



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

Custom packages are available! Email [admin@seaony.org](mailto:admin@seaony.org) for more details.

## CORPORATE SPONSORSHIPS

Corporate sponsorship supports the mission of SEAoNY and the structural engineering profession in general, while providing companies exposure and the opportunity to engage SEAoNY membership. Sponsorships are for one (1) year on a rolling basis.

### **Platinum Corporate Sponsorship**

\$6,000

Benefits Include:

- Complimentary full-page ad in each quarterly issue of SEAoNY's Cross Sections Newsletter\*
- 20 Complimentary SEAoNY event registrations (*excludes SEAoNY Conference, Golf Outing, and Boat Cruise*)
- 15% discount on individual event sponsorship opportunities\*\* (*excludes SEAoNY Golf Outing*)
- 15% discount on advertising\*\*\* offered by SEAoNY
- 1 complimentary e-blast advertisement
- 2 complimentary advertisements in the SEAoNY weekly e-Newsletter
- Company's logo and website link on the SEAoNY website homepage
- Listing as a Platinum Corporate Sponsor on SEAoNY Annual Conference and Boat Cruise onsite materials
- Listing as a Platinum Corporate Sponsor on SEAoNY's Upcoming Events Flyers at each in-person lecture and seminar, and shown on screen during virtual lectures and seminars
- 3 social media mentions as a Platinum Corporate Sponsor on SEAoNY Instagram and LinkedIn

\*See page 7 for information about Cross Sections

\*\*See pages 4-6 for descriptions of SEAoNY Events

\*\*\*See page 7 for advertising opportunities



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

## Gold Corporate Sponsorship

\$4,000

Benefits Include:

- Complimentary half-page ad in each quarterly issue of SEAoNY's Cross Sections Newsletter\*
- 8 Complimentary SEAoNY event registrations (*excludes SEAoNY Conference, Golf Outing, and Boat Cruise*)
- 10% discount on individual event sponsorship opportunities\*\* (*excludes SEAoNY Golf Outing*)
- 15% discount on advertising\*\*\* offered by SEAoNY
- 2 complimentary advertisements in the SEAoNY weekly e-Newsletter
- Company's logo and website link on the SEAoNY website homepage
- Listing as a Gold Corporate Sponsor on SEAoNY Annual Conference and Boat Cruise onsite materials
- Listing as a Gold Corporate Sponsor on SEAoNY's Upcoming Events Flyers provided at each in-person lecture and seminar, and shown on screen during virtual lectures and seminars
- 2 social media mentions as a Gold Corporate Sponsor on SEAoNY Instagram and LinkedIn

\*See page 7 for information about Cross Sections

\*\*See page 4-6 for descriptions of SEAoNY Events

\*\*\*See page 7 for advertising opportunities



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

## Silver Corporate Sponsorship

\$2,000

Benefits Include:

- Complimentary quarter-page ad in each quarterly issue of SEAoNY's Cross Sections Newsletter\*
- 4 Complimentary SEAoNY event registrations (*excludes SEAoNY Conference, Golf Outing, and Boat Cruise*)
- 5% discount on individual event sponsorship opportunities\*\* (*excludes SEAoNY Golf Outing*)
- Company's logo and website link on the SEAoNY website homepage
- Listing as a Silver Corporate Sponsor on SEAoNY Annual Conference and Boat Cruise onsite materials
- Listing as a Silver Corporate Sponsor on SEAoNY's Upcoming Events Flyers at each in-person lecture and seminar, and shown on screen during virtual lectures and seminars
- 1 social media mention as a Silver Corporate Sponsor on SEAoNY Instagram and LinkedIn

\*See page 7 for information about Cross Sections

\*\*See page 4-6 for descriptions of SEAoNY Events

\*\*\*See page 7 for advertising opportunities



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

## **EVENT SPONSORSHIPS**

### **SEAoNY Annual Golf Outing**

The all-day event held in June is a fundraiser for scholarships awarded by the SEAoNY Scholarship Fund to promising engineering students in the New York area. The event has sold out every year with 140 golfers. There are multiple sponsorship opportunities for the Golf Outing, which will be announced in the late winter / early Spring of 2024!

To be added to the sponsorship interest list for the 2024 SEAoNY Golf Outing, please contact the SEAoNY Office at [admin@seaony.org](mailto:admin@seaony.org).

### **SEAoNY Annual Full-Day Conference**

Each year, SEAoNY holds a day-long educational seminar at a venue in New York City. **Details regarding the 2024 SEAoNY Annual Conference will be announced in the coming weeks!**

The Conference attracts SEAoNY members and non-members, including contractors, architects, Department of Buildings officials, and those from other sectors of the AEC industry. In 2023, we had over 175 attendees in attendance at the conference.

To be added to the sponsorship interest list for the 2024 SEAoNY Conference, please contact the SEAoNY Office at [admin@seaony.org](mailto:admin@seaony.org).

### **SEAoNY Structural Engineering Excellence (SEE) Awards Dinner and Boat Cruise**

The SEE Awards recognize exceptional projects by firms in New York. Top projects in at least 6 categories are selected from dozens of submissions for review by a select jury. Winners in each category are announced during the dinner. The Awards Dinner is typically held in June on a luxury yacht, which follows the Manhattan shoreline along the Hudson to the East River. Standard attendance is approximately 150 SEAoNY members and non-members from all sectors of the industry, who were involved in the nominated projects.

Details and sponsorship opportunities for the 2024 SEAoNY SEE Awards and Boat Cruise will be announced in the late winter / early spring of 2024!

To be added to the sponsorship interest list for the 2024 SEE Awards and Boat Cruise, please contact the SEAoNY Office at [admin@seaony.org](mailto:admin@seaony.org).



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

## Education Seminar & Lecture Sponsor

\$500 / In-Person Program

\$350 / Virtual Program

SEAoNY education seminars and lectures typically attract an average of 45-70 attendees, and are offered in-person and virtually. Through the support of our generous sponsors, we are able to keep registration fees low for attendees.

### Benefits Include:

- Listing as a sponsor on the event website page with logo and link
- Listing as a sponsor in all e-blast event promo materials with logo and link
- 1 social media mention as event sponsor on SEAoNY Instagram and LinkedIn
- Listing as a sponsor on the event opening slide with logo
- Verbal recognition in opening remarks by SEAoNY leader
- 1 complimentary registration to the sponsored event
- Opportunity to address attendees for 2 minutes at the beginning of the seminar, or provide opening slides introducing your organization
- Post-seminar full registration list (first name, last name, title, and company only)
- Post-seminar opt-in attendee list (first name, last name, email, title, and company)
- If permitted by speaker, presentation will be recorded and displayed on our website to members and nonmembers. Sponsor recognition will be included as listed above

## **ADVERTISEMENTS**

### Weekly SEAoNY Newsletter Ad

\$300 per ad (1 week)

\$500 per ad (2 weeks)

SEAoNY's Newsletter is a weekly electronic newsletter reaching nearly 4,000 structural engineers and students and is emailed every Thursday. **A one (1) week ad placement for the SEAoNY Newsletter is good for one issue. A two (2) week ad placement for the SEAoNY Newsletter is good for two issues.** Advertising is not exclusive and are placed in our advertising section of the Newsletter. Ads for the SEAoNY Newsletter are due Tuesday by 12 noon the week of the publication. **Ad specs:** please send your ad in a JPEG or PNG format; size should be a 3:2 aspect ratio, with a width between 600-650 px.



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

## Industry Events Website Calendar Listing

\$300 per listing

List your event on SEAoNY's Industry Events Website calendar! Listings appear upon publishing through the date of the event and are placed within 3 business days of submission. Maximum wording is 250 words and may be submitted as a Word document or in the body of an e-mail. One image can be included.

## Industry Events Website Calendar Listing & Newsletter Ad Bundle

\$500 per listing (1 week)

\$700 per listing (2 weeks)

List your event on SEAoNY's Industry Events Website calendar and in the SEAoNY Newsletter! Listings appear upon publishing through the date of the event and are placed within 3 business days of submission. Maximum wording is 250 words and may be submitted as a Word document or in the body of an e-mail.

SEAoNY's Newsletter is a weekly electronic newsletter reaching nearly 4,000 structural engineers and students and is emailed every Thursday. **A one (1) week ad placement for the SEAoNY Newsletter is good for one issue. A two (2) week ad placement for the SEAoNY Newsletter is good for two issues.** Advertising is not exclusive and are placed in our advertising section of the Newsletter. Ads for the SEAoNY Newsletter are due Tuesday by 12 noon the week of the publication. **Ad specs:** please send your ad in a JPEG or PNG format; size should be a 3:2 aspect ratio, with a width between 600-650 px.

## Cross Sections Newsletter

The quarterly newsletter covers current topics of interest to the New York structural engineering community, and is mailed to entire SEAoNY contact list. Advertising is not exclusive. Ads will not be placed until payment is received. Paid ads will be included in the next available issue.

- ¼ Page Ad (4" x 5") \$225
- ½ Page Ad (8.5" x 5") \$400
- Full Page Ad (8.5" x 11") \$700



# SEAoNY 2023-2024 Sponsorship & Advertising Opportunities

## SEAoNY 2023-2024 Sponsorship/Advertisement Commitment Form

Please indicate your commitment by filling out this page and returning it to [admin@seaony.org](mailto:admin@seaony.org). Once we receive your completed form, we will issue you an invoice with payment instructions.

### Package Selection:

Please select your preferred package(s) below.

#### Corporate Sponsorship

Platinum (\$6,000)

Gold (\$4,000)

Silver (\$2,000)

#### Event Sponsorship

Education Seminar & Lecture Sponsor (\$350-\$500)

Seminar/Lecture/Webinar Title:

\_\_\_\_\_

### Advertising

Newsletter Ad (  - 1 Week (\$300) /  - 2 Weeks (\$500))

Industry Events Website Calendar Listing (\$300)

Industry Events Website Calendar Listing & Newsletter Ad Bundle (  - 1 Week (\$300) /  - 2 Weeks (\$500))

Cross Sections Ad (  ¼ Page (\$225) /  ½ Page (\$400) /  Full Page (\$700))

### Authorized Representative Information

Full Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Pay By:  Credit Card /  Check

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Custom packages are available! Email [admin@seaony.org](mailto:admin@seaony.org) for more details.**