

**LEADERSHIP
CONFERENCE**

GET INTO A
NYS
CAC
State
OF MIND

Dear Friends of the New York State Children's Alliance (NYSCA),

I am excited to invite you to become a sponsor of the 2026 NYSCA Leadership Conference, taking place October 27-28, 2026, at the Embassy Suites in Saratoga Springs, New York.

Our conference is designed specifically for Child Advocacy Center (CAC) and Multidisciplinary Team (MDT) professionals responding to child abuse across New York State and beyond. Attendees include law enforcement, prosecutors, child protective services professionals, medical and mental health providers, forensic interviewers, victim advocates, and CAC leaders.

Designed "for CACs and MDTs, by CACs and MDTs," the conference features advanced, high-level training topics that are difficult to find elsewhere. Sessions provide practical strategies and emerging best practices that strengthen multidisciplinary responses and improve outcomes for children and families impacted by abuse.

Your sponsorship does more than support a conference — it helps ensure that professionals across New York have access to the specialized training and collaboration needed to provide coordinated, trauma-informed care to children who have experienced devastating trauma.

As a sponsor, you will receive:

- Visibility to hundreds of CAC and MDT professionals
- Recognition in conference and statewide promotional materials
- Opportunities to connect with leaders in the field
- Public recognition as a champion for child safety, healing, and hope for children and families impacted by abuse.

We would be honored to partner with you for this important event. Please find the enclosed sponsorship packet for additional details.

Thank you for your consideration and support.

With appreciation,



Theresa Roth
Executive Director
New York State Children's Alliance

NYSCA Leadership Conference Sponsorship Opportunities



Saratoga Springs, NY
October 27-28, 2026



Empire State Sponsor \$15,000

- Opportunity to introduce keynote speakers, Culture Reframed founder Dr. Gail Dines & Director of Programming Dr. Mandy Sanchez.
- Recognition as exclusive Presenting Sponsor in print & social media.
- Recognition in press releases as Empire State Presenting Sponsor.
- Recognition and company logo on social media posts & marketing materials.
- Prominent placement of company logo, short introduction to your company & link to company website on event landing page.
- Full-page color advertisement in the electronic conference program.
- Opportunity for exhibitor table (\$300 value).
- Ten (10) conference registrations (\$3,500 value).



Liberty Sponsor \$10,000

- Prominent placement of company logo, short introduction to your company & link to website on event landing page.
- Recognition & company logo on social media posts & marketing materials.
- Full-page color advertisement in the electronic conference program.
- Opportunity for exhibitor table (\$300 value).
- Eight (8) conference registrations (\$2,800 value).



Niagara Falls Networking Reception Sponsor \$7,000

- Company name in title of Networking Event.
- A great way to say “thank you” to professionals who work in the field of Child Abuse.
- Company name and logo in all social media, website, and emails about the Networking Reception.
- Prominent signage at the Networking Reception.
- Opportunity to address reception participants- LIVE during the event.
- Option of branded gift item (Sponsor provides).
- Six (6) tickets to the Networking Reception.



Adirondack Sponsor \$5,000

- Placement of company logo and link to company website on event landing page.
- Recognition and company logo on social media posts and marketing materials.
- Half-page color advertisement in the electronic conference program.
- Opportunity for exhibitor table (\$300 value).
- Six (6) conference registrations (\$2,100 value).



Brooklyn Bridge Sponsor \$2,500

- Placement of company logo and link to company website on event landing page.
- Recognition and company logo on social media posts & marketing materials.
- Quarter-page color advertisement in the electronic conference program.
- Opportunity for exhibitor table (\$300 value).
- Four (4) conference registrations (\$1,400 value).



Catskill Custom Cookie Sponsor \$1,500

- Company logo on cookies given to each attendee.
- Recognition and company logo on social media posts & marketing materials.
- Company name and logo on event website.
- Opportunity for exhibitor table (\$300 value).



Erie Canal Sponsor \$1,000

- Recognition and company logo on social media posts & marketing materials.
- Business card size color advertisement in the electronic conference program.
- Company name and logo on event website.
- Two (2) conference registrations (\$700 value).



Lake Ontario Leadership Patron \$500

- Recognition & company logo on social media posts & marketing materials.
- Company name listed in electronic conference program.

Exhibitor/Vendor Opportunities

- For-profit Organizations: \$300
- Nonprofit Organizations: \$150

Each Exhibitor Table Includes:

- Table with black tablecloth & skirting and two chairs
- Recognition on Conference website including a link to your website.
- Company name/logo included in the electronic conference program.
- Fee does not include lunches or refreshment breaks, available at an additional fee of \$75/person.

NYSCA Leadership Conference Sponsorship Agreement Form

To be included on printed materials, in social media, and to make the most of your sponsorship, this agreement form must be received by September 18, 2026.

1. Sponsor Level:

Empire State \$15,000

Liberty \$10,000

Niagara Falls \$7,000

Adirondack \$5,000

Brooklyn Bridge \$2,500

Catskill (Cookie) \$1,500

Erie Canal \$1,000

Lake Ontario \$500

Vendor Table Options:

For-profit Organization \$300

Nonprofit Organization \$150

2. Review your sponsorship level and correct advertisement size below.

Send your advertisement in a pdf or jpeg format to pmullin@nyschildrensalliance.org by 9/18/2026

Empire State & Liberty Sponsors:

Full-page ad: 7.5" wide x 10" deep

Adirondack Sponsor:

Half-page ad: 4.0" wide x 10" deep (vertical format)

7.5" wide x 4.75" deep (horizontal format)

Brooklyn Bridge Sponsor:

Quarter-page ad: 3.5" wide x 4.75" deep

Erie Canal Sponsor:

Business Card ad: 3.5" wide x 2" deep

3. Send your company logo in a pdf or jpeg format to: pmullin@nyschildrensalliance.org by 9/18/2026

4. COMPANY NAME: _____

AUTHORIZED SIGNATURE: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY/STATE/ZIP CODE: _____

PHONE: _____ EMAIL: _____

SEND INVOICE

PAYMENT ENCLOSED

CHARGE CREDIT CARD

CREDIT CARD # _____

EXPIRATION DATE: _____ SECURITY CODE: _____ BILLING ZIP CODE: _____

SIGNATURE: _____

6. Mail or email this form to: New York State Children's Alliance, 7954 Transit Road,
#244, Williamsville, NY 14221 or Email: pmullin@nyschildrensalliance.org

7. Questions? Contact Patricia Maio Mullin at pmullin@nyschildrensalliance.org or call 315-436-0091
For more information on the conference, please visit: www.nyschildrensalliance.org

Like us on Facebook: facebook.com/nyschildrensalliance Instagram: instagram.com/nyscainc/
X: <https://x.com/NYSCAinc>

THANK YOU!