



American Planning Association
New York Upstate Chapter

Making Great Communities Happen



July 14, 2010

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Cornell University

Re: NY Upstate APA Chapter 2010 Corporate Sponsorship

Dear Friend of the APA:

The Upstate New York Chapter of the American Planning Association provides a number of important services for its members. Through its five active and vital sections, the chapter welcomes members from all of Upstate New York State.

Among our services to our members, the Upstate New York Chapter holds an annual conference. This educational, networking and professional development event draws a cross-section of our 700+ members including planners from the public and private sectors. Participants also include representatives of the allied fields of landscape architecture, law, architecture and engineering.

In addition to our annual conference the APA Chapter also provides the following activities and services to our membership:

- Represents Upstate New York members at the state and national level regarding issues of legislative policy
- Coordinates and advertises Certification Maintenance sessions for our certified planners
- Publishes our three annual newsletters
- Maintains our Chapter website with events, job postings and RFPs
- Coordinates activities, events and networking with our sections

We offer a cost effective way to reach these professionals to promote your services and products, both as a part of the conference promotion program and through year-long chapter-wide sponsorship. We offer bundled sponsorship programs that include newsletter and website advertising, exhibitor space at the conference and event sponsorship. We also offer an a la carte program of conference sponsorships including exhibitor spaces, meals, break sponsorships and others.

This year, our Chapter conference will be held Wednesday, September 22 to Friday, September 24 at the Niagara Falls Conference Center in downtown Niagara Falls, NY. We have an exciting schedule of events including classroom and mobile workshops, annual awards luncheon and two receptions. As a conference sponsor, you will be guaranteed high visibility. Exhibitors will have a high level of interaction with conference participants as all break refreshments will be served in the exhibitor area.

We're confident you will want to be a part of this important event and invite you review the enclosed sponsorship fee schedule. Choose the combination that will work best for you – focus on the conference or on the year's activities. Time is starting to run out for conference sponsorships and we urge you to act quickly since there are a limited number of sponsorships and exhibitor spots available.

Make checks payable to: NY Upstate APA Chapter

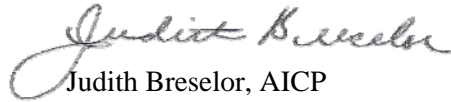
And send them to: Gary Palumbo, AICP
American Consulting Professionals
403 Main Street – Suite 320
Buffalo, NY 14203

All sponsorships are available on a first-come, first-serve basis. If you have questions, on Chapter Sponsorship please contact Tanya Zwahlen by phone at (585) 315-1834 or email at tzwahlen@frontiernet.net.

If you have any questions on the Conference please feel free to contact Gary Palumbo at (716) 533-4106 or by e-mail: gpalumbo@acp-ny.com.

Thank you for your support of the NY Upstate APA Chapter. We look forward to seeing you at the conference!

Best regards,


Judith Breselor, AICP
President

SPONSOR REGISTRATION FORM

**NEW YORK UPSTATE CHAPTER AMERICAN PLANNING ASSOCIATION
2010 ANNUAL CONFERENCE**

Niagara Falls Conference Center, Niagara Falls, NY

September 22-24, 2010

Thank you for sponsoring the New York Upstate APA Chapter. Your support is appreciated!

CHAPTER-WIDE SPONSORSHIP PACKAGES

Please check one:

- | | | | |
|--------------------------|---------------------------|--------------------------|-----------------------------|
| <input type="checkbox"/> | EMPIRE (\$7,000) | <input type="checkbox"/> | MUNICIPAL (\$1,000) |
| <input type="checkbox"/> | REGIONAL (\$5,000) | <input type="checkbox"/> | VILLAGE (\$500) |
| <input type="checkbox"/> | METRO (\$2,500) | <input type="checkbox"/> | NEIGHBORHOOD (\$250) |

A LA CARTE CONFERENCE SPONSORSHIP (Please indicate specific item(s) you are choosing)

CONFERENCE PROGRAM

One business-card sized display ad in the conference program \$150

Half-page ad in Conference Program \$400

EXHIBITOR – APA Member Consultant (no product vendors) \$500

COFFEE BREAK SPONSOR (four (4) available – indicate preference)

Wednesday P.M. \$300

Thursday A.M. \$300

Thursday P.M. \$300

Friday A.M. \$300

KEY NOTE SPEAKER SPONSOR (Thursday Morning) \$450

RECEPTION SPONSOR (two (2) available – indicate preference)

Exhibitors' Reception (Wednesday Evening) \$500

Conferees' Reception (Thursday Evening) \$600

AWARDS LUNCHEON SPONSOR \$750

TOTE BAGS call for information

NAME TAG LANYARDS call for information

TOTAL ENCLOSED \$ _____

PLEASE FILL IN THE FORM ON REVERSE AND SUBMIT WITH YOUR CHECK

CONTACT INFORMATION:

Firm: _____

Address: _____

Phone: _____

Web Address (For Program): _____

Contact Person: _____

E-Mail: _____

Conference Attendee(s): _____

For Exhibitors, will electricity be needed? Yes No

For Exhibitors, will internet (WIFI) access be needed? Yes No

SUBMITTAL INFORMATION:

The Sponsor Registration Form, your check in the proper amount, and camera-ready display ad graphics (portrait format) must be received by August 16, 2010.

Display ads: Half page - 7 ¼" x 4 ½"; Full page - 7 ¼" x 9 ½"; Business Card – 2 ¼" x 1 ½"

All sponsors of events will be identified with large, attractive signs. Sponsorships of luncheon and receptions will be announced.

Sponsorships will be treated on a first-come, first-served basis, and every attempt will be made to accommodate requests to their satisfaction.

All checks must be payable to: NY Upstate Chapter APA.

Please mail the Sponsor Registration Form to:

Gary Palumbo, AICP
American Consulting Professionals
403 Main Street – Suite 320
Buffalo, NY 14203

For additional information, contact Gary Palumbo at: (716) 533-4106, or by e-mail gpalumbo@acp-ny.com

2010 NY Upstate APA Sponsorship Levels & Benefits SPONSORSHIP PACKAGES

(PLEASE SEE OVER FOR A LA CARTE CONFERENCE LEVELS)

Empire (\$7,000)

- ◆ Full page ad in three editions of The Upstate Planner newsletter
- ◆ Firm name and logo on Chapter web site and conference homepage
- ◆ Named as primary annual conference sponsor
- ◆ Keynote sponsor (Thursday morning)
- ◆ Half page ad in conference program
- ◆ Sponsor annual awards luncheon (Thursday)
- ◆ Exhibitor booth and five chapter conference registrations
- ◆ Conference packet insert

Regional (\$5,000)

- ◆ Full page ad in three editions of The Upstate Planner newsletter
- ◆ Firm name and logo on chapter web site and conference homepage
- ◆ Half page ad in conference program
- ◆ Exhibitor booth and four conference registrations
- ◆ Sponsor conference reception (Thursday evening)
- ◆ Conference packet insert
- ◆ Sponsor a bus for mobile workshop at annual conference

Metro (\$2,500)

- ◆ Half page ad in three editions of The Upstate Planner newsletter
- ◆ Firm name and logo on chapter web site
- ◆ Business card ad in conference program
- ◆ Exhibitor booth and three conference registrations
- ◆ Coffee break sponsor at conference
- ◆ Logo on conference homepage

Municipal (\$1,000)

- ◆ Business card ad in three editions of The Upstate Planner newsletter
- ◆ Firm name and logo on chapter web site
- ◆ Exhibitor booth and one conference registration

Village (\$500)

- ◆ Business ad in three editions of The Upstate Planner newsletter
- ◆ Firm name and logo on chapter web site

Neighborhood (\$250)

- ◆ Business ad in three editions of The Upstate Planner newsletter

2010 NY Upstate APA Sponsorship Levels & Benefits
A LA CARTE CONFERENCE SPONSORSHIP LEVELS
(PLEASE SEE OVER FOR CHAPTER-WIDE SPONSORSHIP PACKAGES)

CONFERENCE PROGRAM

One business-card sized display ad in the conference program	\$150
Half-page ad in Conference Program	\$400

EXHIBITOR – APA Member Consultant (no product vendors) \$500

- ◆ One full registration
- ◆ One exhibitor booth (skirted table and 2 chairs)
- ◆ One business- card sized display ad in the conference program

COFFEE BREAK SPONSOR (four (4) available) \$300

- ◆ One full registration
- ◆ Name / Logo displayed on signage during Break
- ◆ Name / Logo in the Conference Program and on website

KEY NOTE SPEAKER SPONSOR (One available) \$450

- ◆ Name / Logo in the Conference Program and on website
- ◆ Sponsor sign at venue entrance/table

RECEPTION SPONSOR (two (2) available)

Exhibitors' Reception	\$500
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Conferees' Reception	\$600
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- ◆ One full registration
- ◆ Name / Logo in the Conference Program and on website
- ◆ Sponsor sign at venue entrance/table

AWARDS LUNCHEON \$750

- ◆ One full registration
- ◆ Name / Logo in the Conference Program and on website
- ◆ Introduced at the sponsored luncheon
- ◆ Sponsor sign on luncheon podium

TOTE BAGS call for information

NAME TAG LANYARDS call for information