glass panel**

**Surface Type : Glass**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 19**



**Space Details : GLASS PANEL 7**

**Area Name : 5TH FLOOR**

**Sub Area Name : MAIN FOYER**

**Space Description : 5th floor glass panel**

**Surface Type : Glass**

**Material : (GFR06) 3M IJ46-20**

**Sides : 1**

**Total Space Sq Feet : 19**

