

NYC PLANNER ADDICTS EXPO SPONSORSHIP PRESS RELEASE
JULY 31, 2021
THE DUMBO LOFT, IN BROOKLYN NEW YORK

We first want to thank you for taking the time to read our sponsorship letter. Without sponsors, we know our event would not flourish and grow. We are reaching out to share some sponsorship opportunities we created that not only help us plan and execute a successful event, but also are beneficial for your company and growing your customer base. This will be our 4th Annual event, and we are enthusiastic and stand by our mission of combining experienced leaders in the planning and crafting community with the up and coming voices of tomorrow. We are an inclusive community and welcome everyone no matter their experience in planning and paper crafting. We aim to showcase new techniques, provide thoughtful and engaging panels, showcase new designers/artists, and of course have fun, all while bringing small owned businesses to the forefront and help them get the exposure they deserve.

Planning is a community built on creativity, whimsy, and imagination. We are offering an intimate event where our attendees can feel immersed in the world of planning without being overwhelmed. Broken into three distinct sessions, we feel this style of event will be the most beneficial as attendees will have a chance to shop, learn and connect at their own pace. We are anticipating approximately 130 attendees who will join us for a day of exposition style shopping, meet and greets with VIP's, and a various range of workshops. We will cap the night off with our Planner Party! Our events would not be possible without the help and support from corporations like you. We thank you in advance for your consideration.

Each year we focus on a theme. This year's theme is "*BROADWAY MUSICALS*". From Wicked, to Rent, to In the Heights - we are asking for corporations like you to help us achieve and capture a memorable and remarkable event. It would be such an honor and extremely appreciated by our members to have your support.

Best Regards,

Catalina Hidalgo
Founder/CEO
NYC Planner Addicts

Sponsorship Benefits:

Throughout the term of your chosen sponsorship, as well as the actual event, there will be many opportunities to set your shop and business apart from others. We are offering many different levels of sponsorship. So, no matter how big or small your business is, we have many opportunities and options that can best showcase your work. During the event, all sponsor logos will be displayed and will be honored on a bulletin at the event. We know that your business will definitely benefit by the exhibition arrangements as it will be featured on many different platforms across social media by our attendees as well as our own in-house event planning team.

*We will promote/market your business on our Facebook Group, Instagram and on our Website.

*We will also promote/market your business at the event.

*Your business name will be listed on the sponsor information card and our marketing materials that will be handed out in each swag bag given to each attendee.

*YouTube Vloggers / Podcaster in attendance will recap our event and make mention of all our sponsors in their videos.

Sponsorship Options:

Vendors (15 Spots, \$50 Vendor Fee)

One of the highlights of the night is shopping from our vendors. We are expecting a total of 130 attendees throughout the night; therefore we have to be able to provide a variety of planner/crafting supplies. We recommend creating new and exclusive content to boost your sales (collaborations are also welcome). There will be a total of 4 hrs dedicated to our pop-up shopping segment of the event. You will get (1) 6 ft table, 2 chairs, black linen and a table sign that will feature your company logo. If you need an additional table or space for an actual booth please contact us for the specific cost. You will also get ad space under our vendor space in our Plannerbill in which you may offer a discount code to the attendees to use the day of. Please make sure you accept cash and credit card as a form of payment.

Table Sponsors (14 Spots, \$50 Table Sponsor Fee)

Each table will seat 8 people. This is a great way to say THANK YOU to the community and to market your company to the style of your brand. Your company will be responsible for table décor, and gifts valued at \$30 (retail value) per person for each guest at the table (8 in total). We will provide one of a kind table signage with your shop logo on it. If you wish to sponsor more than 1 table, you have the option of having them next to each other or scattered throughout the expo seating. Sharing tables is not allowed, however you are allowed to feature other shop products on your table. Table sponsors who will not be able to attend the expo can ship their décor, materials, and gifts to the *NYC Planner Addicts* Headquarters. You will also be featured as a table sponsor in our Plannerbill. Please contact us at NYCPlannerAddicts@gmail.com if you are unable to attend but want to sponsor a table. Please include all instructions on what you will need from us; a picture of a table set up is ideal. All table set up, materials, and gifts must be mailed in by **MAY 1, 2021**.

Swag:

For our event, we only offer full swag contributions. We would need 130 sample items from your shop. Items need to arrive at our headquarters by **MAY 1, 2021**. There is no limit on the size of your swag. If you would like to include a discount code for your shop please use code: *NYCPASEXPO2021* and state/print the promotion on your swag item. We will promote your company on our social media platforms once we have the swag in hand. Your swag will be distributed to all attendees and you will also be featured in our Plannerbill under Swag Sponsors.

Raffle/Door Prizes:

We ask the donation value of the prize to be \$30 retail value and up. You can donate as many prizes as you like. Items need to arrive at our headquarters by **MAY 1, 2021**. These items will be raffled and handed to attendees as prizes which allow them to recognize your product. We will announce your company and the items of the prize with recognition during the raffle process. You will also be featured as a sponsor in our Plannerbill.

****IF YOU ARE CHOOSING TO SPONSOR A TABLE, SEND SWAG, BE A VENDOR AND SEND DOOR PRIZES, PLEASE CONTACT US FOR A DISCOUNTED PACKAGED RATE****

MORE SPONSORSHIP OPPORTUNITIES:**Lanyards / Name Badge (1 spot, \$500 Sponsor Fee)**

Your company logo branding will be printed on the lanyards along with the NYCPAS logo that will be distributed to all attendees along with a name badge. You will be the company branded on the lanyard.

Instant Photo Booth / Backdrop Display (1 Spot, \$750 Sponsor Fee)

Your company logo along with the NYCPAS logo will be printed on the main backdrop of the photo booth. Your logo will also appear on the instant photo print out itself where attendees will take home.

Cotton Tote Bags (2 Spots, \$500 Sponsor Fee)

These lovely, reusable tote bags will be used to carry all swag, programs, maps, fliers and any purchases the attendees make at the event. Your company will share one side of the bag along with the NYCPAS logo. You can also sponsor both sides of the 'swag bag' to have only your branding (with NYCPAS) on the bag. Please let us know if that is your desire up front.

Plannerbill (Full Ad \$100, Half Page Ad \$50, ¼ Page Ad \$25)

Stand apart from everyone and get the unique opportunity for a personal welcome. Your logo will be placed in our Plannerbill along with your social media outlets. You can add a discount code for the attendees. This adds a sincere element to your company's sponsorship. If you are vending at the event, you can add a coupon for the attendees for use on the day of. The sponsorship fee covers the production of the Plannerbill and it will be distributed to all attendees.

DJ (1 Spot, \$1000 Sponsor Fee)

A unique sponsorship opportunity is to provide the entertainment for the attendees. You will also get a unique shout out throughout the night from our DJ. The DJ will announce you as the sole sponsor during opening and end call. We will also add your logo to the DJ Booth as the sole sponsor. You will also be featured as a sponsor in our Plannerbill.

Recharge & Snack Stations: (2) Sponsors \$500 Each

For those who wish to sponsor stations throughout the event, this is the perfect opportunity. You have your choice of a snack station consisting of iced coffee, lemonade, donuts and other hand-friendly snacks or a phone/device charging station. You will be featured on the station table and announced by the host. You will also be included in our Plannerbill. There is an opportunity for you to provide business cards to our attendees by placing them in our swag bags or leaving them at the station.

**Reusable Shopping Bags (1) Sponsor for \$800
(Can be divided into multiple shops / personnel's)**

We all know that reusable bags are great for the environment, but they are also a superb way to do massive advertising. Should you choose this sponsorship, you would provide all attendees with one shopping bag and your logo or design of choice will be featured. You will also be included in our Plannerbill. There is an opportunity for you to provide business cards to our attendees by placing them in our swag bags.

Oprah Swag Moment (2 spots available)

You have the opportunity to provide 120 attendees with an exclusive item from your shop. There will be a break where we will dedicate a segment just to your shop and our host will announce you as the Oprah moment. During Oprah moments your logo and ad will be promoted on all live audio feeding and displayed on the 60" TV screens around the event 2 – 5 mins of the entire event will be focused solely on your shop. This is a great way to perhaps showcase a new product that will be for sale in the future or even offer a product that is custom to this event.

VIP Swag Table – Theme: The Tony's

This is a great opportunity to get your product and shop in front of some of the best in the business. You would be required to provide 20 items for the VIPs attending the event and get to design the table that they will be sitting at for the event. You will be featured on the Plannerbill and on table signage.

Make and Take Workshops (8 Spots)

Sponsor will incur all cost of providing all the supplies for the make and take workshop that will last 10-15 minutes during the expo portion of the event.

You will be featured in our Plannerbill and your logo will be featured on live audio and TV during the segments. You will also gain free entrance to the expo portion of the event.

Pre-Registration Party Sponsor \$2500

This is a great way for your company to make the best "First" impression. This event will happen the night prior and therefore, your company would be one of the firsts for attendees to get to know. You would be responsible for covering the expense of the party. The pre-registration party is a place where VIP's and attendees will be able to check-in early and grab their lanyards and enjoy some food, drinks and mingle. You will be featured as the sole sponsor of the pre-registration event. In addition, you will also be featured in our Plannerbill, all social media channels and receive a free ticket to the event. You will also have the opportunity to have a branded item handed out and have exclusive co-branding at the event (work the event as they want).

Sunday Breakfast Party Sponsor \$3500

This sponsorship opportunity would be the last chance to get your business in front of our attendees and speakers. This would be a great chance to showcase your business as it would be the last business attendees would learn about. You would be required to cover the cost of breakfast where attendees and VIP would mingle, share success stories from the event and enjoy breakfast before leaving for the weekend. You will be featured as the sole sponsor of the pre-registration event. In addition, you will also be featured in our Plannerbill, all social media channels and receive a free ticket to the event. You will also have the opportunity to have a branded item handed out and have exclusive co-branding at the event (work the event as they want).

Volunteer Sponsor \$1000 (Could be a group of shops or personnel's)

With this sponsorship opportunity, you would get to outfit all the volunteers with your logo or design of your choice. It would be an exclusive branding to the volunteer T-shirts worn at the event. The volunteers are going to be on the floor and highly recognizable to attendees because of these matching shirts. You will be featured in our Plannerbill, social media shoutouts, 1 ticket to the event and a thank you post and reshare after the event.

Please see next page for Exclusive Tier Sponsorship Opportunities

EXCLUSIVE TIER SPONSORSHIP OPPORTUNITIES

The Phantom of the Opera Gold Sponsorship (1 Spot) \$3,500 Sponsor Fee

***Longest running Broadway show**

- Table at expo event, must be booked by March 1st for space reasons
- 1 page visual representation on the Plannerbill
- Recognition in opening/closing remarks as the **SOLE GOLD** Sponsor
- Blog post introducing your sponsorship
- Tweet shout-outs before and after event
- Facebook post credit before and after event
- Instagram post credit before and after event
- Logo & Link on *NYCPA* site
- 2 complimentary full access passes to use or raffle off on your social channels
- VIP Swag bag for the 2 tickets (please email us names of attendees using the tickets by June 1st)

The Lion King Silver Sponsorship (2 Spots) \$2500 Sponsor Fee

***Highest grossing Broadway show**

- Table at expo event, must be booked by March 1st for space reasons
- Half page visual representation on the Plannerbill
- Recognition in opening/closing remarks
- Tweet shout-outs before and after event
- Facebook post credit before and after event
- Instagram post credit before and after event
- Logo & Link on *NYCPA* site
- 1 complimentary full access pass to use or raffle off on your social channels
- VIP Swag bag for the 1 ticket (please email us name of attendee using the ticket by June 1st)

Hamilton Bronze Sponsorship (3 Spots) \$1000 Sponsor Fee

***Most nominations for a Broadway show**

- 1/4 page visual representation on the Plannerbill
- Recognition in opening/closing remarks
- Tweet shout-outs before and after event
- Facebook post credit before and after event
- Instagram post credit before and after event
- Logo & Link on *NYCPA* site
- 1 complimentary full access pass to use or raffle off on your social channels
- VIP Swag bag for the 1 ticket (please email us name of attendee using the ticket June 1st)

Off-Broadway Sponsor Fee \$500

***Small Business Sponsorship**

- Visual representation on the Plannerbill on shared page with other small business sponsors
- Facebook post credit before and after event
- Instagram post credit before and after event
- 1 complimentary full access pass to use or raffle off on your social channels
- VIP Swag bag for the 1 ticket (please email us name of attendee using the ticket by June 1st)

Off-Off Broadway Sponsorship \$250

***Startup Business Sponsorship**

- Visual representation on the Plannerbill on shared page
- Facebook post credit before and after event
- Instagram post credit before and after event
- 50% discount on the purchase of 1 full access ticket* and 1 VIP swag bag

ALL free and discounted tickets must be purchased/claimed by Feb 1st and must be completed by contacting the Organization Team. You can attend yourself or raffle it off on your social channels. Please email us the name of the attendee by June 1st.

*****NOTE: If there is another type of sponsorship you are also interested in addition to our Tiered Levels, please contact the organization team and we can custom build a sponsorship bundle that is mutually beneficial for both parties involved.***

Company Information:

NYC Planner Addicts

43-20 54th Road

Maspeth NY 11378

Tax ID# 81-4155649

Tel: 646-210-2204

Email: NYCPlannerAddicts@gmail.com & NYCPAS.Expo@gmail.com

www.NYCPlannerAddicts.com

FB Group: NYC Planner Addicts

Instagram: NYC_Planner_Addicts

NYC Planner Addicts was founded in May 2016 by Catalina Hidalgo, a twin mom and successful business owner who lives in Brooklyn, NY. Catalina, or Cat as she is affectionately known by everyone, came up with the idea of a NYC based planner group when she was going through a very emotional time in her life.

Creating NYC Planner Addicts became a passion of hers; gathering people with a love of planners, stationary, crafting, organization and enjoying a good time became an outlet not just for herself but for all of her members. To date the group has over 2,600 members and is still very actively growing. The NYC Planner Addicts prides itself in being a peaceful and fun haven. We have come to know our members very well and call them friends and some even family. Our members feel free to talk planners, organization and practically everything else. We share our highs and some lows and everything planner/stationery/craft related. To keep up with the demand of such a large group, we expanded our organization team.

NYC Planner Addicts has successfully held a variety of social events for our members; from small meet-ups to large scale events with over 100 attendees, we aim to please. Our success is based on the belief that if we support businesses, small and large alike, they will in turn support us. This principle has been very rewarding. We have been sponsored by corporate brands such as: Michael's Craft Stores, Erin Condren, Paper House Productions and smaller companies such as Wonton in a Million, Paper Panduh and so many more. Our future is very bright and as we continue to grow we will continue to provide our members with the best events, giveaways and information as it relates to planners/stationery/crafting and organization.

There are various successful sub groups formed under NYC Planner Addicts: such as the NYC Junior Planner Addicts, NYC Planner Addicts – Shop Owners and very recently we created a Distance Learning Support Group. We have become a home to many crafting personalities across the United States. Our members are not only from NYC but from states all across the United States. We not only provide them a safe haven but a place to be themselves at their freedom with no prejudice nor judgement.