

New York Propane Gas Association Sponsorship, Advertising, Promotions, Services: 2020

12/18/2019

- Sponsorship Levels (annual) pages 1 & 2
 - o Corporate Level
 - o Advertising Level
 - o Media Level
- "Swag Bag" promotions page 3
- Classified Ads in NYPGA Updates pages 4 & 5
- Conference Sponsorships page 6
- Conference Sponsorship Summary 7
- Weather Update Service Details page 8
- Directories – Print & Online ad spaces page 9 – 10 - 11

Bruce Whitney, Executive Director, NYPGA
BRUCE.WHITNEY@NYPROPANE.COM – 518-949-9995 CELL

2020 NYPGA Annual Sponsorship Opportunities: Page 1 & 2

2020 NYPGA sponsorships and promotion options

1

Step 1: Who is the Contact for this Annual Sponsorship?

Company:	Name:	
Title:	Phone (best):	
Address:		
City:	State:	Zip:
Telephone:	Fax:	
Email:	Today's Date:	

SPONSORSHIP LEVELS INCLUDE DISPLAY ADS ALL YEAR.

Just fill out & fax to 855-697-1075 or scan to Bruce.whitney@nypropane.com

Step 2: Choose your Annual Sponsorship Levels ↓

↓ Benefits ↓	"Corporate Sponsor" \$ 3000 annual or \$750 quarterly or \$250 monthly	"Advertising Sponsor" \$ 1500 annual or \$ 375 quarterly or \$ 125 monthly	"Media Sponsor" \$ 750 Annually
Display ad in each of the Spring, Summer and Fall conference event booklets	Full Page	Half Page	Quarter Page
Permanent Logo display at www.nypropane.com	YES - Larger Logo	Yes - Smaller Logo	No
Logo placement in bi-weekly e-newsletter sponsor block	YES	YES	Yes
Verbal recognition during each of three conference events	YES	YES	Yes
Ad placement in the membership directory (online)	YES - FULL PAGE	Yes - HALF PAGE	Yes – Quarter Page
Company listing on Meeting Tables at each Spring, Summer and Fall Conference Events	YES	YES	Yes
Logo printed in distributed conference packets for each of the Spring, Summer and Fall conference events	YES	YES	Yes
Company listed on NYPGA's event boards at each Spring, Summer and Fall conference event	YES	YES	No
Company listed on meeting room screen at each Spring, Summer and Fall conference event	YES	YES	No
LOGO LINK from the NYPGA website www.nypropane.com to the sponsor website	YES	NO	NO

...continued from previous page...2020 NYPGA Annual Sponsorship Opportunities – pages 1 & 2

2020 NYPGA sponsorships and promotion options

2

Includes Conference Registration for one person at each of the Spring, Summer and Fall NYPGA meetings	YES	NO	NO
Invitation to address the attendees at <i>receptions</i> at each of the Spring, Summer and Fall NYPGA meetings	YES	NO	NO
Invitation to address the attendees at <i>meetings</i> at each of the Spring, Summer and Fall NYPGA meetings	YES	NO	NO
Display YOUR Board or banner at Spring, Summer, and Fall conferences	YES	NO	NO
Exhibit Space at NYPGA Conference events Spring, Summer and Fall included	YES	NO	NO
Total (check one) ➔	<input type="checkbox"/> \$ 3000 lump sum	<input type="checkbox"/> \$ 1500 lump sum	<input type="checkbox"/> \$ 750 lump sum
	<input type="checkbox"/> quarterly at \$750	<input type="checkbox"/> quarterly at \$375	<input type="checkbox"/> quarterly at \$187.50
	<input type="checkbox"/> monthly at \$250	<input type="checkbox"/> monthly at \$125	<input type="checkbox"/> monthly at \$62.50

Step 3: Payment Method

If you are paying in advance you may complete the card info or send a check. NYPGA will prorate – by month - fees for any sponsor committing after January of the year.

Check Enclosed OR Check to follow. Please make checks payable to "NYPGA." OR Bill me

OR Charge my Credit Card for the "Total" above: circle> MC VISA AMEX DISCOVER

Card #: _____ Name on Card: _____

Card Zip Code: _____ exp date: _____ Signature: _____

Step 4: A few more questions please

(Corporate Sponsors only): Reserve our Free Exhibit Space now for me at the upcoming NYPGA Spring Conference.

STEP 5: ! IMPORTANT! Send pages now, regardless of your payment method

FAX: 855-697-1075 (855-NYS-1075)

or SCAN/EMAIL: to bruce.whitney@nypropane.com

or MAIL: NYPGA - P.O. Box 102 – North Hoosick - NY - 12133

SWAG BAGS at Spring, Summer and Fall Conferences

2020 NYPGA
sponsorships and
promotion options

3

NYPGA Conference feature "Swag Bags" filled with giveaways from NYPGA member companies that wish to participate.

If you would like to have **YOUR ITEM(S) placed in the bags handed out to attendees** at the next conference, complete below and return this page as noted. We typically plan to have 100+ "Swag Bags" to hand out at these events; more than 200 for our Spring Conference. We will need to have the items in hand a week before a conference to guarantee placement in the bags

**100 Bags
Typical
minimum**

There is no fee to member companies to have their items in the bags. Only NYPGA member companies are eligible for this promotion. *It does not matter how many items you send*: it does not have to be 100 units of anything, for instance. You send the number of items you can and we will take care of the rest.

In the past members have provided pens, flyers, Red, White and Blue Beach Balls, small notebooks with pens attached, pads, golf ball poker chip ball markers, cups, USB drives, lanyards, coasters, chocolates, Koozies, polo shirts, tee shirts, bottle openers, decks of playing cards, lip balm, screwdrivers, baseball caps, and more!

Step 1: Who is the Contact for your company "Swag"?

Company:	Name:	Today's date:
Title:	Phone (best):	
Fax:	Email:	

Step 2: Tell us what your "Swag" will be ↓

↓ Description of Item(s)	↓How many? (best guess)	↓Notes or comments
<i>Example:</i> Pens with my company logo	i.e., 150	i.e., They are a mix of red and blue pens
1		
2		

Step 3: Loose ends checklist

<input type="checkbox"/> Will ship the items to NYPGA to arrive a week before the NYPGA Conference OR <input type="checkbox"/> We will bring items to the Event
<input type="checkbox"/> We are sending NYPGA image(s) and-or text regarding your items so NYPGA can promote our contribution(s)
<input type="checkbox"/> We sent this page to New York Propane Gas Association on _____ (date)
<input type="checkbox"/> Check here if you might be interested in an offer to have your logo on the actual "swag bags" (NYPGA looking in to this)

NYPGA offers **free basic classified ads to member companies. Upgraded Display Ads are also available.** Non-members of NYPGA are not eligible for classified ads in any form. Free and Paid classified ads will be run in the New York Propane Gas Association Update, an e-newsletter sent an average of twice a month. Contact NYPGA: 518-383-3823 or bruce.whitney@nypropane.com



NYPGA member companies may place a classified ad in the NYPGA weekly e-Update. As of January 2020, 1400+ industry contacts receive the Update each time it is published.

Free classifieds are **text only**. Paid classified ads include graphic images

Classifieds **with images** are available for **\$25 per issue** with a 4-issue minimum. Image files suggested are .png, .jpg format. NYPGA will invoice you or you may send a check or send card information to NYPGA.

Ads are limited to 100 characters, and this includes spaces between words. Use the grid below as a guide or send your text directly to Bruce.whitney@nypropane.com

NYPGA will edit and abbreviate ad text if needed to meet the 100 character limit.

Limit 1 free ad, per member company, per issue; Limit 2 paid ads, per member company, per issue

New York Propane Gas Association will invoice your company if payment is not made at time of order

A specific ad will be run for no less than one issue and no more than the number of issues remaining in a given month. Example: an ad submitted by the first of the month will run the first issue of that month, and successively until the end of the month. Typically, there are 4 issues a month, however this could vary month-to-month.

Free Ad content must change after 30 days, if applicable.

Free or Paid Ad content may change issue-to-issue.

Classifieds will run at various locations within the newsletter format

NYPGA reserves the right to refuse submitted ads it considers problematic.

Example:

W	A	N	T	E	D	:	F	R	E	E		P	R	O	P	A	N	E	.	C	O	N	T	A	C
T		B	R	U	C	E	.	W	H	I	T	N	E	Y	@	N	Y	P	R	O	P	A	N	E	.
C	O	M																							

If faxing or mailing, ENTER YOUR TEXT below, or send text to bruce.whitney@nypropane.com. **Enter your ad text here...**

Classified & Display Ads in NYPGA Weekly E-news – p.2 of 2

2020 NYPGA
sponsorships and
promotion options

5

Calculate your cost for classified ads

Free Classified # of issues: _____ x (\$0 NO IMAGE) = \$ _____
Paid Classified # of issues: _____ x \$25 (**WITH** IMAGE – 4 (four) issue minimum) = \$ _____
TOTAL CLASSIFIEDS = \$ _____ (C)

Calculate your cost for Display ads

Display Ads _____ # of issues @ \$50 = \$ _____
Display Ads 13 # of issues @ \$585 = \$ _____
Display Ads 26 # of issues @ \$1040 = \$ _____
Display Ads 52 # of issues @ \$1560 = \$ _____
TOTAL DISPLAY ADS = \$ _____ (D)

TOTAL of C and D Above> = \$ _____

Contact Name	Title/position
--------------	----------------

Company	Reference or PO #
---------	-------------------

Phone	Fax
-------	-----

Email

Bill us Payment to follow

<input type="checkbox"/> Charge my card #:	Exp Date:
--	-----------

Name on Card:	
---------------	--

Your name:	Your signature:
------------	-----------------

Today's date:	Other:
---------------	--------

Faxed to 855-697-1075 or scanned to bruce.whitney@nypropane.com on date:

NYPGA member companies may place a paid display ad in the NYPGA weekly e-Update. As of January 2020 there were 1400+ industry contacts receiving the Update each time it is published.

New York Propane Gas Association will invoice your company if payment is not made at time of order

Paid Classifieds (**with images**) are available for **\$25 per issue** with a 4-issue minimum. Image files suggested are .png. jpg format. NYPGA will invoice you or you may send a check or send card information to NYPGA.

There is a limit of 2 (two) paid ads, per member company, per issue

Display Ad content may change issue-to-issue; however, the advertiser must provide ready-art a week in advance of a given issue to ensure the change may be made in time

NYPGA reserves the right to refuse submitted ads it considers problematic.

Conference Sponsorships: Primary & Secondary; Booklet Ads, Event Sponsorships, Media Sponsorships, Exhibit/Display space

2020 NYPGA
sponsorships and
promotion options

6

NYPGA offers a variety of sponsorships specific to its three propane industry conferences each year. These offerings vary and typically include offerings in the following categories:

- **Display ads in the Conference Booklets**
Corporate Level Annual Sponsors get full pages in booklet included
Others may buy ½ and ¼ page ads
- **Conference Primary and secondary Sponsorships**
- **Conference Events Sponsorships (ie., golf, receptions, other events during the conference)**
- **Conference Media sponsorships – limited to industry trade publications**
- **Exhibit & Tabletop Displays at Conferences**

- Display your products and services to a motivated and qualified audience.
- Identify potential customers and deepen relationships with existing customers.
- Network with industry professionals during the convention.
- Learn about new trends and gain a competitive edge.
- Outdoor Truck display space when the facility allows for it
- Perhaps the least expensive display space you will find

NYPGA has space like this available at all of its conferences, and while we do not market the Exhibit/Display event as a Trade Show, NYPGA conferences are a very cost-effective way to put your company in direct contact with propane industry decision makers.

**[] Please send us the Conference Sponsorships detail for the soonest Conference
(or email Bruce.Whitney@nypropane.com and NYPGA will make sure you see the latest info)**

Contact Name	Title/position
Company	Reference or PO #
Phone	Fax
Email	
Today's date:	Other:
[] Faxed to 855-697-1075 or [] scanned to Amanda.stevens@nypropane.com on date:	

New York Propane Conferences Sponsorships Summary – revised 12/18/19

Sponsor - Sponsor Reception the Night before the “Main Day”- \$500 - includes signage, MORE

Reception Sponsor for the night before the “Main Day”, typically off-site from the conference location. Includes signage, acknowledgement at Dinner; this helps us cover the cost for hors d'oeuvres; \$500.00 each

Sponsor - DISPLAY-EXHIBIT SPACE \$250 for the “Main Day” - Corporate Level Sponsors: SEE BELOW

Display/Exhibit Space for the “Main Day” - \$250 (*Fee is in addition to registration unless your company is a NYPGA Corporate Sponsor, in which case the display is included in your annual Corporate Level sponsorship. NOTE: All Display Space at this event is INDOORS ONLY unless Outdoor space is specifically mentioned; contact New York Propane Gas Association if needed; \$250.00 each

FREE TABLETOP DISPLAY on “Main Day” FOR CORPORATE LEVEL SPONSORS ONLY:

CORPORATE LEVEL SPONSORS ONLY - this Comps ONE Display Space/tabletop per Corporate Sponsor company, Please check if you are a Corporate Sponsor, or have been instructed by NYPGA to do so.- If you choose this and you are not a CORPORATE SPONSOR a space will NOT BE RESERVED for you. SIGN UP AS A CORPORATE LEVEL SPONSOR NOW and your tabletop display is free

Sponsor - PRIMARY Sponsorship – Both Days - \$1000 includes signage, promotion at events, MORE...

Primary Sponsorship for the entire two-day event - \$1000 includes signage, promotion before, during and after event via e-blasts and newsletters, acknowledgement during events. Maximum number available = 6; \$1000.00 each

Sponsor - Contribute Item(s) to SWAG BAGS on “Main Day”

Your company to provide Swag Bag item(s) for the Swag Bags to be given out on the “Main Day” of the event for Business meetings/presentations day. SEND SWAG TO: Deadline for arrival at New York Propane Gas Association is 7 days before the event. If you are bringing items to the show, please tell us. Ship to NYPGA attn: Amanda Stevens 3553 VT Route 7A, Arlington, VT 05250 Only Member Companies may use this option

Sponsor - Media Sponsor (Limited to trade publications only)

Sponsorship for propane industry trade publications only. If you are an industry trade publication you can be listed as a Media Sponsor. All we ask is you ship NYPGA your latest publication(s) for distribution at the event and promote the event in print and online via your publications

Sponsor - DONATE GOLF PRIZES (If applicable) - see details below

You will CONTRIBUTE GOLF PRIZES for the golf outing at the Summer and-or Fall Conferences. Available: for FIRST PLACE TEAM, SECOND PLACE TEAM, THIRD PLACE TEAM, Longest Drive Men, Longest Drive Women, Closest to Pin

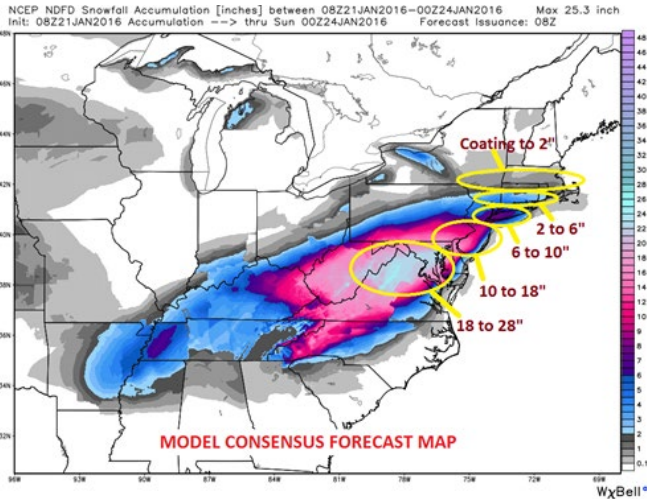
PLAY GOLF – If applicable (Golf is Not included in Other Fees)

Golf Outing Play on the day noted, if applicable - Enjoy a round of play at a Golf Course - shotgun start (appx 4hrs); Lunch will be included. *weather permitting. All golf attendees are subject to this fee regardless of sponsorship levels; \$50.00-\$100.00 each

Weather Update Service Details

2020 NYPGA sponsorships and promotion options

8



NYPGA and PGANE began working together in January 2016 to bring popular Weather Updates to NYPGA and PGANE members. PGANE and NYPGA have contracted with John Bagioni of Fax Alert Weather Services to bring John's custom reports to PGANE and NYPGA members.



NYPGA and PGANE have created a new listserv solely for the purpose of delivering Weather Updates to those that wish to receive them. The listserv will speed delivery of the reports, is typically generated by Meteorologist John Bagioni in the wee hours of the morning, and eliminate duplicates between PGANE and NYPGA subscribers.

If your company is a member of NYPGA OR PGANE, THERE IS NO COST FOR WEATHER UPDATES. Non-members will be removed from the listserv without notice. Contact New York Propane Gas Association or PGANE for Weather Lists sponsorship opportunities.

To be added to or removed from the Weather Update list, please email Bruce.whitney@nypropane.com with your address(s) and your wishes... or use the links in the footers of emails sent from the weatherpganenypga@googlegroups.com address.

Over 1000 propane industry contacts receive Weather Updates from PGANE and New York Propane Gas Association. Again, only members or one or both organizations are eligible for this free service.

For information contact either Bruce.whitney@nypropane.com or leslie@pgane.org



Sign me/us up for the Weather Updates Service list attached or to follow if more than just me

Contact Name	Title/position
Company	Reference or PO #
Phone	Fax
Email	
Today's date:	Other:
<input type="checkbox"/> Faxed to 855-697-1075 or <input type="checkbox"/> scanned to Bruce.whitney@nypropane.com on date:	

2021-2022 New York Propane Gas Association Industry Directory

Print version: All internal ads are BLACK & WHITE. Covers, inside and out, are color. Formats: pdf 300–600 dpi, tif, eps., jpg, .png
 Questions? bruce.whitney@nypropane.com or call 518-383-3823. On-Line version: we will use your ad for the print version in the
 online version. Image may be re-scaled in the online version. **Revised 12-18-19**

Ad Placement (NYPGA members only)	Specs	# available	Cost each	# reserved	\$ Total
Outside Back Cover (B&W or color) ^R	See next	1	\$1000	x _____	=
Inside Front Cover (B&W or color) ^R	See next	1	\$600	x _____	=
Inside Back Cover (B&W or color) ^R	See next	1	\$600	x _____	=
<u>Full Page Ad inside pages (B&W)</u> Full page ads are limited to current <u>Corporate Level</u> Sponsors only . Ask NYPGA about “Corporate Level”	See next page	Unlimited	\$ <u> 0 </u>	x _____	=
<u>Half Page Ad inside pages (B&W)</u> Hal Page ads are for <u>Advertising Level</u> Sponsors and are included with their sponsorship. All others are subject to the fee for half page ads noted	See next page	Unlimited	\$ <u> 0 </u> or \$400	x _____	=
<u>Quarter Page Ad inside pages</u> Quarter page ads are for <u>Media Level</u> Sponsors and are included in their sponsorship. All others are subject to the fee for quarter page ads noted	See next page	Unlimited	\$ _____ or \$200	x _____	=
R —Inside Covers and Back Outside Cover are first come, first reserved (received). Corporate Level Sponsors are afforded first right of refusal for these spots				Grand Total	\$\$ _____

[Go to following page for Payment and Reservation Contact info](#)

2021-2022 New York Propane Industry Directories Ads
 Reservation and Agreement – page 2 of 3

2020 NYPGA
 sponsorships and
 promotion options

Payment (choose one)

Credit Card exp date: ___ / ___ / ___ Name on Card: _____
 Card #: _____ Signature _____
 Choose One> Mastercard Visa Discover Amex
 Bill us
 Payment to follow

Contact name	For this reservation		
Name>		Title>	
Company>			
Address City State Zip>			
Best Phone>		Email>	
Signature>		Today's Date>	
Submit this page	Fax or Scan or Mail to NYPGA		
<input type="checkbox"/> Faxed to 855-697-1075 on _____	<input type="checkbox"/> Scanned to Bruce.whitney@nypropane.com on _____	<input type="checkbox"/> Mailed to	NYPGA-PO BOX 102-North Hoosick-NY-12133 on _____

Notes, other:

Full page ad in
NYPGA
Directories are
3.00 inches wide
by 6.5 inches tall
Full page ad is
included with
Corporate Level
Sponsorship and
are limited to
Corporate Level
Sponsors only.
(not available to
others)

New York
Propane
Industry print &
online versions
Directory page
and ad sizes
NYPGA member companies only

“Gutters” are the distance between the end of the page and the start of the ad space. The Gutter is 1/4 inch all around page and between display ads

The individual page size (not the Ad size) in the printed version of the NYPGA Directory is 3.5 inches wide by 7 inches tall. See left and right for actual ad dimensions

Half page ad in NYPGA Directories are 3.00 inches wide by 3.00 inches tall. **Half page ad is included with Advertising Level sponsorship.**

- **Paid Half-page Ads are available to others.**

Quarter page ad in NYPGA Directory dimensions are 3.00 wide by 1.50 inches tall. **Quarter page ads are included with Media Level Sponsorship.**

- **Paid Quarter-page Ads are available to others**

