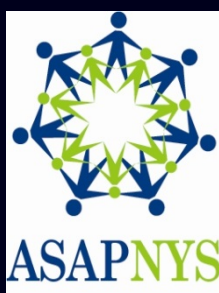


Alcoholism & Substance Abuse Providers of New York State's  
8th Annual Veterans Summit  
November 2, 2022

*Marketing Opportunities*



OPERATION RECOVERY MINDSET:  
HELPING VETERANS AND THEIR FAMILIES THRIVE





Dear Colleague,

The Board of Directors and ASAP's Veterans Summit Planning Committee are excited to offer you an outstanding opportunity to reach ASAP members through our 8th Annual Veterans Summit on November 2, 2022 in Tarrytown, NY. Sponsorship opportunities allow you to connect with our system leaders and showcase your organization's commitments to services supporting our veterans.

This packet outlines the marketing opportunities available to your organization in conjunction with the Summit. All opportunities outlined in this packet are designed to maximize your outreach to the industry.

We hope you will be able to join us at this Summit. Should you have any questions regarding marketing opportunities for this conference, please contact me directly at (518) 426-3122 x103 or via e-mail at [slafountain@asapnys.org](mailto:slafountain@asapnys.org). We look forward to seeing you in November, 2022.

Sincerely,

*Sherry LaFountain*

Sherry LaFountain  
Director of Events Management, Marketing & Development

## Marketing Opportunities to Consider:

- Exhibiting at the conference
- Sponsorships of conference activities that offer wide reach and visibility
- Advertising in Conference Program
- Packaging your organization's literature with registration materials



# MARKETING OPPORTUNITIES

## Veterans Platinum Summit Partner

**\$10,000**

Logo sponsorship as a Platinum Summit Partner on all Summit materials and correspondence. Sponsorship of the Summit Keynote Plenary Session and an opportunity to provide a welcome introduction; Logo sponsorship on ASAP's social media platforms (Facebook, Twitter and LinkedIn accounts); Ten (10) Summit registrations; premier exhibit booth placement; product information distribution to all attendees; full page conference program ad and right to use the Summit name in promotion of your Summit partnership.

## Veterans Summit Partner

**\$ 7,500**

Logo sponsorship as a Summit Partner on all Summit materials and correspondence. Sponsorship of the Luncheon Summit Keynote Session and an opportunity to provide a welcome introduction; Seven (7) Summit registrations; premier exhibit booth placement; product information distribution to all attendees; half page conference program ad and right to use the Summit name in promotion of your Summit partnership.

## Veterans Summit Program Partner

**\$ 5,000**

Logo sponsorship of a Summit Program Session and an opportunity to provide a welcome and introduction of the session speaker(s); Five (5) Summit registrations; exhibit booth; quarter page conference program ad and right to use the Summit name in promotion of your Summit Program Partnership.

## Veterans Summit Gold Partner

**\$3,500**

Logo sponsorship as a Gold Partner on all Summit materials and correspondence. Gold partners also receive three (3) registrations; exhibit booth and the right to use the Summit name in promotion of your partnership.

## Veterans Summit Registration Partner

**\$ 2,750**

Listed as a registration sponsor on all Summit registration materials and correspondence. Registration partners also receive an exhibit booth, two (2) registrations and the right to use the Summit name in promotion of your partnership.

## Veterans Summit Exhibitor

**\$ 1,100**

Summit exhibitors receive one (1) 6 foot draped table with (2) Chairs and two (2) Summit Registrations.

## Literature Distribution

You can have your literature prepackaged with every conference attendee's registration materials. This is an effective and inexpensive way to capture the attention of the conference attendees. Placing your literature in the registration packet is also a great option for those of you who are unable to attend the conference.

***Distribution Costs:*** One brochure \$350; Two brochures \$450 Three brochures \$550; Additional per piece over three \$100. ***\*\*Please note: Your company is responsible for providing the brochures/pamphlets. Please plan to provide at least 150 copies.\*\****

# SPONSOR REGISTRATION FORM

*8th Annual Veterans Summit*

*Operation Recovery Mindset: Helping Veterans and Their Families Thrive*

## We have decided to sponsor the ASAP Veterans Summit

- ☐ Platinum Summit Partner    ☐ Summit Partner    ☐ Summit Program Partner    ☐ Summit Gold Partner  
☐ Summit Luncheon Partner    ☐ Summit Exhibitor    ☐ Literature Distribution

### CONTACT INFORMATION:

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company Name as it will appear in the conference program \_\_\_\_\_

### COMPANY CONTACT NAME AND PHONE NUMBER:

To be printed in the conference program \_\_\_\_\_

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

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

**\*\* A description of your company will be printed in the conference program. Please limit your company description to 100 words or less. Submit your description via e-mail to [slafountain@asapnys.org](mailto:slafountain@asapnys.org) no later than October 3, 2022. \*\* All advertisement materials must be received no later than October 3, 2022.**

**PAYMENT INFORMATION:** Check made payable to ASAP is enclosed. Sponsors are responsible for any and all bank charges. A \$50 processing fee will be charged for returned checks.

\_\_\_\_\_ VISA                      \_\_\_\_\_ MASTERCARD                      \_\_\_\_\_ AMERICAN EXPRESS

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Charge Amount \$ \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature \_\_\_\_\_

All checks should be mailed to: ASAP, 194 Washington Avenue, Suite 300, Albany, New York 12210  
**Email Completed Application to: [slafountain@asapnys.org](mailto:slafountain@asapnys.org).**