

**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 2025 NYSCA Leadership Conference, which will take place from October 27th to 29th at The Desmond Hotel in Albany, New York.

This renowned event for child protection and advocacy professionals brings together law enforcement, CPS representatives, prosecutors, medical and mental health providers, and victim advocates for training, collaboration, and leadership development. The conference is designed "for child advocacy centers, by child advocacy centers," ensuring that the content is relevant and impactful for the dedicated professionals responding to unspeakable crimes against children.

We are pleased to announce that our keynote speaker will be Derek Clark, an internationally acclaimed motivational speaker. His inspiring story of resilience is sure to energize all attendees.

Last year, 100% of participants reported that they would recommend our conference to a colleague. With New York State's historic increase in funding for Child Advocacy Centers (CACs), this event is positioned to significantly enhance the response to child abuse in our state.

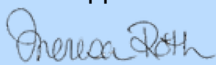
As a sponsor, you will gain:

- Visibility to hundreds of child advocacy professionals
- Brand promotion in event materials and statewide communications
- Networking opportunities with key decision-makers
- Recognition for your support of children's safety and healing

Enclosed is our sponsorship packet with further details. We would be honored to partner with you in creating a safer New York for children. If you have any questions or would like information on tailored sponsorship opportunities, please contact me at troth@nyschildrensalliance.org.

Thank you for considering this opportunity to make a difference in the lives of children supported by NYS CACs. We look forward to an inspiring 2025 Leadership Conference.

With appreciation,



Theresa Roth
Executive Director

NYSCA Leadership Conference Sponsorship Opportunities



Albany, NY
October 27-29, 2025



Empire State Sponsor \$15,000

- Opportunity to introduce keynote speaker, Derek Clark.
- Recognition as exclusive Presenting Sponsor.
- Recognition in press releases as Empire State Presenting Sponsor.
- Recognition and company logo on social media posts and 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).
- Fifteen (15) conference registrations (\$4425 value).



Liberty Sponsor \$10,000

- Prominent placement of company logo, short introduction to your company & link to website on event landing page.
- Recognition and company logo on social media posts and marketing materials.
- Full-page color advertisement in the electronic conference program.
- Opportunity for exhibitor table (\$300 value).
- Ten (10) conference registrations (\$2950 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.
- Option of branded gift item (Sponsor provides).
- 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 (\$1,770 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 and marketing materials.
- Quarter-page color advertisement in the electronic conference program.
- Opportunity for exhibitor table (\$300 value).
- Four (4) conference registrations (\$1,180 value).



Catskill Custom Cookie Sponsor \$1,500

- Company logo on cookies given to each attendee.
- Recognition and company logo on social media posts and marketing materials.
- Company name and logo on event website.



Erie Canal Sponsor \$1,000

- Recognition and company logo on social media posts and marketing materials.
- Business card sized color advertisement in the electronic conference program.
- Two (2) conference registrations (\$590 value).



Lake Ontario Leadership Patron \$500

- Company name listed in electronic conference program.
- One (1) reservation to the NYSCA Leadership Conference (\$295 value).

In recognition of New York State's historic investment in Child Advocacy Centers, we are offering businesses and nonprofit organizations the opportunity to purchase vendor tables at the following rates:

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

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 19, 2025.

1. Please circle the Sponsor Level & complete the form:

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 \$300 Nonprofit \$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 9/19/2025

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 9/19/2025

4. COMPANY NAME: _____

AUTHORIZED SIGNATURE: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY/STATE/ZIP CODE: _____

PHONE: _____ EMAIL: _____

CIRCLE ONE: 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!