



DO GOOD FOR YOUR BUSINESS.
DO GOOD FOR THE COMMUNITY.

2011 Sponsorship and Advertising Guide.

Support the Nonprofit Sector
in New York State.



CAMP FINANCE 2011

10th Anniversary Year!

New York's Premiere Financial Management Conference

Camp Finance at the Mohonk Mountain House

October 6th & 7th, 2011 | New Paltz NY

Recognized as New York State's premier financial management conference for nonprofit organizations, this event, now in its ninth year, will be held at the historic and incomparable **Mohonk Mountain House in New Paltz, NY** from October 6th & 7th, 2011. Situated conveniently close to New York City and Albany (and worth the drive from anywhere), "The Mountain House" has hosted our Camp Finance since its inception in 2002. This year's conference will bring together the foremost thinkers in financial management, philanthropy, fundraising and more. Also featured at this event is the NYCON Annual Meeting & Awards Luncheon. Join us for what promises to be our largest, most successful Camp Finance ever!

BACK by Popular Demand! Tracks and Keynote Presentations on **Fundraising and Philanthropy.**

EXCLUSIVE: Conference Sponsor—\$5,500

Sponsorship includes an exclusive advertising campaign in all NYCON publications. See page 6 for details.

- Listed as "Conference Sponsor" on all pre-printed and day-of program materials.
- Overnight accommodations for two (*one room, double occupancy, includes meals*) on the nights of October 5th & 6th.
- Exhibitor space located next to main participant registration
- Admission for two representatives to attend all conference events
- Company logo on event promotional material
- Company logo with description of products & services on day-of-event program information
- Company logo with link on NYCON website
- Company marketing material in conference tote bag
- Opportunity to address participants at annual luncheon or reception
- Participant listing (paper copy)

Reception Sponsor — \$2,500

- Exhibitor space located near main participant registration
- Admission for one person to attend entire event
- Company logo and description on day-of-event program information, only sponsor listed during reception
- Company logo with link on NYCON website
- Company logo on conference tote bag
- Company marketing material in conference tote bag Participant List (paper copy)



CAMP FINANCE 2011 10th Anniversary Year!

Conference Tote Bag Sponsor — \$1,000

This sponsor will provide tote bags to 250 conference participants.

- Listing on NYCON website as the conference tote-bag sponsor
- Company logo and description of your products & services on day-of-event program information
- Opportunity to provide marketing materials in conference bag
- Company logo on conference tote bag
- Participant list (paper copy)

Conference Break Sponsor—\$550

- Admission for one person to attend event (*Exhibit table & Accommodations are an additional cost*)
- Company logo and description on day-of-event program information including special signage at break.
- Company name on NYCON website
- Participant List (paper copy)

Conference Exhibitor — \$500

- Listing on NYCON website as an exhibitor
- Reserved exhibit space for day of Exhibits (**October 6th Only**).
- Company logo and description of your products & services on day-of-event program information
- Opportunity to provide marketing materials in conference bag
- Participant list (paper copy)
- Continental breakfast and Annual Luncheon included for one representative and Annual Reception & Exhibitor's Spotlight!

Over 250 Board Presidents, Board Treasurers, CFOs, Fiscal Directors, Executive Directors and others serving the Nonprofit Sector are expected to attend Camp Finance this year! **Past speakers include** representatives from the IRS, the New York State Attorney General's office, Guidestar.org, the New York State Society of Certified Public Accountants, the New York State Comptroller's Office, The Nonprofit Risk Management Center and State Agency representatives **Past sponsors and exhibitors include** GiftWorks, M&T Bank, Smith Barney, Merrill Lynch, Dorfman Robbie, JMT Consulting, Kilakwa Web Design, Marshall & Sterling, Council Services Plus, Benefit Planning Service, Inc. ADP, Staples, Watson & West LLP, First Nonprofit, M&T Bank, Public Strategies, The Cost Cutters, Blackbaud, and more!



URBACH COMMUNITY BUILDER AWARD And NYCON Annual Luncheon Program Booklet

About The Urbach Community Builder Award

The **2011 Michael H. Urbach, CPA., Community Builder’s Award**, co-sponsored by the New York State Society of CPAs, honors a Certified Public Accountant in New York State who has exhibited exemplary board leadership in 501 (c)3 charities. This award is named in honor of Michael H. Urbach, CPA. Mr. Urbach was the first CPA to serve as New York State Commissioner of Taxation and Finance, Chaired the State Employees Federated Appeal, was a former partner and Executive Vice President of the international CPA firm of Urbach, Kahn and Werlin, P.C., former Senior VP and Chief Financial Officer of the New York Power Authority, and had a significant impact on New York’s nonprofit community through board participation and leadership. He regarded his involvement, especially with boards having financial and administrative challenges, as a unique opportunity to help enact and embrace organizational change for the betterment of the community.

Award Presentation & Program Booklet

The Award will be presented on October 6th, 2011 during the NYCON Annual Meeting at Camp Finance to be held at Mohonk Mountain House in New Paltz, NY. Accommodations for the evening prior to the Awards Luncheon for the honoree and his or her guest will be compliments of NYCON.

Past Award Recipients

- The **2010** award recipient was **Edward S. Mucenski**, CPA of Potsdam
- The **2009** award recipient was **Lewis “Lew” Kramer**, CPA of Chappaqua
- The **2008** award recipient was **Mel Zachter**, CPA of Staten Island
- The **2007** award recipient was **Eugene H. Fleishman**, CPA of Poughkeepsie
- The **2006** award recipient was **Craig Sickler**, CPA from Kingston
- The **2005** award recipient was **Paul Battaglia**, CPA from Batavia

2011 Program Book Ad Rates:

Outside Back Cover _____	\$500
Inside Back Cover _____	\$400
Full Page _____	\$300
Half Page _____	\$150
Business Card Size _____	\$50

Award Luncheon Costs:

Annual Meeting & Award Luncheon _____	\$75
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THE NEW YORK NONPROFIT EXECUTIVE DIRECTORS NETWORK

Do You Know "NYNED?" The NY Nonprofit Executive Director (NYNED) Network Blog, that is. NYCON is proud to launch into the blogosphere with our network of executive director peer groups from around the state. Over 300 nonprofit executive directors participate in the network and keep “in the know” by connecting to NYNED. This tool helps executives answer questions, connect with preferred vendors, consultants and other nonprofit resources. The NYNED blog also helps nonprofit leaders keep up with the latest news that will improve their performance, enhance their professional development and support the challenging and rewarding work they do as a nonprofit leader.

Regional groups include:

- Capital Region Executive Director Peer Group
- Leatherstocking Agency Executives Association
- Oneida and Herkimer Executive Directors Group
- South Central New York Nonprofit Executive Directors Group
- Mid Hudson Valley Executive Directors Peer Group
- Western New York Executive Directors Network
- Southern Tier Nonprofit Executive Directors Group



Network Sponsor—\$3,000

- A press release to community news outlets on the new support and sponsorship
- Company logo and link on the NYNED website home-page
- Company logo in Executive Director e-mail newsletter announcements and updates
- Company literature distributed at Executive Directors Groups’ meetings
- An opportunity for a company representative to attend and introduce themselves at one regional meeting per year.

Network Supporter—\$1,500

- Company logo in Executive Director e-mail newsletter announcements and updates
- Company literature distributed at Executive Directors Groups’ meetings

NYNED keeps over 300 Executives Directors from the regions’ most well-known nonprofits connected and informed on a wide range of management, fiscal, fundraising and general business issues. The website is visited by an average of **100 unique visitors per month**, and is growing constantly. NYNED also convenes over **350 people** in face-to-face meetings every year.



EXCLUSIVE ADVERTISING PACKAGE FOR CONFERENCE SPONSORS

Exclusive Conference Sponsorship Benefits

In order to co-brand events and emphasize our important working relationship with corporations, NYCON Event Sponsors will be provided with a full promotional package **valued at over \$2,000**. The package can be tailored to meet the needs of the corporation but will include benefits such as:

One-year Corporate Membership in NYCON. (Valued at \$500) including:

- Complimentary copies of selected NYCON publications
- Discounted marketing opportunities through NYCON trainings, conferences and events
- Discounted rates on advertisements in selected NYCON publications
- Member newsletters and bulletins
- Other special opportunities to support the nonprofit sector through the work of NYCON
- Special mention on the NYCON Website & Annual Report
- Special recognition at the NYCON Annual Dinner at the Mohonk Mountain House in New Paltz, NY

Listing on new NYCON “Vendor Databank” (Valued at \$500)

This new feature of NYCON.org will list only Corporate Members who have services and products that are available to the nonprofit sector. This database will be promoted through direct mail & marketing to current and prospective NYCON members in New York State

Option to provide a featured educational article for NYCON’s Email Newsletter for Members

Articles for this timely and important publication are solicited on a rare basis from our Corporate Partners and Members. Past submissions have come from Julie Floch, CPA, Eisner LLP and Melanie Herman, Executive Director, Nonprofit Risk Management Center.

Advertisement in one NYCON e-newsletter each quarter. (Valued at \$1,000)

The Weekly Update has revolutionized the way in which members communicate with NYCON. This email newsletter, delivered to over 6,000 nonprofit executives, current and prospective members, funders and others interested in the sector, has provided quick information and direct links on all NYCON events, program, and benefits. It has dramatically increased participation in membership benefit programs.





SPONSOR, EXHIBITOR & ADVERTISING OPPORTUNITIES

Please check all that apply.

Camp Finance 2011—October 6th & 7th, New Paltz NY

Conference Sponsor	\$5,500
Reception Sponsor	\$2,500
Conference Tote-bag sponsor	\$1,000
Break Sponsor	\$550 <i>(Exhibit Table is Additional)</i>
Exhibitor	\$500

Additional Camp Finance Costs Per Person. Please Choose all that Apply:

— Overnight Room for October 5th (Single Occupancy)	\$250.00
— Overnight Room for October 5th (Double Occupancy)	\$199.00 <i>(per person)</i>
— Overnight Room for October 6th (Single Occupancy)	\$250.00
— Overnight Room for October 6th (Double Occupancy)	\$199.00 <i>(per person)</i>
— Day-Trip Fee for Additional Company Representatives <i>(includes breakfast, lunch & reception)</i>	\$100 x _____ <i>Number of Representatives*</i>
— Dinner Option (Night of October 6th)	\$95 x _____ <i>Number of Representatives**</i>

This fee applies **only if you are bringing more than one (1) company representative included in your Exhibitor Fee.*

***This fee does **not** apply if you are reserving a room on the night of October 6th, 2011.*

Urbach Community Builder Award and NYCON Annual Dinner Program Booklet

— Outside Back Cover	\$500
— Inside Back Cover	\$400
— Full Page	\$300
— Half Page	\$150
— Quarter Page	\$100
— Business Card Size	\$50

The New York Nonprofit Executive Director Network

— Network Sponsor	\$3,000
— Network Supporter	\$1,500

New: Email Advertisement *(Reserved for Corporate Members and Select Partners)*

— Monthly (2 sidebars) per Month	\$100
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Total

(Less corporate partner discount of 15% if applicable)	\$ _____
(Less corporate member discount of 10% if applicable)	\$ _____
Final Total	\$ _____



Your Contact Information

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Website: _____

Credit Card Info: _____
(Type, Number, Exp Date)

I acknowledge a charge to my card in the amount of: \$ _____

Are you currently a NYCON Endorsed Corporate Partner?

- Yes
- No

Are you currently a NYCON Corporate Member or joining with this application?

- Yes
- No

Deadlines:

Deadlines vary depending upon which conference, publication, or other advertising opportunity you are purchasing sponsorship for. Please contact Valerie Venezia, Vice President of Membership & Marketing, At (800) 515-5012, ext. 121 or via email at vvenezia@NYCON.org with any questions.

Corporate Members, Sponsors, Exhibitors and Advertisers can pay by:

- Completing the above order form above and submitting credit card info via fax to: **518-434-0392** or email vvenezia@NYCON.org
- By contacting Valerie Venezia at (800) 515-5012, ext. 121.

If not paying via credit card, please make checks payable to “NYCON” and mail your completed sponsorship form to:

Valerie Venezia, VP of Membership & Marketing

New York Council of Nonprofits, Inc.
272 Broadway
Albany, NY 12204

Questions?

Please contact Valerie Venezia at (800) 515 - 5012 ext. 121
or email vvenezia@NYCON.org

Thank You!



2011 CORPORATE MEMBERSHIP APPLICATION

The New York Council of Nonprofits, Inc. (NYCON) is a 501(c)(3) membership based nonprofit organization dedicated to building healthy, caring communities and human-care delivery systems across the state through a strong charitable nonprofit sector and quality community-based planning.

Why You Should Join...

Corporate members of NYCON join our nonprofit and individual members in helping build strong communities. As our “Thank You,” you are entitled to receive:

- Listing in the NYCON **“Vendor Databank”** with description of services and contact information & Announcement of Membership in NYCON Members’ Only Email & on NYCON website
- Opportunity to provide a free online “information session” to NYCON Members (hosted by NYCON via webinar)
- Special recognition at the NYCON Annual Meeting
- Special mention on the NYCON Annual Report
- Complimentary Member newsletters and bulletins
- Complimentary copies of selected NYCON publications (*Salary Study, Standards for Common Sense, etc.*)
- Discounted rates on additional advertisements in selected NYCON publications & email newsletters
- Discounted marketing opportunities through NYCON trainings, conferences and events
- Other special opportunities to support the nonprofit sector through the work of NYCON

_____ (company name) supports the mission and objectives of the NYCON, and agrees to cooperate with other corporate members in furthering NYCON’s purpose and activities and hereby

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Website: _____

Credit Card Info: _____
(Type, Number, Exp Date)

I acknowledge a charge to my card
in the amount of: \$ _____

Signature: _____

applies for membership on the basis of NYCON’ charitable purposes.

Corporate Membership is \$500. If not paying via credit card, please make checks payable to **NYCON, Inc.**
Questions? Please contact Valerie Venezia, Vice President of Membership & Marketing at 800-515-5012, ext. 121 or