



YELLOW BRICK SPONSORSHIPS

This year's theme FOLLOW THE YELLOW BUS ROAD is an invitation to take the route of the yellow bus. Follow that route to safe transport, to stop bullying and to a better start to the school day for the children of our state. In this year's conference, that road will lead to excellent training, real connections with colleagues and a deeper commitment to pupil transportation. That road will lead our attendees through a trade show that is our own kind of emerald city – our Chrome Yellow City. A place where individuals from all walks of the pupil transportation industry can come together to achieve excellence and our vendor members have a chance to really shine!

SATURDAY

Underwrite NAPT Courses (\$300 – two available)

Show your support for those pursuing accreditation at the NATIONAL level!

Incentives:

- Your Company signage at the entrance to the room
- Opportunity to welcome the group to the program and public thanks during the program

SUNDAY

E Pluribus Refreshment Sunday: Mid-PM refresher (\$1000)

By the power invested in you – provide attendees with the boost they need on day one of the conference!

Incentives:

- Your Company signage at Refreshment Station Location
- TWO tickets to the SUNDAY event – Excellence Achieved Awards Reception
- Company representatives may be stationed at the Refreshment Station
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions

The Ruby Slippers: Excellence Achieved Awards Reception (8 stations \$1000 each)

Click your heels and kick off the conference with a celebration of those in the transportation community who have Achieved Excellence in their field.

Incentives:

- Your Company signage at Culinary Station Location
- Public thanks and recognition at the event
- TWO tickets to the SUNDAY event – Excellence Achieved Awards Reception
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions

Eight Culinary Stations available:

1 *The Broomstick*

2 *The Hot Air Balloon*

3 *The Loli-Pop Guild*

4 *Poppies*

5 *Scarecrow*

6 *Lion*

7 *Tin Man*

8 *Toto too!*

The Oil Can – Sunday: AV Sponsor (\$500)

Keep the wheels of the programs greased and join the fun later!

Incentives:

- Your Company signage posted in workshop/session rooms
- TWO tickets to the SUNDAY event – Celebrating Excellence Awards Reception
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

MONDAY

Coffee Courage Monday: Morning Coffee Station (\$750)

What makes the flag on the mast to wave? Courage! What makes the sphinx the seventh wonder? Courage! What makes the dawn come up like thunder? Courage!

Incentives:

- Your Company signage at Coffee Station Location
- Company representatives may be stationed at the Coffee Station
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions – and public thanks at General Session of the day.

Trade Show Twisters! Lunch Refreshment Stations (TWO available \$2,000)

WICKED EATS OF THE EAST -and- WICKED EATS OF THE WEST

Keep attendees energized and on the Trade Show Floor with wicked good eats!

Incentives:

- Your Company signage at Lunch Refreshment Location/s
- Public announcement recognizing the sponsor
- TWO tickets to the MONDAY event – Raising the Bar: A Night out at Wolfs 1-11
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions

SPONSORED THANK YOU! Magic Wand: Mid-PM Ice Cream Station (\$1,250)

A cool treat on a hot July day? – Now that's MAGIC!

Incentives:

- Your Company signage at Ice Cream Station Location
- TWO tickets to the MONDAY event – Raising the Bar: A Night out at Wolfs 1-11
- Company representatives may be stationed at the Ice Cream Station
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions – and public thanks at General Session of the day.

SPONSORED THANK YOU! ~~Up & Away: Raising the Bar – A Night at Wolfs 1-11~~ (\$12,000)

Elevate the mood and get swept up in the fun of this event!

Incentives:

- TWENTY Tickets to this fun event!
- Opportunity to address the attendees at this fun event
- Your Company signage at the event location
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day *and* at the Event.

The Oil Can – Monday: AV Sponsor (\$500)

Keep the wheels of the programs greased and join the fun later!

Incentives:

- Your Company signage posted in workshop/session rooms
- TWO tickets to the MONDAY event – Raising the Bar: A Night out at Wolfs 1-11

- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

THE EMERALD CITY MONDAY ASSOCIATE ENRICHMENT PROGRAMS

SPONSORED THANK YOU! Ticking Heart: Sponsor Technician AEP (\$1,000)

- Your Company signage at the entrance to the program room.
- TWO tickets to the MONDAY event – Raising the Bar: A Night out at Wolfs 1-11
- Opportunity to address the Technician group
- Logo display: Conference Web page, print materials and in slide show shown in sessions.

SPONSORED THANK YOU! Medal of Courage: Sponsor Dispatcher AEP (\$1,000)

- Your Company signage at the entrance to the program room.
- TWO tickets to the MONDAY event – Raising the Bar: A Night out at Wolfs 1-11
- Opportunity to address the Dispatcher group
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

SPONSORED THANK YOU! Diploma: Sponsor Trainer AEP (\$1,000)

- Your Company signage at the entrance to the program room.
- TWO tickets to the MONDAY event – Raising the Bar: A Night out at Wolfs 1-11
- Opportunity to address the Trainer group
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

TUESDAY

Auntie Em: Attendee Breakfast (\$3,000)

Start the day out right for conference attendees - with a healthy meal Aunt Em would approve of!

Incentives:

- Opportunity to address the group
- FOUR tickets for your company representative to attend the breakfast
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

Coffee Courage Tuesday: Mid-AM Coffee Station (\$750)

What makes the elephant charge his tusk in the misty mist, or the dusky dusk? What makes the muskrat guard his musk? Courage! What makes the Hottentot so hot? What puts the "ape" in apricot?

Incentives:

- Your Company signage at Coffee Station Location
- Company representatives may be stationed at the Coffee Station
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions – and public thanks at General Session of the day.

Munchkin Land Lunch: Attendee Luncheon (\$3,500)

We'll thank you so sweetly for sponsoring so completely!

Incentives:

- FOUR tickets for your company representative to participate in the luncheon.
- Opportunity to address the group of attendees.
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

E Pluribus Refreshment Tuesday: Mid-PM refresher (\$1,000)

By the power invested in you – provide attendees with the boost they need on day three of the conference!

Incentives:

- Your Company signage at Refreshment Station Location
- Company representatives may be stationed at the Refreshment Station
- Logo display: Conference Web page, print materials and in slide show shown in plenary sessions– and public thanks at General Session of the day.

Over The Rainbow: Night in the Park BBQ (\$12,000)

Let troubles melt like lemon drops and let the good times roll with a return to the NYAPT Family Picnic.

Incentives:

- TWENTY Tickets to this great event for your company representatives.
- Your Company signage posted in frequented area (refreshment/entertainment)
- Opportunity to greet guests
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

The Oil Can – Tuesday: AV Sponsor (\$500)

Keep the wheels of the programs greased and join the fun later!

Incentives:

- Your Company signage posted in workshop/session rooms
- TWO tickets to the TUESDAY event – A Night In The Park: NYAPT Family Picnic
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

WEDNESDAY

Crystal Ball: Continental Breakfast (\$2,500)

As the conference comes to a close NYAPT members begin to look to the future at this closing breakfast.

Incentives:

- FOUR tickets for your company representatives to participate in the breakfast.
- Opportunity to address the group of attendees.
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

The Wizard: Attendee Luncheon (\$3,500)

The final Words of Wisdom bestowed upon conference attendees.

Incentives:

- FOUR tickets for your company representative to attend the luncheon.
- Opportunity to address the group of attendees.
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

The Oil Can – Wednesday: AV Sponsor (\$300)

Keep the wheels of the programs greased on this final day of the conference.

Incentives:

- Your Company signage posted in workshop/session rooms
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

YELLOW BRICKS

ALL THREE PONSORED THANK YOU! Speaker/s Sponsor (3 @ \$2,000 per speaker)

Show your investment in the education of attendees and support one of the excellent sessions!

Incentives:

- Public Recognition at the event & signage at the entrance to the event
- Opportunity to introduce the presenter / address the attendees
- Logo display: Conference Web page, print materials and in slide show shown in sessions – and public thanks at General Session of the day.

Lanyards (\$1,000)

Be right out in front of attendees with the badge lanyard!

Incentives:

- Your Company logo imprinted on every lanyard (single color)
- The lanyard holds the badge of every attendee of Conference and Trade Show
- Logo display: Conference Web page, print materials, in slide show shown in sessions & public thanks

Conference Backpack (\$1,850)

Lighten the load along the Yellow Brick Road and be sure attendees take your logo home.

- Your Company logo imprinted on every backpack (single color)
- Logo display: Conference Web page, print materials, in slide show shown in sessions & public

Pens (\$500)

Get your company logo into the hands of every attendee at the conference and trade show!

Incentives:

- Your Company logo imprinted on conference pens (single color)
- Logo display: Conference Web page, print materials, in slide show shown in sessions & public

Pedometers (\$1,000)

Track every brick in the road!

Incentives:

- Your Company logo imprinted on every pedometer (single color)
- Logo display: Conference Web page, print materials, in slide show shown in sessions & public

Pocket Program (\$1,250)

This mini program is packed with power! Contains the FULL schedule and a layout of the Trade Show floor!

Incentives:

- Your Company logo imprinted on the pocket program
- This program will be in the hands (again & again) of every attendee of Conference and Trade Show
- Logo display: Conference Web page, print materials, in slide show shown in sessions & public

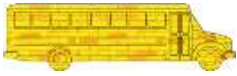
Poster Contest (\$1,250)

It's all about the kids! Show them you care and support this program.

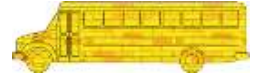
Incentives:

- Public Recognition at the Closing Luncheon when Winners are announced
- Your Company logo displayed as Sponsor on the poster display boards
- Logo display: Conference Web page, print materials, in slide show shown in sessions & public

FOLLOW THE YELLOW BUS ROAD



2017 SPONSORSHIP FORM



I am an authorized representative who agrees to adhere to the terms and to pay the fees for sponsorships as noted on this form.

CONTACT Name _____ PHONE (____) _____

Employer/Co. _____ EMAIL _____

SATURDAY

- NAPT Courses (\$300 – TWO available)

SUNDAY

- E Pluribus Refreshment Sunday: Mid-PM (\$1000)
- The Ruby Slippers: Excellence Achieved Awards Reception (8 stations \$1000 each)
- The Oil Can – Sunday: AV Sponsor (\$500)

MONDAY

- Coffee Courage Monday: Morning Coffee (\$750)
- Trade Show Twisters! Lunch Refreshment Stations (TWO available \$2,000)
- ~~Magic Wand: Mid-PM Ice Cream Station (\$1,250)~~
- ~~Up & Away: Raising the Bar - Wolfs 1-11 (\$12,000)~~
- The Oil Can – Monday: AV Sponsor (\$500)

The Emerald City:

MONDAY ASSOCIATE ENRICHMENT PROGRAMS

- ~~Ticking Heart: Sponsor Technician AEP (\$1,000)~~
- ~~Medal of Courage: Sponsor Dispatcher (\$1,000)~~
- ~~Diploma: Sponsor Trainer AEP (\$1,000)~~

TUESDAY

- Auntie Em: Attendee Breakfast (\$3,000)
- Coffee Courage Tuesday: Mid-AM Coffee (\$750)
- Munchkin Land Lunch: Attendee Luncheon (\$3,500)
- E Pluribus Refreshment Tuesday: Mid-PM (\$1,000)
- Over The Rainbow: Night in the Park BBQ (\$12,000)
- The Oil Can – Tuesday: AV Sponsor (\$500)

WEDNESDAY

- Crystal Ball: Continental Breakfast (\$2,500)
- The Wizard: Attendee Luncheon (\$3,500)
- The Oil Can – Wednesday: AV Sponsor (\$300)

YELLOW BRICKS

- ~~Speaker/s Sponsor (3 @ \$2,000 per)~~
- Lanyards (\$1,000)
- Conference Backpack (\$1,850)
- Pens (\$500)
- Pedometers (\$1,000)
- Pocket Program (\$1,250)
- Poster Contest (\$1,250)

Final Amount of your company sponsorship: _____



TERMS:

-Please return to NYAPT no later than May 31st via email to membership@nyapt.org

-Make checks payable to NYAPT at 266 Hudson Ave, Albany NY 12210

-Payment must be received by JUNE 15th for activation of sponsorship.

- Please send quality digital copy of logo in GIF or JPEG format to membership@nyapt.org

Payment TYPE (check one): CHECK CREDIT CARD

Credit Card: Visa MC Discover Amex

Card # _____

Name ON Card _____

Expiration _____ Code _____

Billing Address _____ Street

_____ State/Zip

CONTACT Signature: _____ Date _____

Thank You!