



SEAoNY 2018-2019 Corporate Sponsorship Packet

SEAoNY's strength as an organization is derived from the commitment and active support of its membership in the New York City structural engineering community. It is through this support that SEAoNY has made significant achievements in elevating our profession and positioning the organization as the key resource within our local industry, all while delivering exceptional service to our membership.

While the organization has focused its energies on programs for individual members, SEAoNY wishes to expand opportunities for the respective firms of our membership to become engaged and support their staff's involvement with SEAoNY. It is the pursuit of this goal that the Board has decided to provide support opportunities through a Corporate Sponsorship Program.

The benefits offered at various sponsorship levels are designed to acknowledge the firms who provide financial support directly to SEAoNY, as well providing value to sponsoring firm's by providing the ability to engage their staff in SEAoNY through memberships and access to SEAoNY programs.

Please indicate your commitment by filling out the last page and returning it to admin@seaony.org

CORPORATE SPONSORSHIPS

Corporate sponsorship supports the mission of SEAoNY and the structural engineering profession in general, while providing companies the opportunity to engage SEAoNY membership. Corporate Sponsorships span our fiscal year which is September-August. All Corporate Sponsor logos are included on the homepage of our website along with a link to the website.

Platinum Sponsorship Benefits include:

- Complimentary full-page ad in each Cross Sections issue for the year (September – August)
- 20 Complimentary SEAoNY Event Registrations
- 15% discount on lecture sponsorship option below
- Company's logo on SEAoNY homepage of our website
- Link to the company's website on the SEAoNY homepage of our website

Platinum Corporate Sponsorship \$6,000

Gold Sponsorship Benefits include:

- Complimentary half-page ad in each Cross Sections issue for the year (September – August)
- 8 Complimentary SEAoNY Event Registrations
- 10% discount on lecture sponsorship option below
- Company's logo on SEAoNY homepage of our website
- Link to the company's website on the SEAoNY homepage of our website

Gold Corporate Sponsorship \$4,000

Silver Sponsorship Benefits include:

- Complimentary quarter-page ad in each Cross Sections issue for the year (September – August)
- 4 Complimentary SEAoNY Event Registrations
- 10% discount on lecture sponsorship option below
- Company's logo on SEAoNY homepage of our website
- Link to the company's website on the SEAoNY homepage of our website

Silver Corporate Sponsorship \$2,000



EVENT SPONSORSHIPS

Lecture Sponsorship

Lecture sponsorship is exclusive to each event. At the event, we will announce your firm, will place your company information on the initial slide of the presentation, and will distribute your promotional literature to attendees. We typically average about 40 - 75 people.

Please specify lecture date(s) or title(s) on commitment form.

- One Event \$1,000
- Multiple Events \$1000 + \$800 for each event after

Annual Half-Day Seminar

Only Gold Level Event Sponsorship is exclusive. If there is no Gold Sponsor, we accept Lunch Sponsors. This event is typically in December. At the event, we will announce all sponsors, place sponsor logos on the seminar title slide, and allow each sponsor space to display promotional brochures. Expected over 40 attendees. For Lunch Sponsor: Lunch is at SEAoNY's discretion unless previously discussed.

- Gold Level Event Sponsor \$3,000 (Includes exclusive 10 min. presentation before seminar starts)
- Lunch Sponsor \$1,000

Special SEAoNY events

SEAoNY will include sponsor logo on all promotional emails, flyers and our website. At the event, we will announce the sponsor, place sponsor logos on the seminar title slide, and allow each sponsor space to display promotional brochures. Expected over 40 attendees. Special SEAoNY event examples are half-day ATC Training or Welding Seminars. Sponsor will receive one complimentary registration.

- Event Sponsor \$2,000

Annual Golf Outing

The all-day event in June is a fundraiser for scholarships which will be awarded to promising engineering students in the New York area. The event has sold out every year with 140 golfers. There are multiple sponsorship opportunities for this event. Contact committee chair, Joe Tortorella, at tortorella@silman.com for details.



Annual Full-Day Seminar

Each year we hold a day-long educational seminar at a venue in New York City. In addition to our membership, the event attracts non-members including contractors, architects, Department of Buildings officials, and those from other sectors of the AEC industry. Average attendance is over 120; last year's event attracted 160 attendees. This event is typically held in February. For full details for this year's seminar, please contact admin@seaony.org. Sponsorship packages are described below; individually tailored packages may be arranged.

Included in All Sponsorship Levels:

- Media and Print Exposure: Leading up to the event, sponsors logos will be included on the event page on our website and in weekly email advertisements to our mailing list of 1,761. At the event, we will announce all sponsors, sponsor logos will be included on the seminar title slide and printed program.
 - All sponsorship levels include a table for display of promotional brochures and sample products. Refreshment breaks throughout the day are located with the exhibitor tables to encourage attendees to interact with the exhibitors.
- Gold Level Event Sponsor \$8,000 (Includes exclusive 45 min. presentation before lunch; however, 30 minutes must have approved technical content eligible for Professional Development Hours)
 - Silver Level Event Sponsor \$3,000 (Includes exclusive 10 min. presentation)
 - Lunch Sponsor \$1,500 Sponsor will be recognized in print materials and company logo will be displayed at lunch
 - Exhibitor \$1,250
 - Exhibitor + Lunch Sponsor \$2,500

Excellence in Structural Engineering (EiSE) Awards Dinner and Boat Cruise

The EiSE Awards recognize exceptional projects by firms in New York. Top projects in 6 categories are selected from dozens of submissions for review by a select jury. Winners in each category are announced during the dinner. The Awards Dinner is typically held in June on a luxury yacht which follows the Manhattan shoreline along the Hudson to the East River. Standard attendance is approximately 150 and is composed of SEAoNY members as well as members from all sectors of the industry who were involved in the nominated projects.

- Awards Dinner Gold Sponsorship is exclusive. Included in the Gold level package is a full-page advertisement in the Awards Issue of Cross-Sections, recognition in the printed program, recognition during the Awards presentation, and signage at the dinner.
 - Table Sponsorship includes attendance for eight (8), a named table, and acknowledgement in the printed program.
- Awards Dinner Gold Sponsor \$3,000
 - Table Sponsor \$800 for sustaining members & corporate sponsors only
\$1000 for all others



ADVERTISEMENTS

Cross Sections Newsletter

Advertising is not exclusive. The quarterly newsletter covers current topics of interest to the New York structural engineering community, and is mailed to entire membership. Please send your ad/artwork to publications@seaony.org.

Number of Issues/Duration of Contract: _____

- ¼ Page Ad \$450
- ½ Page Ad \$800
- Full Page Ad \$1,300

I would like to purchase the same ad in multiple issues:

- 2 issues \$_____ x 2 = \$_____
- 3 issues \$_____ x 3 = \$_____
- 4 issues \$_____ x 4 = \$_____

SPONSORSHIP PACKAGES

Discounts are available for sponsors that commit to participate in multiple events or advertisements in our fiscal year excluding the Annual Golf Outing, Gold Level Event Sponsor, or Cruise Sponsor. Below are some suggested packages; however, you can contact SEAoNY and request other packages.

- One Lecture Sponsorship + 1/2 Page Ad \$1,700 (Savings of \$300)
- Two Lecture Sponsorships + 1/2 Page Ad \$2,400 (Savings of \$600)
- Two Lecture Sponsorships + Full Page Ad \$2,700 (Savings of \$800)

Full-day Seminar and Monthly Lecture Sponsor

- Two Lecture Sponsorships + Table + Lunch Sponsor Full Page Ad in Cross Sections \$4,500 (Savings of \$1,500)



SEAoNY 2018-2019 Corporate Sponsorship Commitment Form

Name: _____

Company: _____

Email: _____

Phone: _____

Address: _____

City, State, ZIP: _____

Sponsorship Opportunity: _____

For Lecture Sponsorship please specify lecture date(s) or title(s): _____

Signature: _____

Date: _____

Please email this commitment form to admin@SEAoNY.org

Send the sponsorship check to:
SEAoNY
536 LaGuardia Place
New York, NY 10012

Thank you for your support!