

Walk a Mile in our shoes

**A year in the life of a Town
Highway Superintendent**

2015 Sponsorship Guide



A MESSAGE FROM THE VENDOR RELATIONS COMMITTEE CHAIRMAN

- Chairman Thomas Hoyt - Town of Windham, Greene County

Dear Associate Members:

It is my pleasure to present the 2015 NYSAOTSOH Sponsorship Packet. Back by popular demand, here is a comprehensive list of all of our upcoming sponsorship opportunities and packages!

The success of our association is credited largely to our sponsors, who lend their names and financial support. By participating, your organization will benefit from extensive exposure through the association website, signage and promotional efforts directed toward the entire membership of NYSAOTSOH!

Please take a moment to read through the various sponsorships available throughout the packet. Some examples include:

- 📍 Exhibiting at our upcoming 2015 Annual Conference (September 15th -18th at the Saratoga Hilton).
- 📍 Sponsoring a specific event or item at our Annual Conference such as a luncheon, welcome bags or even parking.
- 📍 Taking out an ad in our 2015 Yearbook or our Newsletters which are circulated to our membership of over 1100!
- 📍 A link to your website from a company logo on our new website www.nystownhwys.org.
- 📍 E-Directories of our membership database.

The enclosed sponsorships provide great access to an important segment of your target audience – NYS Town Superintendents of Highways! We are hopeful the options are flexible enough for companies of all sizes and look forward to discussing any other creative ideas that might be of interest to you in 2015.

“This packet is convenient and helps me choose what sponsorships best suit our company.”

Dave Cook – Innovative Surface Solutions

Vendor Relations Committee Members

Chairman Thomas Hoyt - Town of Windham	Alex Gregor - Town of Southampton
Jeffrey Griswold - Town of Preble	Peter Sciliano - Town of Mt. Pleasant
Tom Weaver - Town of Clay	Jamie Dussing - Town of Clarence

Vendor Liaisons

Matthew Brayman- Stadium International Trucks	Tag Williamson - Chemung Supply Corporation
David Cook - Innovative Surface Solutions	Dan Percival - Henderson Equipment
Tom East - Suit-Kote Corporation	



Walk a mile in our shoes!

Over the course of 2015 we are looking to undertake an exciting new project documenting a year in the life of a Town Highway Superintendent. Viewers will lace up their boots and ride along as we join with some of our members and experience the unique challenges that each change of the season brings. Everything from battling a harsh Northeast winter in plow trucks to shoveling asphalt in the hot summer sun, we will see the wide array of challenges our superintendents face every year as they maintain our roads.

We are currently looking for a sponsor to back this project as well as highway superintendents who would like to volunteer and let us chronicle their seasonal duties.

THIS UNIQUE SPONSORSHIP OPPORTUNITY WILL KEEP YOUR COMPANY IN THE MINDS OF OUR MEMBERSHIP ALL YEAR ROUND. The documentary will be showcased at our annual conference in Saratoga and will also be posted on the association's website. Your company logo, description and contact information will be strategically placed in the video. Please remember that all sponsorship opportunities are awarded on a first come first serve basis, so don't delay!

In the 2015 Sponsorship Guide, you will find a variety of opportunities we offer to fit your company's needs to promote your business effectively. We know that each year you look for new opportunities for sponsorship and we feel that our video project presents an exciting new way to exhibit your business. As always, we are ready to explore new possibilities to get your business out in front of our members and look forward to hearing from those who share our enthusiasm.

Advantages of Annual Sponsorships:

- ▶ NYSAOTSOH members spend millions on goods and services each year to care for NYS roads and infrastructure. Put your company in front of the people who make the decisions on where and how town highway money is spent.
- ▶ Elevate your visibility with our membership and beyond.
- ▶ Take advantage of your annual budget and invest for the entire year.
- ▶ Position your company as a strategic partner and a true industry leader.
- ▶ Collaborate with the association as an industry partner.
- ▶ Pay once: We will promote, acknowledge, and provide opportunities to showcase your company to our 1100 plus members!

How does it work:

- ✓ Take a moment to read through the guide.
- ✓ Look at each opportunity and decide what options best suit your company.
- ✓ Check out the benefits and determine how that might be of value to your company.
- ✓ Whether you opt for a one-stop shop package or choose from the A La Carte Menu, we are certain you will reap the many benefits.
- ✓ Pay once and rest assured the association will promote your business all year round.

On behalf of NYSAOTSOH we appreciate your support and look forward to working with you.

Please feel free to contact association headquarters should you have any questions at 518-426-1023.

Design your Package - Customizable Sponsor Benefits

DIAMOND SPONSOR \$20,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database
Website Recognition	Website Recognition	Website Recognition	Website Recognition
Annual Conference Signage	Annual Conference Signage	Annual Conference Signage	Annual Conference Signage
One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference
Cover Page LOGO on all Annual Conference Marketing Materials	LOGO on all Annual Conference Marketing Materials	LOGO on all Annual Conference Marketing Materials	LOGO on all Annual Conference Marketing Materials
Audio Visual Logo at Registration and Expo Floor Multiple Placements	Audio Visual Logo at Registration and Expo Floor Single Placement	Audio Visual Logo at Registration and Expo Floor Single Placement	Audio Visual Logo at Registration and Expo Floor Single Placement
Four Annual Conference Attendee Registrations	Two Annual Conference Attendee Registrations	One Annual Conference Attendee Registrations	One Annual Conference Attendee Registrations
Address Annual Conference Attendees on Vendor Night	Address Annual Conference Attendees at a Breakfast or Lunch	Introduce Keynote Speaker and Address Attendees	Address Annual Conference Attendees at a Breakfast or Lunch
Sole Annual Conference Golf Sponsor – Banner and Hole Sponsor Signage	Sole Annual Conference Optional Activity Sponsor Banner and Signage	Sponsor Keynote Speaker	Logo on Annual Conference Lanyards
Two Full Page Color Ads in Annual Yearbook	One Full Page Color Ad in Annual Yearbook	One Full Page Black and White Ad in Annual Yearbook	One Half Page Black and White Ad in Annual Yearbook
Four Annual Banquet Dinner Tickets	Two Annual Banquet Dinner Tickets	One Annual Banquet Dinner Ticket	
Advertisement in Winter AND Summer Newsletter	Advertisement in Winter OR Summer Newsletter		
Biographies of Key Staff on Handout Program			

Event Sponsor – A la Carte			
Annual Conference Break Sponsor			\$2,500
"A Walk in our Shoes" Video Sponsor	\$10,000	Annual Conference Turn Down Service with Company Logo	\$2,500
Annual Conference Entertainment Sponsor	\$5,000	Annual Conference Education Seminar	\$1,000
Annual Conference Banquet	\$4,000	Annual Conference Sponsor Demonstration on Expo Floor	\$1,000
Annual Conference Parking Fee Sponsor	\$3,000	Annual Conference Exhibitor	\$500
Annual Conference Welcome Bags	\$3,000	Hyperlinked LOGO on Website	\$250
Annual Conference Dinner Sponsor	\$3,000	Electronic Membership Database	\$99

* Non-members must add \$200.00 to the above pricing

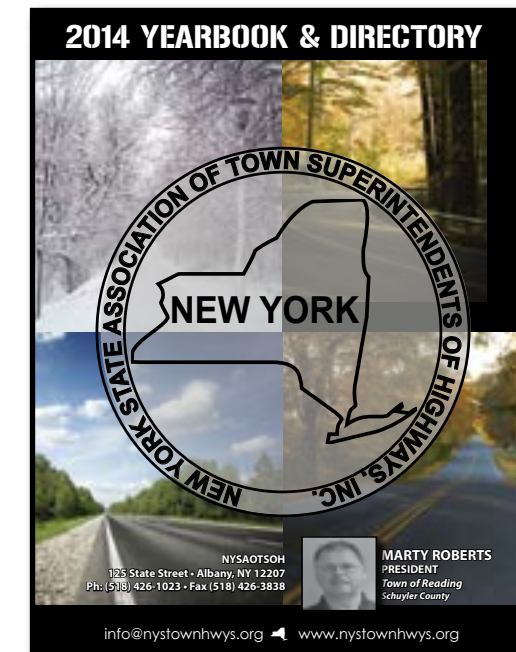
ADVERTISE WITH US

NYSAOTSOH has two exciting advertising opportunities and we hope you will recognize the benefits of placing an ad in our statewide yearbook publication or our newsletters.

These publications have proven to be a key resource for New York State Town Superintendents of Highways, associate members, industry partners and key decision makers.

Choosing to advertise with us is an opportunity to showcase your company to our over 1,100 members.

Your advertising helps us to advance our mission to offer quality educational opportunities to all of our members.



Reserve Your Yearbook Advertisement Space By **May 1, 2015**

YEARBOOK		
Ad Size	Member	Non-Member
1/8 Page	\$175	\$375
1/4 Page	\$275	\$475
1/2 Page	\$375	\$575
Full Page	\$575	\$775
Inside Front Cover (Members only, call to reserve)	\$1,350	N/A
Full Color add \$600		

NEWSLETTER

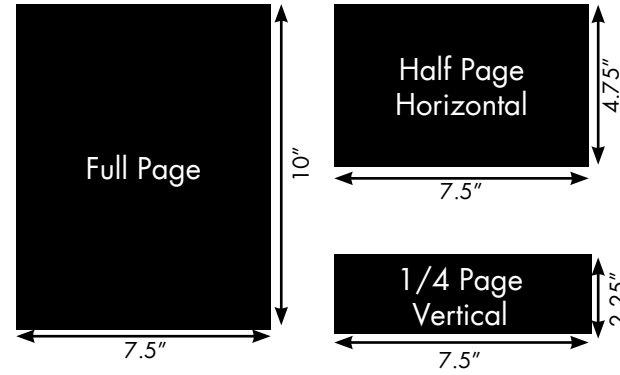
Ad Size	Member	Non-Member
1/8 Page (4 available)	\$200	\$400
1/4 Page (2 available)	\$400	\$600
Summer & Winter Editions Available - Full Color add \$600		



SUBMITTING ADS

All advertisements must be provided in electronic format.

Final Yearbook Artwork must be submitted by May 1, 2015

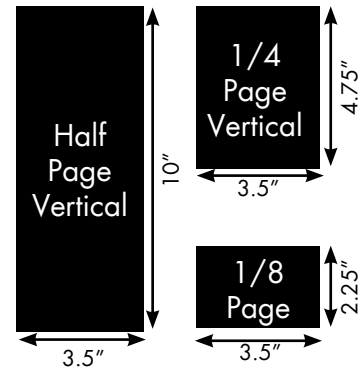


Acceptable Electronic Formats:

For the best quality reproduction, advertisers should supply artwork in one of the following electronic formats: tif, pdf, or jpg. (Along with electronic file please be sure to send a hard copy of the ad to NYSAOTSOH Headquarters.)

Advertising Sizes

- Full Page – 7.5" by 10"
- 1/2 Page Horizontal – 7.5 " by 4.75"
- 1/2 Page Vertical – 3.5" by 10"
- 1/4 Page Horizontal 4.74" by 3.5"
- 1/4 Page Vertical 7.5" by 2.25"
- 1/8 Page 3.5" by 2.25"



If you have any questions regarding layout, please contact Debbie Trulli-Cassale at **518-426-1023** or info@nystownhwys.org.

YEARBOOK CLASSIFIED DIRECTORY

There is no charge for additional classified listings!
PLEASE INDICATE BELOW YOUR CHOICES FOR CLASSIFIED

LISTINGS:

- | | | |
|---|---|---|
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Corrugated Steel Pipe | <input type="checkbox"/> Municipal & Construction |
| <input type="checkbox"/> Asphalt Distributors | <input type="checkbox"/> Crack & Joint Materials | Equipment Sales, Service & Rental |
| <input type="checkbox"/> Asphalt Maintenance | <input type="checkbox"/> Crushed Stone | <input type="checkbox"/> Oils & Lubricants |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Crushing | <input type="checkbox"/> Pavment Management |
| <input type="checkbox"/> Asphalt Paving | <input type="checkbox"/> Culverts & Drainage Systems | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Asphalt Paving Equipment | <input type="checkbox"/> Cutting Edges | <input type="checkbox"/> Rental Equipment |
| <input type="checkbox"/> Asphalt Recycling | <input type="checkbox"/> Diesel Power Equipment | <input type="checkbox"/> Roadside Vegetation |
| <input type="checkbox"/> Asphaltic Concrete | <input type="checkbox"/> Engineers | <input type="checkbox"/> Salt |
| <input type="checkbox"/> Asphaltic Materials | <input type="checkbox"/> Engines-Diesel & Gasoline | <input type="checkbox"/> Salt & Sand Storage |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Equipment Rental | <input type="checkbox"/> Sand & Gravel |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Automotive Repair & Service | <input type="checkbox"/> Excavating | <input type="checkbox"/> Snow Removal Equipment |
| <input type="checkbox"/> Bituminous Materials | <input type="checkbox"/> Gear Lubricants & Greases | <input type="checkbox"/> Software |
| <input type="checkbox"/> Bridge Construction | <input type="checkbox"/> Guide Rail | <input type="checkbox"/> Soil Stabilization |
| <input type="checkbox"/> Bridge Repair | <input type="checkbox"/> Heavy Equipment | <input type="checkbox"/> Spreaders |
| <input type="checkbox"/> Calcium Chloride | <input type="checkbox"/> Highway Construction | <input type="checkbox"/> Surveyors |
| <input type="checkbox"/> Catch Basin & Pipe Cleaning | <input type="checkbox"/> Hot Mix Asphalt | <input type="checkbox"/> Traffic Paint |
| <input type="checkbox"/> Cement & Ready Mix Concrete | <input type="checkbox"/> Ice Control – Chemical, Salt | <input type="checkbox"/> Traffic Signals |
| <input type="checkbox"/> Chains | <input type="checkbox"/> Ice Control Equipment | <input type="checkbox"/> Training Schools |
| <input type="checkbox"/> Chip Spreaders | <input type="checkbox"/> Loaders | <input type="checkbox"/> Tractors & Equipment |
| <input type="checkbox"/> Cold Planing | <input type="checkbox"/> Magnesium Chloride | <input type="checkbox"/> Truck Equipment |
| <input type="checkbox"/> Construction Equipment Dealers | <input type="checkbox"/> Material Spreaders | <input type="checkbox"/> Trucks & Truck Parts |
| <input type="checkbox"/> Contractor Supplies | <input type="checkbox"/> Material Handling | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Mowers | |

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ EMAIL _____

MAJOR SPONSOR		PRICE	TOTAL		
<input type="checkbox"/> Diamond		\$20,000	\$		
<input type="checkbox"/> Gold		\$15,000	\$		
<input type="checkbox"/> Silver		\$10,000	\$		
<input type="checkbox"/> Bronze		\$ 5,000	\$		
EVENT SPONSOR AL A-CARTE		Non-Member Add \$200	PRICE	TOTAL	
<input type="checkbox"/> "A Walk in our Shoes" Video Sponsorship		<input type="checkbox"/>	\$10,000	\$	
<input type="checkbox"/> Annual Conference Entertainment Sponsor		<input type="checkbox"/>	\$5,000	\$	
<input type="checkbox"/> Annual Conference Banquet		<input type="checkbox"/>	\$4,000	\$	
<input type="checkbox"/> Annual Conference Welcome Bags		<input type="checkbox"/>	\$3,000	\$	
<input type="checkbox"/> Annual Conference Dinner Sponsor		<input type="checkbox"/>	\$3,000	\$	
<input type="checkbox"/> Annual Conference Break Sponsor		<input type="checkbox"/>	\$2,500	\$	
<input type="checkbox"/> Annual Conference Turn Down Service with Company Logo		<input type="checkbox"/>	\$2,500	\$	
<input type="checkbox"/> Annual Conference Education Seminar		<input type="checkbox"/>	\$1,000	\$	
<input type="checkbox"/> Annual Conference Attendee Parking Sponsor		<input type="checkbox"/>	\$1,000	\$	
<input type="checkbox"/> Annual Conference Exhibitor		<input type="checkbox"/>	\$ 500	\$	
<input type="checkbox"/> Hyperlinked LOGO on Website		<input type="checkbox"/>	\$ 250	\$	
<input type="checkbox"/> Electronic Membership Database		<input type="checkbox"/>	\$ 99	\$	
2015 ANNUAL YEARBOOK AND DIRECTORY AD		Full Color	Member	Non-Member	TOTAL
<input type="checkbox"/> One Eight (1/8) Page Ad		\$600	\$175	\$375	\$
<input type="checkbox"/> One Fourth (1/4) Page Ad		\$600	\$275	\$475	\$
<input type="checkbox"/> One Half (1/2) Page Ad		\$600	\$375	\$575	\$
<input type="checkbox"/> Full Page Ad		\$600	\$575	\$775	\$
<input type="checkbox"/> Inside Front Cover (members only - call to reserve)		\$600	\$1,350	N/A	\$
TOWN HIGHWAY LINES NEWSLETTER AD		Full Color	Member	Non-Member	TOTAL
<input type="checkbox"/> One Eight (1/8) Page Ad		\$600	\$200	\$400	\$
<input type="checkbox"/> One Fourth (1/4) Page Ad		\$600	\$400	\$600	\$
GRAND TOTAL					\$

Remit Payment to: NYSAOTSOH • 125 State Street • Albany, NY 12207

If you would like to pay by credit card, please contact Debbie Trulli-Casale at (518) 426-1023

NYSAOTSOH, Inc
125 State Street
Albany, NY 12207

Annual Conference
September 15th - 18th
Saratoga Hilton, Saratoga Springs, NY



Contact:
Debbie Trulli Casale
(518) 426-1023
info@nystownhwys.org