



2008 • NEW YORK STATE

Governor's Tourism Conference

MAY 14-16 • THE SAGAMORE, LAKE GEORGE, NY

REIMAGINE YOUR NEW YORK *Sponsorship Opportunities*

Dear Tourism Partner,

This spring, the New York State Department of Economic Development will host the annual Governor's Tourism Conference from May 14th through 16th, at the legendary Sagamore Resort on beautiful Lake George. Situated in the Adirondack Mountains, the Sagamore is a historic resort offering a championship golf course, European-style spa and luxury accommodations.

This year's conference is expected to draw more than five hundred of the most influential tourism and business professionals from across the state. They will be joined by legislators, economic development professionals, group tour operators, travel writers and students.

Join us as we re-imagine our New York and what we have to offer, re-new our strategies, and re-define success.

Our program will include general and special interest sessions, networking opportunities and our tourism awards program. Our conference also presents you with opportunities to have fun – there will be optional sightseeing tours and exciting activities in the Adirondack Mountains.

Each year businesses, media outlets and travel industry organizations partner with **I ♥ NY** through sponsorship. A wide range of sponsorship levels and benefits are available to



showcase your company or organization and to build customer awareness. Please review the sponsorship opportunities to determine the option most suitable to meet your marketing objectives. All choices are available on a first-come, first-served basis; a prompt commitment will give you the advantage of your preferred selection.

I hope you will join us as a sponsor. I am confident that the 2008 Governor's Tourism Conference will be a rewarding business decision and a memorable experience!

Thank you for your consideration. I look forward to seeing you at the conference.

Thomas Ranese
Chief Marketing Officer

Custom Sponsorship Opportunities

Key partners receive customized sponsorships, which provide a platform to communicate with influential tourism professionals. One-of-a-kind opportunities include:

- **Welcome Reception**

Wednesday, May 14th

Be the first to welcome guests and kick off the 2008 Governor's Tourism Conference with an evening of cocktails, hors d'oeuvres, and entertainment!

Investment - \$21,750

- **Thursday Luncheon**

Thursday, May 15th

Join us in hosting the Thursday afternoon luncheon. As guests gather to share ideas, network and learn, you will have the opportunity to showcase your company in front of this captive audience.

Investment - \$17,000

- **Thursday Evening Celebration and Dessert Reception**

Thursday, May 15th

Following the Governor's dinner, we continue the celebration with live music, dancing and our "dessert extravaganza". Join your friends and colleagues in making this a night to remember.

Investment - \$15,500

- **Closing Breakfast**

Friday, May 16th

All good things must come to an end. Join us in our closing breakfast as we wrap up our program leaving our audience with something to think about and provide them with the tools to take their business to the next level.

Investment - \$17,000

In addition to exclusively sponsoring the event of your choice, you will receive all Platinum level sponsorship benefits.



Platinum Sponsor - \$7,500

- Opportunity to welcome guests at Thursday afternoon General Session with Keynote Speaker
- Sponsor of three workshops (on a first-come, first-served basis)
- Sponsor supplied banner/signage displayed at hosted events
- Sponsor recognition including printed materials and signage
- Platinum location for two 8 x 10 display areas in sponsor marketplace
- Opportunity to place sponsor brochure in registration bags
- Opportunity to place two high-end promotional items in registration bags
- Four complimentary full-conference registrations, providing access to all events and meal functions
- Contact list of all conference registered attendees



Gold Sponsor - \$5,500

- Opportunity to welcome guests at Governor's Reception Thursday evening
- Sponsor of two workshops (on a first-come, first-served basis)
- Sponsor supplied banner/signage displayed at hosted events
- Sponsor recognition including printed materials and signage
- Gold location for one 8 x 10 display area in sponsor marketplace
- Opportunity to place a single-sheet business message in registration bags
- Opportunity to place one high-end promotional item in registration bags
- Three complimentary full-conference registrations, providing access to all events and meal functions
- Contact list of all conference registered attendees

Silver Sponsor - \$3,500

- Opportunity to welcome guests at Networking Breakfast Thursday morning
- Sponsor of one workshop (on a first-come, first-served basis)
- Sponsor supplied banner/signage displayed at hosted events
- Sponsor recognition including printed materials and signage
- Silver location for one 8 x 10 display area in sponsor marketplace
- Two complimentary full-conference registrations, providing access to all events and meal functions
- Contact list of all conference registered attendees

I♥NY Sponsor - \$1,500

Workshop Sponsor

- Sponsor supplied banner/signage displayed at hosted events
- Sponsor recognition including printed materials and signage
- One 8 x 10 display area in sponsor marketplace
- One complimentary full-conference registration, providing access to all events and meal functions
- Contact list of all conference registered attendees

Thursday Networking Breaks

- Sponsor supplied banner/signage displayed in break area
- Sponsor recognition including printed materials and signage
- One 8 x 10 display area in sponsor marketplace
- One complimentary full-conference registration, providing access to all events and meal functions
- Contact list of all conference registered attendees

Special Sponsorship Opportunities

Monetary sponsorships outside the listed opportunities include:

- Tour transportation
- Centerpieces for luncheon on Thursday, May 15th
- Centerpieces for Governor's Dinner on Thursday, May 15th
- Registration bags
- Commemorative gift for Governor's dinner on Thursday, May 15th
- Lanyards
- Re-usable water bottles

In-kind Sponsorship opportunities

In-kind sponsorships will be considered on a case-by-case basis. All services or goods provided have to be beneficial to and consistent with the conference program.

If you don't see what you're looking for, please don't hesitate to inquire. We'll be happy to work with you to REIMAGINE an opportunity.

For all questions, please contact:

Rita Mallery

Conference Sponsor Coordinator

518/292-5369

rmallery@empire.state.ny.us





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Sponsorship Agreement

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____

E-mail Address: _____

Type of Business: _____

Description of Product or Services Rendered: _____

Sponsorship Level

Platinum \$7,500 I LOVE NEW YORK \$1,500

Gold \$5,500

Silver \$3,500

Event you wish to sponsor (if applicable): _____

(Events will be awarded on a first-come, first-served basis)

Date/Time: _____

Other Sponsorships

Cash Donation in the amount of \$ _____

In-Kind Donation in the form of _____

(Sponsorship Coordinator will discuss in-kind donations in more detail)

Estimated Value of In-Kind Sponsorship \$ _____

Sponsorship Contract

The following, dated _____, sets forth the terms and conditions of the sponsorship agreement between the New York State Department of Economic Development, located as 30 South Pearl Street, Albany, NY 12245 (hereinafter referred to as "the Department") and _____, located at _____ (hereinafter referred to as "Sponsor") in connection with the 2008 Governor's Tourism Conference.

WHEREAS, Tourism is an important stimulus to the economic development of the State, and currently stands as the 2nd largest industry in the State; WHEREAS, pursuant to Economic Development Law section 100, the New York State Department of Economic Development is generally charged with promoting and encouraging the economic development of the State;

WHEREAS, in accordance with these goals, the Department of Economic Development hosts an annual Governor's Tourism Conference each year the purpose of which is to unify the industry in working towards common goals, promote tourism development, and foster new tourism opportunities across New York State;

WHEREAS, this year's Governor's Tourism Conference is to be held from May 14 to May 16 at The Sagamore, Bolton Landing, New York; and

WHEREAS, the Sponsor desires to be a non-exclusive sponsor of a portion or portions of the Conference by providing financial assistance to defray costs associated with this event;

NOW, THEREFORE, the Sponsor fully understands and agrees to the following:

Sponsor will make a voluntary contribution of _____ to the Department which entitles them to solely the benefits of a _____ sponsor as detailed in the Sponsorship Opportunities section of this document. Sponsor shall not be entitled to anything further, including any special treatment or recognition and, consequently, the Department will not provide anything other than the specified benefits corresponding to the applicable sponsorship as detailed in the Sponsorship Opportunities brochure.

In the event that the Sponsorship calls for the Sponsor to exhibit at the conference, the following rules shall be observed:

- 1) Exhibitors packages will include one (1) 8' skirted table and two (2) chairs. Electrical request forms will be mailed to exhibitors upon receipt of this agreement;
- 2) The Governor's Tourism Conference Chairperson reserves the right to reassign space as necessary and reserves the right to alter the location of the exhibit space shown on the official floor plan. The conference chairperson also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space;
- 3) Sponsor understands that no one will be permitted to the exhibit floor or conference without a Governor's Tourism Conference name badge. Any and all exhibitors must be registered with the conference.
- 4) Exhibitors may assemble their booths after noon on Wednesday, May 14, 2008 and may disassemble after 6pm on Thursday, May 15, 2008, but no later than noon on Friday, May 16, 2008.

Sponsor recognizes that sponsorship is not to be considered an endorsement or promotion of the sponsor by the Department, but instead is simply recognition for helping defray the costs of the event and that it will not represent, either expressly or implicitly, that the Department in any way endorses or promotes the Sponsor or any services and/or products provided by the Sponsor;

Sponsor hereby represents that:

It does not attempt to lobby or to influence action or positions on legislation or action on rules or regulations currently before the Department;

It is not currently involved in any litigation adverse to the State, including with the Department; and

It has not CURRENTLY received or applied for funds or responded to a request for proposals from the Department.

The Sponsor's actions herein are not intended to influence and should not reasonably be expected to influence the Department in any way in the performance of its duties and is not meant to substantially conflict with the proper discharge of the Department's duties;

Nothing contained in this Agreement shall construe the Sponsor and Department as partners, joint venturers, employer and employee or principal and agent, nor shall Sponsor be considered in any sense an affiliate or subsidiary of the Department or the State of New York. Neither party hereto shall have any authority to create or assume in the other's name or on its behalf any obligation, express or implied, or to act or purport to act as the other's agent or legally empowered representative for any purpose whatsoever.

The Department shall have the authority to terminate this agreement at any time, provided, however, that it will refund Sponsor its sponsorship fee if done so prior to the event. I have read and agree to the specific terms as stated within this sponsorship agreement.

I understand that sponsorship is available on a first-come, first-served basis and that the Governor's Tourism Sponsorship Coordinator must receive this contract, along with full payment to reserve requested space.

By: _____ Date: _____
Authorized Officer

Payment Information:

Check enclosed in the amount of \$ _____

Please make checks payable to: **2008 Governor's Tourism Conference** and return with this form, completed and signed, to:

Rita Mallery
New York State Division of Tourism
30 South Pearl Street
Albany, NY 12245

Please feel free to call 518/292-5369 or e-mail rmallery@empire.state.ny.us with any questions or comments.

NEW YORK STATE DEPARTMENT OF ECONOMIC DEVELOPMENT

By: _____ Date: _____
Daniel C. Gundersen, Chairman, Upstate Empire State Development Corporation; Commissioner, New York State Department of Economic Development