

APA
NY

metroChapter

2009

Corporate Sponsorship Guide & Application

The American Planning Association's New York Metro Chapter addresses planning issues that concern the physical, social, and economic environment in the metropolitan region encompassing New York City, Long Island and the Hudson Valley. The Chapter represents some 1200 practicing planners and other people involved in the planning and design of the region's communities.

The Chapter actively fosters interdisciplinary interaction between educators, practitioners, students, administrators, community organizers and developers from all walks of the planning profession and beyond. It is through the work of the Chapter that an on-going discussion about the future of the New York Region takes place - through presentations, discussion forums, conferences, newsletters, position papers, and the work of the numerous Chapter Committees and Sections.

We welcome you to join us, partner with us, and support our exciting 2009 programming year!

Donald Burns, AICP, President

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JOIN US FOR AN EXCITING YEAR!

Public Recognition:

Corporate Contributors of the APA NY Metro Chapter have the opportunity to be recognized at many of the Chapter's events throughout the 2009 year, including:

- the *Ethics & Law Speaker Series* – an event that affords all AICP members the chance to obtain their required Certification Maintenance (CM) credits for professional certification;
- the *Annual Student Presentations*;
- the *Annual Meeting and Awards Program*;
- the *Annual Holiday Party*;
- the *Biennial Fall Conference*; and
- other APA NY Metro organized CM credit-approved programs.

Newsletter & Online Advertising:

As part of every sponsorship package, the Chapter offers complimentary standard (2.0" high x 2.5" wide) advertising space to all Corporate Sponsors in the APA NY Metro Planner online newsletter for the six issues of 2009.

Additionally, Corporate Contributors are listed in the online directory with their area of primary expertise, as well as contact information.

Larger Metro Planner ad space may be purchased at additional cost. See the 2009 Advertising Rate Schedule and Listing Options.

Exhibition Space:

Exhibition space shall be made available to Corporate Benefactors and Patrons of the Chapter at three of the highest-profile events that the Chapter organizes during the year:

...the *Annual Student Presentations*, *Annual Meeting and Awards Program*, and the *Chapter Holiday Party*. Benefactors shall be provided with space to profile their work to peers in the professional setting of the Chapter's *Biennial Fall Conference*.

Student Scholarships:

A portion of every Corporate Sponsorship package shall be designated toward student scholarship funds for the Chapter and Chapter Sections.

Pre-Paid Event Admissions:

Corporate Contributors shall have the opportunity to register a pre-paid number of attendees by RSVP at certain APA NY Metro Chapter organized events, to include: the *Ethics & Law Speaker Series*, the *Annual Student Presentations*, the *Annual Meeting and Awards Program*, the *Annual Holiday Party*, the *Long Island Section's East End and Fall Conferences*.

The number of attendees (one, two, five or ten) is dependent upon the package purchased, and attendees may pre-register with the Chapter in advance of the event on a first-seated basis up to the capacity of the event. Chapter-wide CM-events and the *Biennial Conference* are **not** included.

Long Island Section:

The Long Island Section hosts several Long Island based CM programs, the *Annual L.I. Fall Conference*, and the *East End Conference*; it conducts the *Annual Kunz Scholarship Breakfast fundraiser*; and it offers advertising in the Section's e-newsletter.

Corporate Contributors are eligible for *Pre-Paid Event Admission* for some of the above L.I. events. Please check with the Long Island Section when RSVPing.

The American Planning Association New York Metro Chapter is a registered 501c(3) non-profit organization, offering services to its membership, sponsors and for the benefit of the community at-large. Contributions to the organization are tax deductible.

2009 CORPORATE & INDIVIDUAL PACKAGES

Benefits	Item Corporate Value \$\$\$	CORPORATE							INDIVIDUAL		
		Benefactor	Patron	Sponsor	Donor	Conference Only (Oct '09)	Long Island Only	Newsletter Only	Friend	Supporter	Contributor
EVENT SPONSORSHIP ‡											
Biennial Chapter Conference (October, 2009)	\$1,500	■		■		■		SEE 2009 CONSULTANT ADVERTISING AND LISTING OPTIONS			
Annual Student Presentations (†)	\$250	■	■	■	■				■	■	■
Annual Mtg & Awards Program (†)	\$250	■	■	■	■				■	■	■
Annual Holiday Party (†)	\$250	■	■	■	■				■	■	
Ethics & Law Speaker Series (†) - two CM sessions	\$500	■	■						■		
Other CM credit-approved programs	\$250	■	■								
Long Island Section Fall Conference *	\$250						■				
Kunz Scholarship Breakfast *	\$250						■				
Long Island Section East End Conference *	\$250						■				
ONLINE ADVERTISING											
MetroPlanner (2.0" high x 2.5" wide ad)	\$325	■	■	■	■						
Online Consultant Directory	\$100	■	■	■	■						
Long Island Section Monthly e-Newsletter	\$250						■				
EXHIBITION SPACE: TABLING											
Annual Student Presentations	\$500	■	■								
Annual Mtg & Awards Program	\$500	■	■								
Annual Holiday Party	\$1,000	■	■								
Biennial Conference	\$1,000	■				■					
PRE-PAID EVENT ADMISSIONS (guaranteed for the 5 events (†) above by RSVP)											
10 pre-registered attendees	\$500	■									
5 pre-registered attendees	\$250		■								
2 pre-registered attendees	\$100			■				■			
One pre-registered attendee	\$50				■				■		
Long Island Section events and CM programs *							■				
SCHOLARSHIP FUND											
	\$1,000	■									
	\$750		■								
	\$500			■							
	\$250				■						
PACKAGE VALUE		\$7,850	\$4,850	\$3,200	\$1,150	\$2,500	\$1,000				
COST – what you pay:		\$5,000	\$3,500	\$2,000	\$1,000	\$2,000	\$1,000		\$500	\$250	\$100
SAVING		\$2,850	\$1,350	\$1,200	\$150	\$500					

‡ Involves recognition in all program materials and publicity for the event.

† Corporate contributors may register the pre-paid # of attendees for these Chapter-wide events by RSVP on a first-registered, first-seated basis up to the capacity of the event.

* The number of pre-paid Long Island Section event admissions is determined by the Long Island Section. Request info when supplying RSVP for event(s).

REGISTRATION FORM

PACKAGE SELECTION (check one):

CORPORATE: **BENEFACTOR**
 PATRON
 SPONSOR
 DONOR

INDIVIDUAL: **FRIEND**
 SUPPORTER
 CONTRIBUTOR

For Corporate Contributors Only: Please indicate in the space below any non-Package purchases (from the "blue columns" on the previous page), to include:

BIENNIAL CHAPTER CONFERENCE (OCTOBER 2009) ONLY;
 PUBLIC RECOGNITION & TABLING SPACE = \$2,000
 LONG ISLAND OPTION ONLY = \$1,000

 ADDITIONAL ADVERTISING/LISTING (\$350 is included in any standard package, add \$_____ for additional space.)
PLEASE SPECIFY TYPE: _____

NAME (FIRM or INDIVIDUAL):

CONTACT PERSON:

ADDRESS (STREET / P.O. BOX):

SUITE/FLOOR:

CITY/TOWN/VILLAGE:

STATE:

ZIP:

TELEPHONE:

FACSIMILE:

EMAIL:

CHECK (PAYABLE TO APA NEW YORK METRO CHAPTER)

INVOICE (PLEASE COMPLETE INVOICE ADDRESS BELOW)

NAME AND TITLE:

COMPANY NAME:

ADDRESS (STREET / P.O. BOX):

SUITE/FLOOR:

CITY/TOWN/VILLAGE:

STATE:

ZIP:

AUTHORIZED SIGNATURE:

The American Planning Association New York Metro Chapter is comprised of four geographic Sections (Hudson East, Hudson West, Long Island, New York City), encompassing nine counties (Dutchess, Nassau, Orange, Putnam, Rockland, Suffolk, Sullivan, Ulster, Westchester) and the five boroughs of New York City.

Mail/fax/pdf email the completed registration form to:

**APA New York Metro Chapter
11 Park Place
Suite 914
New York, NY 10007**

**Phone: 646.278.6757
Fax: 646.278.6758**

**Attn: Mary Findlen, Chapter Administrator
<mfindlen@nyplanning.org>**

For any additional information regarding details of the Corporate Sponsorship Guide, please contact the Chapter Administrator, or Neal A. Stone, Vice-President Programs at: <pacostone@hotmail.com> or (718) 387-6901.