

# Conference 2025

*Helping Rotary volunteers  
celebrate and grow their impact*



**Hilton Downtown Albany**  
**April 4-6, 2025**

*Expected attendance: 400*



[www.CNYRotary.org](http://www.CNYRotary.org)



# SPONSORS

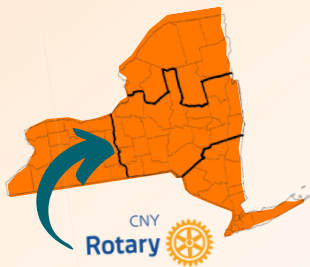
# SUPPORTING SERVICE

Sponsorship helps cover the increasing costs for audio/visual equipment and services, to host our Youth Exchange students, and offset costs of conference events that will make our members feel celebrated and supported.

## Objective

The purpose of the annual regional conference is three fold:

- Celebrate achievements in membership, service and fundraising
- Exchange resources and information to help individuals, clubs and programs grow their impact in our communities and around the world
- Encourage new connections that foster giving (of time and money) and doing more good in the world



## Reach

We anticipate approximately 400 attendees, which will include a mix of members, their partners, and our Youth Exchange students. They will come from all parts of our region, which covers the heart of New York state.

## Demographics

Rotary members are affluent, community-minded individuals.

The average age of an attendee is likely to be 60.

You will be more likely to reach people who enjoy travel, luxury retail, and giving to causes that matter to them.

Many are environmentally conscious, care about quality, and want to do business with companies that exhibit integrity.



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# TITLE SPONSORSHIP

**\$15,000+**

## Deliverables:

- Naming on Conference title - i.e. Conference 2025 brought to you by *Your Business*
- Logo for sponsor recognition on everything - shirts (on the front!), programs (on the cover!), website (at the top!), light up display in hotel (all weekend!)
- Social media shout outs
- Two page spread in keepsake program - 200 printed copies and available digitally
- Table tent cards all weekend long
- Recognition on main screens during meals
- Optional speaking opportunity
- Optional promotional items in swag bags (need approx 350 items)
- Optional table in Rotary village
- Optional video ad played at Saturday evening dinner
- Optional step and repeat backdrop for Saturday evening photos
- Possible logo on room key



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# DIAMOND SPONSOR

**\$10,000**

## Deliverables:

- Logo for sponsor recognition on everything - shirts, programs, website, light up display in hotel
- Five exclusive social media shout outs
- Full page ad in keepsake program - 200 printed copies and available digitally
- Table tent cards at Saturday night dinner
- Recognition on main screens during meals
- Optional promotional items in swag bags (need approx 350 items)
- Optional table in Rotary village
- Optional video ad played at Saturday evening dinner
- Optional step and repeat backdrop for Saturday evening photos
- Possible logo on room key



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# RUBY SPONSOR

**\$5,000**

## Deliverables:

- Logo for sponsor recognition on everything - shirts, programs, website
- Three exclusive social media shout outs
- Half page ad in keepsake program - 100 printed copies and available digitally
- Recognition on main screens during meals
- Optional promotional items in swag bags (need approx 350 items)
- Optional table in Rotary village
- Possible logo on room key



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# SAPPHIRE SPONSOR

**\$2,500**

## Deliverables:

- Business name for sponsor recognition on everything - shirts, programs, website
- Two exclusive social media shout outs
- Business card sized ad in keepsake program - 100 printed copies and available digitally
- Recognition on main screens during meals
- Optional items in swag bags (need approx 350 items)
- Optional table in Rotary village
- Possible business name on room key



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# EMERALD SPONSOR

**\$1,000**

Deliverables:

- Business name for sponsor recognition on everything - shirts, programs, website
- One exclusive social media shout out
- Recognition on main screens during meals
- Optional promotional items in swag bags (need approx 350 items)



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# PEARL SPONSOR

## \$500

Deliverables:

- Business name for sponsor recognition on everything - shirts, programs, website
- Social media shout outs in sponsorship posts
- Recognition on main screens during meals
- Optional promotional items in swag bags (need approx 350 items)



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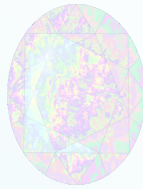


# OPAL SPONSOR

**\$250**

Deliverables:

- Business name for sponsor recognition on everything - shirts, programs, website
- Social media shout outs in sponsorship posts
- Recognition on main screens during meals



## **FRIENDS OF CONFERENCE**

*Anything under \$250 or gifts for swag bags*

Deliverables:

- Business name for sponsor recognition on website
- Social media shout out in group post



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# EXCLUSIVE ELEMENTS

*Cost depends on which Conference 2025 function you want to sponsor*

Fun social time  
for attendees

A time to  
connect and  
have a drink or  
snack

## HAPPY HOUR

Friday or Saturday Night

*Two sponsorships available*

Ideas for recognizing a sponsor in addition to  
recognition at appropriate sponsor level:

Custom cocktail napkins

Special signage

Logo projected on adjacent wall during happy hour

## FRIDAY ENTERTAINMENT

Friday Night

*One sponsorship available*

Ideas for recognizing a sponsor in addition to  
recognition at appropriate sponsor level:

Could show ad and would honor you prior to  
dismissal to go to the event

Could kick off the event with brief remarks or  
even showcase a video ad

This event will be  
a surprise that  
takes attendees  
off site for an  
evening out and  
covers the cost of  
the additional  
facility and  
activities

A room for clubs  
to display their  
signature events  
and a social  
space for  
members to visit  
with one another

## HOUSE OF FRIENDSHIP

All Weekend

*One sponsorship available*

Ideas for recognizing a sponsor in addition to  
recognition at appropriate sponsor level:

Special signage

Sponsor mention whenever HOF visits are encouraged



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# EXCLUSIVE ELEMENTS

*Cost depends on which Conference 2025 function you want to sponsor*

An open space filled with tables featuring resources and information from Rotary committees and programs

## ROTARY VILLAGE

All Weekend

*One sponsorship available*

Ideas for recognizing a sponsor in addition to recognition at appropriate sponsor level:

Special signage

Sponsor mention whenever village is announced

## SUNDAY BRUNCH

Sunday Morning

*One sponsorship available*

Ideas for recognizing a sponsor in addition to recognition at appropriate sponsor level:

Could show ad and would be exclusive sponsor featured on screens during meal

Table tent cards

Sunday's theme will be peace, with speakers and one final meal together before we part ways

## LANYARD SPONSOR

All Weekend

*One sponsorship available*

Ideas for recognizing a sponsor in addition to recognition at appropriate sponsor level:

Signage at check-in

Logo or business name on lanyards

Sponsorship covers cost of lanyards

## COFFEE SPONSOR

Saturday Afternoon

*One sponsorship available*

Ideas for recognizing a sponsor in addition to recognition at appropriate sponsor level:

Signage at coffee station

Special coffee break announcement

Customized items like napkins or stirrers



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# SPONSORSHIP FORM

Thank you for considering support of our event. Please complete the form below to indicate your preference, provide important contact information, and submit with payment at your earliest convenience. We will contact you for next steps!

**DEADLINE: OCT 15, 2024**

Please provide contact information so we can reach out to you for logos and other materials needed to recognize you for your support.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Choose your sponsorship level for 2025 (circle one):

Diamond - \$10,000

Ruby - \$5,000

Sapphire - \$2,500

Emerald - \$1,000

Pearl - \$500

Opal - \$250

Other: \_\_\_\_\_

Please complete and submit this form with payment to:  
LaVerne DeLand  
Attn: Conference 2025  
412 Fulton Ave  
Fulton, NY 13069

Make checks payable to:  
CNY Rotary

For questions, contact:  
Sam Netzband  
Marisa Multari  
Whitney Pangburn  
Lorenzo Murray



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