



New York State Liquor Store Association

2010 Sponsor Opportunities *Grabbing the Attention of Upstate New York Liquor Stores*



New York State Liquor Store Association

The New York State Liquor Store Association represents liquor retailers in the 54 counties in upstate New York.

NYSLSA Title Sponsorship Opportunities

Platinum Member - \$7,000.00

Website Sponsor -- Banner line on website
Full-page Ad in every Newsletter
Access to NYSLSA Membership List
Advertisement on one E-Blast
Vendor Exhibit at Annual Meeting
Annual Meeting Acknowledgment*

Gold Member - \$5,000.00

Half-page Ad in every Newsletter
Access to NYSLSA Membership List
Advertisement on one E-Blast
Annual Meeting Acknowledgment*

Silver Member - \$2,500.00

Quarter-page Ad in every Newsletter
Access to NYSLSA Membership List
Annual Meeting Acknowledgment*

Bronze Member - \$1,000.00

Business Card-size Ad in every Newsletter
Annual Meeting Acknowledgment*

** Annual Meeting Acknowledgment*

A banner representing each sponsor that may be hung in the room as space is available in the facility and a half-page ad in the annual publication.

NYSLSA Marketing Options

Delivering Your Message to Liquor Retailers

Website:

Banner Ads – Seen on each main page of the website. It can be directly linked to your website.

6 Months - \$1,500.00 1 Year - \$2,500.00

Logo – Seen on the home page of the website.

6 Months - \$500.00 1 Year - \$850.00

Online Business Directory – Listings of your business and services in a searchable business directory.

1 Year - \$250.00

E-Communications

E-Mail Blast – Easy access to over 1,200 licensed liquor retailers.

1 Blast to all Contacts : \$250.00

4 Blasts to all Contacts : \$800.00

Newsletter

Ad Rates:

Size	Dimensions	1 Issue
Full Page	7 ¼" x 9 ¼"	\$500.00
Half Page	7 ¼" x 4 ½"	\$280.00
	3 ½" x 9 ¼"	
Quarter Page	3 ½" x 4 ½"	\$150.00

NYSLSA does not guarantee the position of any advertisement within the newsletter. Position requests will be given consideration; however, space is limited in each issue of the newsletter. Ads are accepted on a first-come, first served basis.

Monthly Meetings

- Presentation of your product or service
- Logo on meeting announcements (postcards/e-blasts)
- Optional tasting

Meeting Sponsor: \$500.00



2010 Sponsorship Packet

INSTRUCTIONS:

Please complete this form and send it to the address listed below with your payment. Please send any artwork electronically to nyslsa@caphill.com. Please keep a copy of this contract for your records.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

NYSLSA Contact _____

SPONSORSHIP: Platinum \$7,500 Gold \$5,000
 Silver \$2,500 Bronze \$1,000

WEB SITE: 1-Year Banner \$2,500 6-Month Banner ... \$1,500
 1-Year Logo \$850 6-Month Logo \$500
 Directory \$250

NEWSLETTER AD: Full Page \$500 Half Page \$280
 Quarter Page \$150

EMAIL BLAST: 1 Blast: \$250 - Date to be sent: _____
 4 Blasts: \$800 - Dates to be sent: _____

MEETING: 1 Meeting \$500

Total Enclosed \$ _____ Check # _____

Credit Card: Visa Mastercard American Express Discover

Credit Card #: _____ Exp Date: _____

Signature: _____

I hereby acknowledge that my company or I will be responsible for payment of all services selected. I have read and agree to abide by terms of this agreement. I understand that I will be responsible for providing artwork.

Signature _____

Name (Printed) _____ Date _____

Please make checks payable to NYSLSA and send to:
 NYSLSA, 1450 Western Avenue, Suite 101, Albany, NY 12203
 phone: (518) 694-0483 fax: (518) 463-8656 email: nyslsa@caphill.com