

November 2014

Celebrate New York State History Month

with the
University Club of Albany Foundation

www.universityclubalbany.com



Sponsorship Opportunities

New York State History Month Sponsor (\$5,000)

- “Brought to You By” naming rights
- Company-provided banner display and/or tabling opportunity at no fewer than 10 events at the University Club in November
- Top billing in all event promotional items, including but not limited to invitations, email, advertising, and handout materials
- Logo on Banner to be displayed at University Club building
- Top logo placement with link on website sponsor page
- Social Media promotion to Facebook, Twitter, LinkedIn and Blog followers of University Club/Foundation
- Company name / logo in U Club monthly (October and November)
- Company name / logo in Foundation Fall Newsletter
- 10 complimentary tickets to signature event, “A Celebration of New York State History Month” - a cocktail reception honoring the artist Len Tantillo with the inaugural **University Club Award for Achievement in History & Culture**. Friday, November 7, 6:00—8:00 p.m.
- CEO (or company representative) will be invited to provide opening remarks at the event



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New York State History Month Co-Sponsor (2 @ \$2,500)

- Sponsor category exclusivity rights
- Company name/logo on event promotional items, including but not limited to invitations, email, advertising, and handout materials
- Logo on Banner to be displayed at University Club building
- Logo placement with link on website sponsor page
- Social Media promotion to Facebook, Twitter, LinkedIn and Blog followers of University Club/Foundation
- Company name / logo in U Club monthly (October and November)
- Company name / logo in Foundation Fall Newsletter
- 5 complimentary tickets to signature event, “A Celebration of New York State History Month” - a cocktail reception honoring the artist Len Tantillo with the inaugural **University Club Award for Achievement in History & Culture**. Friday, November 7, 6:00—8:00 p.m.

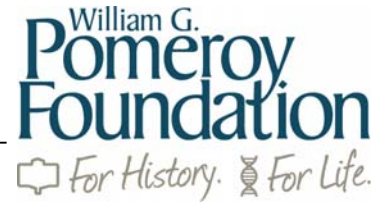


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SPONSORSHIP OPPORTUNITIES: NEW YORK STATE HISTORY MONTH AT THE UNIVERSITY CLUB OF ALBANY

New York State History Month Supporting Sponsor (2 @ \$1,000)

- Company name/logo on event promotional items, including but not limited to invitations, email, advertising, and handout materials
- Logo placement with link on website sponsor page
- Social Media promotion to Facebook, Twitter, LinkedIn and Blog followers of University Club/Foundation
- Company name / logo in U Club monthly (October and November)
- Company name / logo in Foundation Fall Newsletter
 - 2 complimentary tickets to “A Celebration of New York State History Month” - a cocktail reception honoring the artist Len Tantillo with the inaugural **University Club Award for Achievement in History & Culture**. Friday, November 7, 6:00—8:00 p.m.
 - 4 complimentary tickets to “Albany: Our History, Our Future” the Mayor’s Luncheon kicking off NYS History Month with a presentation by Mayor Kathy Sheehan regarding Albany's rich history and the role of heritage tourism in our future. Monday, November 3, noon—1 p.m.



New York State History Month Event Sponsor (10 @ \$500)

- Company name/logo on event promotional items, including but not limited to invitations, email, advertising, and handout materials
- Logo placement with link on website sponsor page
- Social Media promotion to Facebook, Twitter, LinkedIn and Blog followers of University Club/Foundation
- Company name / logo in U Club monthly (October and November)
- Company name / logo in Foundation Fall Newsletter
- 2 complimentary tickets to event(s) being sponsored by organization



History Hunt Sponsor (\$250)

NYS History Month will include a three-week **History Hunt** highlighting locations of historic and/or cultural interest. The History Hunt will use a mobile app called Scavify (www.scavify.com) which is free to participants. The backend cost for a hunt for 100 users is \$250. The History Hunt will leverage the power of social media as players view the list of Hunt tasks, complete them, and earn points toward prizes that will be awarded at a **History Hunt Party** on Friday, Nov. 21.

- Company name/logo on Scavenger Hunt page and app
- Logo placement with link on website sponsor page
- Social Media promotion to Facebook, Twitter, LinkedIn and Blog followers of University Club/Foundation
- Company name / logo in U Club monthly (October and November)
- Company name / logo in Foundation Fall Newsletter
- 2 complimentary tickets to History Hunt Party on November 21
 - **Prize Donation Opportunities**
 - We are soliciting prizes for top 10 scorers on the History Hunt. Donations of prizes will offer additional visibility and exposure. Please contact Ellen Dragonette at the University Club for more information at 518-463-1151 or Ellen@universityclubalbany.com.