

CP State



Annual Conference Sponsorship Packages

CHOOSE US FOR:

Brand Visibility

Targeted Networking

Industry Recognition

Exclusive Access

Community Impact

MORE INFORMATION

518-436-0178



tferguson@cpstate.org





CP State

Annual Conference Partnership Opportunities

WHAT WE DO



**We make life better for
New Yorkers with disabilities.**

It's as simple as that.

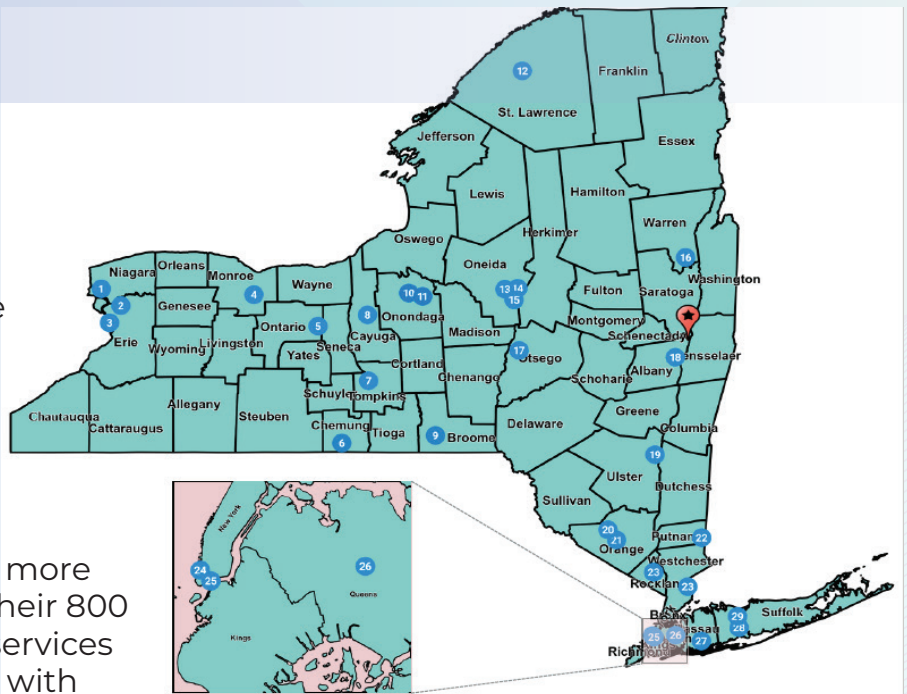
**Your generous sponsorship allows
us to provide guidance, advocacy,
and opportunity to the people
who need it most.**

CP State is a nonprofit, statewide organization that provides advocacy, communications, professional development, and support to its network of 30 Affiliates.

Collectively, our affiliates employ more than 19,000 people throughout their 800 locations while providing direct services to more than 100,000 individuals with cerebral palsy and developmental disabilities.

CP State represents its affiliates through advocacy activities, ensuring that their perspectives and needs are heard and addressed in regional policy development, quality improvement initiatives, and economic sustainability. We provide education for health care leaders and are a source of information on disability issues and trends.

CP State's vision is to promote lifelong opportunities and choices for independence, inclusion, and enhanced quality of life for all people with disabilities.



CP State has a network of 30 Affiliates throughout New York providing services to people with intellectual and developmental disabilities.



CP State

Annual Conference Partnership Opportunities

OUR CONFERENCE

Each year, hundreds of executives, financial officers, and administrators from across the state gather to develop new strategies to improve the lives of individuals with developmental disabilities and complex needs. Our conference sessions focus on education, operations, and finances, and draw key decision-makers from agencies throughout New York.

Why support CP State and our Affiliates with a conference sponsorship?

Brand Awareness

CP State's social media reaches more than 20,000 potential customers weekly, and the CP State newsletter is sent to more than 800 executives and stakeholders every Friday afternoon.

Community Impact

CP State's network of 30 Affiliates and partner organizations spans New York State. Your support of those organizations reaches the 130,000 people with disabilities they support, and the tens of thousands of people they employ.

Educational Opportunities

Sponsors are given preference to host educational sessions at our many conferences for even greater direct access to our attendees.

WHO ATTENDS

- Executive Directors
 - Board Members
 - Finance Officers
 - Human Resources
 - Administrators
 - Agency Staff
- ...and more!

All sponsorship packages include:

- An ad in our online CP State Conference Program.
- Promotion of your company through CP State's social media channels.
- Recognition signage of your sponsorship in our Registration Area.
- Featured conference sponsor listing on the CP State's Conference Website.
- Logo recognition in conference materials provided to all attendees.
- A list of all conference attendees.

Package details are on the following pages. Contact Tim Ferguson at 518-612-4508 or tferguson@cpstate.org if you have any questions.



CP State

Annual Conference Partnership Opportunities

Welcome Cocktail Reception

Limited to 1 Sponsor @ \$15,000

Amp up the attendee experience as the Welcome Cocktail Reception sponsor held on the first night of the conference. With more than 350 individuals in attendance from our affiliate agencies, your organization will be thanked and introduced by CP State during the reception. To kick off the event, you'll have the opportunity to introduce yourself and your company's services to the attendees of our conference. Eat, drink, and mingle with all attendees during this 2-hour event!

WHAT YOU GET:

- **Introduction of your company by CP State as the Reception Sponsor of this year's conference.**
- **Introduce yourself and provide the attendees with a brief overview of your company.**
- **Announce an award winner.**
- **Host a post-conference webinar exclusive to conference attendees!**
- **Recognition signage at the cocktail reception.**
- **Table tent cards with your company name and logo will be displayed on all high-top tables during cocktail reception.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **Two (2) pre-conference articles about your company's services to be included in the CP Newsletter, distributed electronically to more than 1,000 people.**
- **Two (2) post-conference marketing e-mails regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
- **Ad in our online CP State Conference Program.**

INCLUDED AT NO CHARGE:

CP MARKETPLACE: One (1) vendor booth during the 2-Day Conference provided to your company with this sponsorship package.

CONFERENCE FEES: Registration for three (3) representatives from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Achievement Awards Dinner

\$10,000

Be a sponsor of our Achievement Awards ceremonial dinner held the first night of the conference! The ceremony features achievement awards to honor Affiliate employees who have been recognized for exceeding expectations, taking initiative, and delivering excellence. Individuals are nominated by their Executive Directors, and awards are presented for the following: Clinician of the Year, Employee of the Year, Direct Support Professional of the Year, Elk of the Year, Program Innovation, Distinguished Service, Outstanding Leadership, and Volunteer Service Distinction.

WHAT YOU GET:

- **Introduction of your company by CP State at the beginning of this dinner with more than 350 individuals from our affiliate agencies in attendance.**
- **Recognition signage on the stage where the awards will be presented.**
- **Table tent cards with your company name and logo will be displayed on all dining tables.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **One (1) pre-conference article about your company's services to be included in the CP Newsletter, distributed electronically to more than 1,000 people.**
- **Two (2) post-conference marketing e-mails regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
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INCLUDED AT NO CHARGE:

CP MARKETPLACE: One (1) vendor booth during the 2-Day Conference provided to your company with this sponsorship package.

CONFERENCE FEES: Registration for three (3) representatives from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Staff Awards Dinner

\$10,000

Be a sponsor of our Staff Awards dinner held the second night of the conference! This ceremony features individual achievement awards to honor nearly 100 employees from our 30 affiliate agencies. Each agency's Executive Director nominates 4 individuals who have performed above and beyond the call of duty, inspired others, or had a dramatic effect on organizational culture. During this dinner, each awardee receives recognition for their hard work, dedication, and results achieved within the workplace.

WHAT YOU GET:

- **Introduction of your company by CP State at the beginning of this dinner with more than 450 individuals from our affiliate agencies in attendance.**
- **Recognition signage on the stage where the awards will be presented.**
- **Table tent cards with your company name and logo will be displayed on all dining tables.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **One (1) pre-conference article about your company's services to be included in the CP Newsletter, distributed electronically to more than 1,000 people.**
- **Two (2) post-conference marketing e-mails regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
- **Ad in our online CP State Conference Program.**

INCLUDED AT NO CHARGE:

CP MARKETPLACE: One (1) vendor booth during the 2-Day Conference provided to your company with this sponsorship package.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Art Gallery

Featuring Works from Artists with Disabilities

Limited to 2 Sponsors @ \$8,000 ea.

CP State has always celebrated artists with disabilities by offering an art contest to our affiliate agencies along with an opportunity for the talented individuals to display their work in a gallery-like setting. This is the only exhibit in New York State to feature works solely by people with intellectual and developmental disabilities. The gallery features multiple exhibits consisting of art competition pieces, photography, multimedia, and other themed works. Be part of this amazing display as one of key sponsors!

WHAT YOU GET:

- **Introduction of your company by CP State before the Art Contest Winner is announced during the 10/21 Matinee Lunch.**
- **Recognition signage in the Art Gallery.**
- **Table tent cards with your company name and logo will be displayed at high top tables in the Art Gallery.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **One (1) pre-conference article about your company's services to be included in the CP Newsletter, distributed electronically to more than 1,000 people.**
- **One (1) post-conference marketing e-mail regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
- **Ad in our online CP State Conference Program.**

INCLUDED AT NO CHARGE:

CP MARKETPLACE: One (1) vendor booth during the 2-Day Conference provided to your company with this sponsorship package.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Keynote Speech

Presented the Second Day of the Conference

Limited to 1 Sponsor @ \$8,000

You'll have the opportunity to introduce yourself and your company to our attendees prior to the keynote speaker session or, If you prefer, you can have a member of the CP State staff proudly introduce you and your company! A great way to get in front of a lot of people - the keynote is always upbeat and well attended!

WHAT YOU GET:

- **Introduction of yourself and your company to attendees.**
- **Recognition signage in the keynote session.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **One (1) pre-conference article about your company's services to be included in the CP Newsletter, distributed electronically to more than 1,000 people.**
- **One (1) post-conference marketing e-mail regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
- **Ad in our online CP State Conference Program.**

INCLUDED AT NO CHARGE:

CP MARKETPLACE: One (1) vendor booth during the 2-Day Conference provided to your company with this sponsorship package.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Attendee Luncheons

Day 1 \$6,500 | Day 2 \$8,000

Join in as lunch is served ...

Share lunch with all the stars of the CP State family! Be part of some great networking opportunities with our attendees as they dine before the Keynote Presentations. Make an impression as one of the official Lunch Sponsors during both days of the conference.

WHAT YOU GET:

- **Verbal recognition by CP State during the luncheons, prior to the keynote presentations.**
- **Recognition signage at the food stations during both luncheons.**
- **Table tent cards with your company name and logo will be displayed on all tables during both luncheons.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **One (1) post-conference marketing e-mail regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
- **Ad in our online CP State Conference Program.**

ALSO INCLUDES:

CP MARKETPLACE: 50% discount off pricing for one (1) vendor booth during the 2-Day Conference.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Attendee Breakfasts

\$5,000

Start the day off right! There will be a buffet breakfast held on the second day of the conference, as well as a grab-and-go breakfast the last day. Promote good health for our attendees while building brand awareness as one of our breakfast sponsors.

WHAT YOU GET:

- **Recognition signage at the food stations during both breakfasts.**
- **Wall or window decal of your company logo displayed in the entrance or registration area.**
- **One (1) post-conference marketing e-mail regarding your company's services from CP State's President to all Executive Directors and Finance Directors at our affiliate agencies.**
- **Ad in our online CP State Conference Program.**



ALSO INCLUDES:

CP MARKETPLACE: 75% discount off pricing for one (1) vendor booth during the 2-Day Conference.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



CP State

Annual Conference Partnership Opportunities

Backdrop & Photo Booth

\$3,000

A hit at every conference!

Get recognized as our official red carpet and photo booth sponsor. Attendees will have the opportunity to take photos with a photo frame branded with your company's name/logo to be shared through their social media platforms or email for extended post-event recognition.

WHAT YOU GET:

- **Company-branded picture frame for all photos.**
- **Recognition signage at the photo booth.**
- **1/3 page ad in our online CP State Conference Program.**
- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**

ALSO INCLUDES:

CP MARKETPLACE: 50% discount off pricing for one (1) vendor booth during the 2-Day Conference.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners.



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Annual Conference Partnership Opportunities

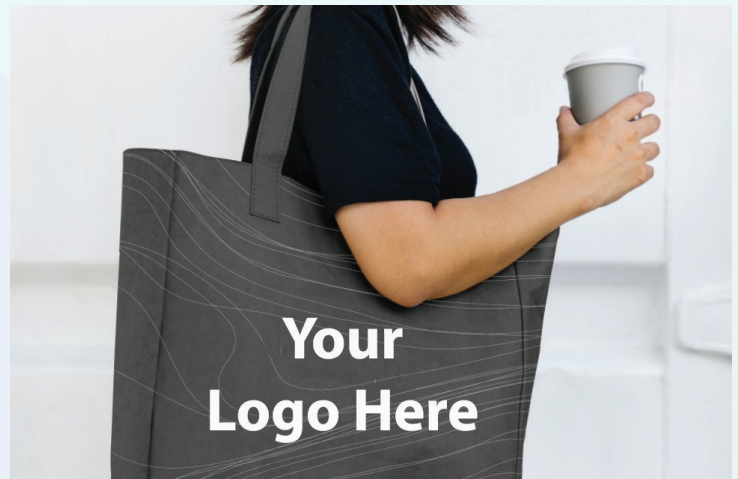
Branded Swag Bags

Provided to All Attendees

Limited to 4 Sponsors @ \$2,500 ea.

Everybody wins ...

This special tote bag not only provides each attendee with their conference materials, but the tote will also include memorable and useful items that can facilitate conversations, even after the event is over. Your company logo will be co-branded with CP State's logo, on this custom-printed welcome bag.



WHAT YOU GET:

- **Company logo printed on 500 bags.**
- **Ad in our online CP State Conference Program.**
- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**

ALSO INCLUDES:

CP MARKETPLACE: 50% discount off pricing for one (1) vendor booth during the 2-Day Conference.

CONFERENCE FEES: Registration for two (2) people from your company to attend all education sessions, breakfasts, luncheons, cocktail receptions, and dinners. .



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Annual Conference Partnership Opportunities

CP Marketplace

\$3,000 ea.

Limited to 15 Vendors. Marketplace is Open on Days 1&2.

Calling all exhibitors ...

Grab prime real estate on the main street of the best supporting actors in the field! The CP Marketplace helps to build your brand more than in-person networking. You'll have the opportunity to showcase your latest and greatest products while connecting with leaders in the disability services field during the two-day conference. Exhibitors will be prominently featured during the conference. Standard exhibit booths are provided.

WHAT YOU GET:

- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**

Key Cards

1 Sponsor @ \$2,500

Branded Hotel Key Cards

Be the brand every attendee sees first thing in the morning, last thing at night, and every other time they enter their hotel room. Our hotel key card sponsor has their logo branded, ensuring repeat brand awareness. Be that company that is in everyone's wallet!

WHAT YOU GET:

- **Your company name and logo printed on each hotel key cards for attendees staying at the Saratoga Hilton Hotel.**
- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**





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Beverage Stations

\$2,500

Coffee, Tea & Water Stations Both Days

Everyone needs a little pick-me-up during the day. Help hydrate our attendees and build brand awareness as one of our refreshment sponsors.

WHAT YOU GET:

- **Table tent cards with your company name and logo will be displayed on at each station.**
- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**



Stress Relief

\$2,500

Massage Therapists for Attendees on Day 2

Provide a great opportunity to recharge at our event! Your CP Marketplace booth will be located next to the massage therapists, increasing your brand awareness and making a major impact on our conference.

WHAT YOU GET:

- **Prominent exhibit location next to massage therapists.**
- **Recognition signage as the sponsor of the massage therapists.**
- **Promotion on CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**





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Wall/Window Decals

\$500 ea.

Make a strong first impression!

Be the first thing our attendees see with a wall or window decal featuring your logo!

Your company will guide each guest throughout the conference with wall or window decals directing them to our CP Marketplace, educational sessions, and other key events – all personalized with your logo.

WHAT YOU GET:

- **Package includes one, 24" x 60" wall decal, and one 15' round window decal with your company name and logo. CP State will determine placement of the decals at the venue.**
- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**

Staff Award Raffle

\$250

Attendee Raffle Held After Dinner on Day 2

Every year, attendees look forward to the end-of-conference prize raffle for a chance to win a fabulous gift. From movie-themed items to the latest electronics, it's like trading places with the lead role! As a sponsor, you can donate \$250 and CP State will purchase an award-winning gift on your behalf.

WHAT YOU GET:

- **Announcement of your company as the sponsor during the raffle.**
- **Promotion of your company through CP State's social media channels.**
- **Recognition signage of your sponsorship in the entrance or registration area.**
- **Featured conference sponsor listing on the CP State's Conference Website.**
- **Logo recognition in conference materials provided to all attendees.**
- **Post-conference attendee lists will be provided to you.**



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DEADLINES

PACKAGE COMMITMENT DEADLINE: WEDNESDAY, APRIL 30

*Please send in an email to Tim Ferguson with your commitment – tferguson@cpstate.org. Indicate in an email which Annual Conferences package(s) you will be sponsoring and include the sponsorship completed contract and meal form in PDF or Word format.

SPONSOR & COMPANY MARKETING MATERIALS: FRIDAY, MAY 30

* Please send logos and other marketing material to conferences@cpstate.org.

The following marketing materials are required: high-res logos in multiple file formats, one page company flyer and all social media account handles. Please CC Tim Ferguson on this email – tferguson@cpstate.org.

SPONSORSHIP PAYMENT: MONDAY, JUNE 30

Send Payments to: Attn. Angela Anderson, Executive Assistant
Cerebral Palsy Associations of NYS, Inc.
3 Cedar Street Extension, Suite 2
Cohoes, NY 12047

*Make checks payable to:

Cerebral Palsy Associations of NYS, Inc.

In Memo section on check please write: **CP State Conf. w/ name of sponsorship package**

Payment is welcomed before the due date, if possible.

HOTEL RESERVATIONS: TBD

Embassy Suites - 86 Congress Street, Saratoga Springs, NY 12866 – 518-290-9090

Have additional questions? Contact **Tim Ferguson** (Sponsorship Coordinator)

518-612-4508

tferguson@cpstate.org



CP State

Annual Conference Partnership Opportunities

SPONSORSHIP CONTRACT

CP State Annual Conference

October 8-9, 2025

(Please type or clearly print the information requested)

Company Name:
Name of Contact Person:
Phone Number:
Email Address:
Company Website:
Mailing Address:
City, State, Zip Code:
Name & Title of First Person Attending (for name badges):
Name & Title of Second Person Attending (for name badges):
Names of Additional Attendees (in case there are substitutes or more individuals invited):

Please check the appropriate box that will fit your needs (see page 2 of this form for further details):

Company's Authorized Signature _____

Date _____

Please return completed and signed contract to:

Tim Ferguson – tferguson@cpstate.org

Or by mail: CP of NYS, 3 Cedar Street Extension, Suite 2, Cohoes, NY 12047 ♦ Attn. Tim Ferguson

For further information, please contact Tim at 518-612-4508.



CP State

Annual Conference Partnership Opportunities

SPONSORSHIP PACKAGES

CP State Annual Conference

October 8-9, 2025

Saratoga Hilton Hotel – Saratoga Springs City Center

534 Broadway, Saratoga Springs, NY

Please select one or more of the sponsorship packages below, indicating your specific support for this year's event.

SPONSORSHIP LEVEL	SPONSORSHIP PRICING	SPONSORSHIP COMMITMENT (*Check boxes below that apply.)
Welcome Cocktail Reception	\$15,000	
Achievement Awards Dinner	\$10,000	
Staff Awards Dinner	\$10,000	
Art Gallery Sponsor	\$8,000 each (Limit 2 Sponsors)	
Keynote Sponsor	\$8,000 (Limit 1 Sponsor)	
Day 1 Luncheon	\$6,500	
Day 2 Luncheon	\$8,000	
Attendee Breakfasts	\$5,000	
Backdrop & Photo Booth	\$3,000	
Swag Bags	\$2,500 each (Limit 4 Sponsors)	
CP Marketplace	\$3,000 each (Limit 15 booths)	
Hotel Key Cards	\$2,500 (Limit 1 Sponsor)	
Beverage Stations	\$2,500	
Massage Therapists	\$2,500	
Window & Wall Decals	\$500	
Staff Award Raffle	\$250	

*For questions regarding availability of packages above, please contact
Tim Ferguson, Sponsorship Coordinator 518-612-4508 – tferguson@cpstate.org