



2012 SPONSORSHIP PACKAGES

- ❖ 76th Annual Conference & Dinner | Thursday March 29, 2012 | Three Sixty^o
- ❖ Golf Classic | Monday July 30, 2012 | Canoe Brook Country Club
- ❖ 22nd Annual International Reception | Thursday November 15, 2012 | Edison Ballroom
- ❖ Roundtable Breakfasts | After The Close Panel Discussions

STANY is pleased to offer numerous sponsorship options for 2012. Your firm can support at various levels ranging from \$500 to \$50,000!

Participation at the Leadership Level or Premiere Circle affords the opportunity to increase your firm's visibility at not just one event but as a sponsor 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 STANY and its efforts on behalf of the trading community.

In addition to the 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 emilye@stany.org for more information.

2012 Leadership Level

The Leadership Level receives the highest recognition at the events, as well as year-long acknowledgement as Leadership Level Sponsors on the STANY website and on emails to our members.

Double Diamond Sponsorship: \$ 50,000 (Limited to 2)

- Leadership Recognition at the Annual Conference & Dinner, Golf Classic and the International Reception
- Opportunity to work in coordination with the STANY Board on the creation of a panel discussion for the Annual Conference
- Sponsor of the lunch or cocktail hour during the Annual Conference & Dinner with the opportunity to provide a branded item
- 15 tickets to the Annual Conference & Dinner PLUS member rate tickets to additional attendees (regardless of membership status)
- Provide your choice of promotional item to conference attendees (notebooks, pens, etc.)
- 10 tickets to the International Reception
- Foursome at the Golf Classic
- 2 page color spread in Annual Directory (premiere placement)
- Company profile in the 2012 Annual Directory with logo (400 words)
- Opportunity to exhibit your firm's products or services at both the Annual Conference & Dinner and the International Reception (10 x 10 space)
- Host either a Roundtable Breakfast (topic & location TBD) with 20 passes for guests/clients
- 4 email blasts throughout the year containing your marketing message
- Logo on STANY homepage and sponsorship webpage with link to your website for 1 year
- Advanced attendee list to all events

2012 Premiere Circle

Diamond Sponsorship - \$ 25,000

- Recognition at the Annual Conference & Dinner, Golf Classic and the International Reception
- 10 tickets to the Annual Conference & Dinner
- 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 2012 Annual Directory (premiere placement)
- Company profile in the 2012 Annual Directory with logo (200 words)
- Prominent recognition on website, event signage and advertisements for the three major STANY events in 2012

- Opportunity to exhibit your firm's products or services at both the Annual Conference & Dinner and the International Reception (10 x 10 space)
- 1 email blast prior to Annual Conference & Dinner and the International Reception 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 Annual Conference & Dinner, Golf Classic and the International Reception
- 8 tickets at the Annual Conference & Dinner
- 4 tickets to the International Reception
- Full page color ad in the 2012 Annual Directory
- Company profile in the 2012 Annual Directory with logo (150 words)
- Prominent recognition on website, event signage and advertisements for the three major STANY events in 2012
- Opportunity to showcase your firm's products or services (10 x 10 space) at the Annual Conference & Dinner or International Reception (**choose 1**)
- 1 email blast prior to event (**choose 1**) to STANY members with your firm's marketing message
- Logo on STANY's sponsorship webpage for 1 year with a link to your website

2012 Event Opportunities

76th Annual Conference & Dinner

Gold Sponsorship - \$ 9,000

- 5 tickets to the Annual Conference & Dinner
- Full page color ad in the 2012 Annual Directory
- Company profile in the 2012 Annual Directory with logo (150 words)
- Recognition on event signage and advertisements at the Annual Conference & Dinner
- Listing and link on STANY sponsorship webpage for 1 year

Silver Sponsorship - \$ 6,000

- 3 tickets to the Annual Conference & Dinner
- Full page black-and-white ad in the 2012 Annual Directory
- Company profile in the 2012 Annual Directory (75 words)
- Recognition on event signage and advertisements at the Annual Conference & Dinner
- Listing on STANY sponsorship webpage for 1 year

Bronze Sponsorship - \$ 3,000

- 1 ticket to the Annual Conference & Dinner
- Full page black-and-white ad in the 2012 Annual Directory
- Recognition on event signage and advertisements at the Annual Conference & Dinner
- Listing on STANY sponsorship webpage for 1 year

Exhibitor - \$ 10,000

- Exhibiting space (10 x10) at the Annual Conference & Dinner
- 4 tickets to the Annual Conference & Dinner
- Full page color ad in the 2012 Annual Directory
- Company profile in the 2012 Annual Directory with logo (150 words)
- Recognition on website, event signage and advertisements at the Annual Conference & Dinner

22nd Annual International Reception

Gold Sponsorship - \$ 9,000

- 7 tickets to International Reception
- Full page color ad in the 2012 Annual Directory (ad deadline: March 16, 2012)
- Recognition on event signage 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-and-white ad in the 2012 Annual Directory (ad deadline: March 16, 2012)
- Recognition on event signage and advertisements at 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-and-white ad in the 2012 Annual Directory (ad deadline: March 16, 2012)
- Recognition on event signage and advertisements at the International Reception
- Listing on STANY sponsorship webpage for 1 year

2012 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

2012 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 – call to discuss

- 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
- 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 16, 2012

COMPANY PROFILE DEADLINE: MARCH 16, 2012

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 as a word document. Logos must be EPS, JPG or PNG files.

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

2012 Sponsorship Authorization Form

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

Leadership Level () **Double Diamond Sponsor** \$ 50,000
Premiere Circle () **Diamond Sponsor** \$ 25,000 () **Platinum Sponsor** \$ 15,000

Events

76th Annual Conference & Celebration

- () **Gold Sponsor** \$ 9,000
- () **Silver Sponsor** \$ 6,000
- () **Bronze Sponsor** \$ 3,000
- () **upgrade to Color Ad** \$ 400 (Silver & Bronze only)
- () **Exhibitor** \$ 10,000

2012 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)
- () **Beverage Carts Sponsor** \$ 750
- () **Golf Carts Sponsor** \$ 750

22nd Annual International Reception

- () **Gold Sponsor** \$ 9,000
- () **Silver Sponsor** \$ 6,000
- () **Bronze Sponsor** \$ 3,000

2012 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

AD DEADLINE: MARCH 16, 2012

COMPANY PROFILE DEADLINE: MARCH 16, 2012

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 2011
- () 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: _____

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

email: emilye@stany.org

fax: 212-943-8478