



is pleased to announce the following events for
2011

- ❖ **75th Annual Conference & Celebration | Thursday March 31, 2011 | Three Sixty°**
- ❖ **Golf Classic | Monday, July 25, 2011 | Canoe Brook Country Club, Summit, NJ**
- ❖ **21st Annual International Reception | November 17, 2011**
- ❖ **Bi-Monthly Roundtable Breakfasts**
- ❖ **STANY Cheers for a Cause**

STANY is pleased to offer numerous options to increase your firm's visibility with our Sponsorship Packages. Your firm can support STANY at various levels ranging from \$500 to \$75,000!

Participation at the Leadership Circle or Premiere Circle level affords the opportunity to increase your firm's visibility at not just one event but as a supporter of all major STANY events for the year! Not only will your firm be able to deliver its message the entire year, it will also distinguish itself as a major supporter of the Association and its efforts on behalf of the trading community.

In addition to the Sponsorship Packages described below, STANY offers an "à la carte" approach to sponsorship and advertising. Through supporting our events and advertising in our Annual Directory, your firm can target its marketing and promotional message to a niche market of financial services professionals in the United States and Canada. Very few other advertising vehicles offer such a direct and focused audience for financial institutions.

Please contact Emily Escott at 212-344-0410 or emilve@stany.org for more information.

2011 Leadership Circle

STANY's Leadership Circle supporters receive high-profile status at all STANY events, as well as year-long acknowledgement as Leadership Circle Sponsors on the STANY website and on emails to our members.

- ❖ **Triple Diamond Sponsorship: \$75,000 (Limited to 1)**
- ❖ **Double Diamond Sponsorship: \$50,000 (Limited to 2)**

Leadership Circle Sponsorships at the Triple and Double Diamond levels are limited. These sponsorships include all of the benefits offered to Diamond Sponsors, but take supporting STANY to another level. STANY will work with you to tailor these sponsorships to meet your strategic marketing objectives and deliver maximum benefits to your firm. To discuss supporting STANY at these levels, please contact the STANY office at 212.344.0410.

2011 Premiere Circle

Diamond Sponsorship - \$25,000

- Recognition at the 75th Annual Conference & Celebration, Golf Classic and the International Reception
- 10 tickets to the Annual Conference & Celebration
- 6 tickets to the International Reception
- 2 tickets to the Golf Classic
- Opportunity to be part of panel discussions (topics TBA and participant subject to Conference Committee approval)
- Full page color ad in the 2011 Annual Directory (premiere placement)
- Company profile in the 2011 Annual Directory with logo (200 word limit)
- Mention on signs and advertisements for the three major STANY events in 2011
- Opportunity to exhibit your firm's products or services at both the Annual Conference & Celebration and the International including one blast email prior to each event to STANY members with your firm's marketing message
- Logo on STANY's sponsorship webpage for 1 year with a link to your website
- Advanced attendee lists for the three sponsored events

Platinum Sponsorship - \$15,000

- Recognition at the 75th Annual Conference & Celebration, Golf Classic and the International Reception
- 8 tickets at the Annual Conference & Celebration
- 4 tickets to the International Reception

- Full page color ad in the 2011 Annual Directory
- Company profile in the 2011 Annual Directory with logo (150 word limit)
- Mention on signs and advertisements for all STANY events in 2011
- Opportunity to showcase your firm's products or services at the Annual Conference & Celebration or International Reception (**choose 1**) including one blast email prior to the event to STANY members with your firm's marketing message
- Logo on STANY's sponsorship webpage for 1 year with a link to your website

2011 Event Opportunities

75th Annual Conference & Celebration

Gold Sponsorship - \$10,000

- 6 tickets to the Annual Conference & Celebration
- Full page color ad in the 2011 Annual Directory
- Company profile in the 2011 Annual Directory with logo (150 word limit)
- Mention on signs and advertisements at the Annual Conference & Celebration
- One blast email prior to the event to STANY members with your firm's marketing message.
- Listing and link on STANY sponsorship webpage for 1 year

Silver Sponsorship - \$6,000

- 3 tickets to the Annual Conference & Celebration
- Full page black & white ad in the 2011 Annual Directory
- Company profile in the 2011 Annual Directory (75 word limit)
- Mention on signs and advertisement for the Annual Conference & Celebration
- Listing on STANY sponsorship webpage for 1 year

Bronze Sponsorship - \$3,000

- 1 ticket to the Annual Conference & Celebration
- Full page black & white ad in the 2011 Annual Directory
- Company Listing (30 word limit)
- Mention on signs and advertisement for the Annual Conference & Celebration
- Listing on STANY sponsorship webpage for 1 year

Exhibitor - \$10,000

- Exhibit at the Annual Conference & Celebration
- 4 tickets to the Annual Conference & Celebration
- Full page color ad in the 2011 Annual Directory
- Company profile in the 2011 Annual Directory with logo (150 word limit)
- One blast email prior to the event to STANY members with your firm's marketing message
- Mention on signs and advertisements at the Annual Conference & Celebration

21st Annual International Reception

Gold Sponsorship - \$10,000

- 7 tickets to International Reception
- Full page color ad in the 2011 Annual Directory (ad deadline: March 21, 2011)
- Mention on signs and advertisements at the International Reception
- Opportunity to showcase your firm's products or services at the International Reception
- Listing and link on STANY sponsorship webpage for 1 year

Silver Sponsorship - \$6,000

- 5 tickets to the International Reception
- Full page black & white ad in the 2011 Annual Directory (ad deadline: March 21, 2011)
- Mention on signs and advertisement for the International Reception
- Opportunity to showcase your firm's products or services at the International Reception
- Listing on STANY sponsorship webpage for 1 year

Bronze Sponsorship - \$3,000

- 1 Ticket to the International Reception
- Full page black & white ad in the 2011 Annual Directory (ad deadline: March 21, 2011)
- Mention on signs and advertisement for the Annual Conference & Celebration
- Listing on STANY sponsorship webpage for 1 year

2011 Annual Directory **Rates for the Annual Directory**

<u>Ad Size</u>	<u>Dimensions</u>	<u>Rate</u>
Full page color ad	4 5/8" x 7 5/8"	\$1,500
Full page black & white ad	4 5/8" x 7 5/8"	\$1,100
½ page color ad	4 5/8" x 3 1/4"	\$950
½ page black & white ad	4 5/8" x 3 1/4"	\$800
1/3 page black & white ad	4 5/8" x 2"	\$500
Company Profile only (100 word limit)	N/A	\$250
Company Profile (with ad purchase) (100 word limit)	N/A	\$50
Company Listing only (30 word limit)	N/A	\$50

2011 Golf Classic

<u>Sponsorship Options</u>	<u>Availability</u>	<u>Rate per sponsorship</u>
Brunch	4 sponsorships	\$2,000
Cocktails	4 sponsorships	\$2,000
Dinner	4 sponsorships	\$2,000
Half-Ways	2 sponsorships	\$2,000
Holes	36 holes available	\$750 (per hole)
Beverage carts	2 sponsorships	\$750
Golf carts	4 sponsorships	\$750

Roundtable Breakfast & After The Close Panel Discussions

Breakfast Sponsor - \$5,000

- 10 tickets to the Breakfast
- Logo on breakfast email invitation
- Speaking slot or session moderator for your firm (Senior Executive- topic TBA)
- Opportunity to provide marketing material to attendees

After the Close Event Sponsor - \$5,000

- 10 tickets to the After the Close Event
- Logo on after the close email invitation
- Speaking slot or session moderator for your firm (Senior Executive- topic TBA)
- Opportunity to provide marketing material to attendees

Media Partnership

For more information and details please contact Emily at 212-344-0410 or emilye@stany.org

- Logo with link on Media Partner section of sponsorship webpage
- Logo under Media Partner on invitation (email and hard copy)
- 1 complimentary pass to event

Custom Events

STANY can work with sponsors to create a custom event to launch or promote a new product or service. We will invite our members (1,000 STANY members) to help your firm launch or promote a product. For more details please contact Emily at 212-344-0410 or emilye@stany.org

Annual Directory Information

AD DEADLINE: MARCH 21, 2011

COMPANY PROFILE DEADLINE: MARCH 21, 2011

The preferred format for receipt of digital advertising files is PDF created from a Postscript file. It is strongly recommended that the file is saved as a Postscript file from the native application used and generates a PDF from Adobe Acrobat Distiller, which comes standard with any full version of Adobe Acrobat software. It is not recommended to export PDF files directly from the native application (Quark, InDesign, Illustrator, etc). The result of exporting the file can be unreliable in quality. For Acrobat Distiller version 6 or higher, it is recommended to use PDF/X-1a job option, which comes standard with the application. For Acrobat Distiller version 5 or lower, it is recommended to use Press job option, which comes standard with the application.

For the Company profile, please email the profile in a word document. Logos must be a EPS, JPG or PNG file.

For any specific questions regarding Directory ads, please contact Deborah Holzapfel (deb@johnnyagency.com or 516-322-1270). If you would like to create a new ad, she will be able to assist you.

Postscript Checklist

- 1) Check page size.
 - a) All non-bleed ads should be built to trim size.
 - b) All bleed ads should extend 1/8" or more from trim size.
- 2) Check Colors used
 - a) Ensure all colors separates properly in a 4-color process or grayscale work flow unless specified.
 - b) Please note that when converting Pantone colors and RGB colors to C.M.Y.K. there is a possibility that the color will change drastically.
 - c) Make sure that you remove all the color profiles embedded in images.
 - d) Total area of density in a vector element should not exceed 300%.
- 3) Check Fonts
 - a) All fonts need to be Postscript Type 1 and embedded.
 - b) True Type fonts, Multiple Master fonts and Composite fonts are not acceptable.
- 4) Check Images
 - a) All images must be CMYK or grayscale TIFFs or EPS at 300 dpi imported at 100%.
 - b) Do not embed ICC profile with images.

Ad Specifications:

4/C Ads:	File/images must be 300 dpi; do not use TrueType fonts
1/C Ads:	File/images must be 300 dpi; do not use TrueType fonts
Page Size:	5 3/8" x 8 3/8" (5.375" x 8.375")
Live Area:	4 5/8" x 7 5/8" (4.625" x 7.625")
Trim:	5 3/8" x 8 3/8" (+ 1/8" bleed – 5 5/8" x 8 5/8"), Safety: at least 1/4" in from trim
Half Page:	4 5/8" x 4 3/4"
Third Page:	4 5/8" x 2"
E-mail ads to:	emilye@stany.org

2011 Sponsorship Authorization Form

By completing and signing this form, we agree to sponsor at the level indicated below:

Leadership Circle

- Triple Diamond Sponsor \$75,000 Double Diamond Sponsor \$50,000

Premiere Circle

- Diamond Sponsor \$25,000 Platinum Sponsor \$15,000

Events

75th Annual Conference & Celebration

- Gold Sponsor \$10,000
 Silver Sponsor \$6,000
 Bronze Sponsor \$3,000
 upgrade to Color Ad \$400 (Silver & Bronze only)
 Exhibitor \$10,000

2011 Golf Classic

- Brunch Sponsor \$2,000
 Dinner Sponsor \$2,000
 Cocktails Sponsor \$2,000
SOLD OUT Half-Ways Sponsor \$2,000
 Golf Hole Sponsor \$750 (per hole)
SOLD OUT Beverage Carts Sponsor \$750
 Golf Carts Sponsor \$750

21st Annual International Reception

- Gold Sponsor \$10,000
 Silver Sponsor \$6,000
 Bronze Sponsor \$3,000

2011 Annual Directory

- Full Page Color Ad \$1,500
 Full Page Black & White ad \$1,100
 ½ Page Color Ad \$950
 ½ Page Black & White Ad \$800
 1/3 Page Black & White Ad \$500
 listing in Company Profile \$250
 upgrade to listing in Company Profile
(with ad purchase) \$50
 Company Listing only \$50

AD DEADLINE: MARCH 21, 2011

COMPANY PROFILE DEADLINE: MARCH 21, 2011

If sponsorship level offers an ad, or your firm wishes to place an ad in our Directory, please check all that apply to your ad:

- Use ad from 2010
 New artwork and copy to follow via e-mail
 Ad sent direct from firm () or from ad agency (fill in below):

Ad Contact (at firm or ad agency): _____

Contact Phone: _____ email: _____

Sponsorship Firm Information

Firm Name: _____

(Please spell out name as firm wishes to have its name appear in the Annual Directory and on all signage)

Sponsorship Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ email: _____

Payment Information

Please enclose all appropriate charges; additional charges may be billed separately if necessary.

- Check enclosed Please invoice Check to follow

Accounts Payable Contact: _____
email: _____

Mail: STANY, 71 Broadway, 2K, New York, NY 10006

fax: 212-943-8478

Questions? Contact Emily Escott - emilye@stany.org or call 212.344.0410