

1/2/2019

New York Propane Gas Association Sponsorship, Advertising, Promotions, Services: 2019

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Shane Sweet, Exec Dir, NYPGA
SHANE.SWEET@NYPROPANE.COM – 518-383-3823

2019 NYPGA Annual Sponsorship Opportunities: Page 1 & 2

2019 NYPGA sponsorships and promotion options

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

| | | |
|-------------|------------------|---|
| Company: | Name: | SPONSORSHIP LEVELS INCLUDE DISPLAY ADS ALL YEAR. Just fill out & fax to 855-697-1075 or scan to Shane.Sweet@nypropane.com |
| Title: | Phone (best): | |
| Address: | | |
| City: | State: Zip: | |
| Telephone:: | Fax: | |
| Email: | Today's Date: | |

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 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 |
| SIGNATURE LINK with your company name and link, located on all outgoing association email sent from shane.sweet@nypropane.com | YESg | NO | NO |

...continued from previous page...2019 NYPGA Annual Sponsorship Opportunities – pages 1 & 2

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| | | | |
|--|---|---|--|
| 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: to shane.sweet@nypropane.com

or MAIL: NYPGA - P.O. Box 102 – North Hoosick - NY - 12133 - Call if needed: Shane Sweet, 802.558.6101 cell

Silent Auction Items at Spring, Summer and Fall Conferences

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We need your help! NYPGA will be holding a Silent Auction at each of its Conferences hosted across New York. Consider donating an auction item; Please remember all donated items are tax-deductible. Use this Pledge Form to make your donation. Vacation Property Not Being Used? Donate it to an NYPGA Silent Auction.

FAX TO: 855-697-1075 (855-NYS-1075) or SCAN TO: shane.sweet@nypropane.com or MAIL (if mailing, **postmark two weeks before conference to ensure receipt by NYPGA** TO: NYPGA - P.O. Box 102 – North Hoosick – NY - 12133

Call if needed: Shane Sweet, 802.558.6101 cell & text

Pledge from

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

| Item Description | Estimated Value of each item(s) | Number of this item pledged | We will |
|------------------|---------------------------------|-----------------------------|-------------------------------|
| | \$ | | []Ship item or []Bring item |
| | \$ | | []Ship item or []Bring item |
| | \$ | | []Ship item or []Bring item |

NYPGA will contact you with shipping details. Shipping instructions will vary depending on date of submission to NYPGA. Please contact Shane Sweet (518-383-3823 or Shane.Sweet@nypropane.com) for more information. Complete and return this Silent Auction Pledge Form today.

SWAG BAGS at Spring, Summer and Fall Conferences

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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) |

Classified & Display Ads in NYPGA Weekly E-news p, 1 of 2

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NYPGA offers **free classified ads to member companies. Paid 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 once a week. Contact NYPGA: 518-383-3823 or Shane.Sweet@nypropane.com



NYPGA member companies may place a classified ad in the NYPGA weekly e-Update. As of January 2019, 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 Shane.Sweet@nypropane.com

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

Limit one ad, 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 | | S | H | A | N | E | . | S | W | E | E | T | @ | N | Y | P | R | O | P | A | N | E | . | C | O |
| C | | | | | | | | | | | | | | | | | | | | | | | | | |

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

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

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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

Charge my card #: _____ Exp Date: _____

Name on Card: _____

Your name: _____ Your signature: _____

Today's date: _____ Other: _____

Faxed to 855-697-1075 or scanned to Shane.Sweet@nypropane.com on date: _____

NYPGA member companies may place a paid display ad in the NYPGA weekly e-Update. As of January 2019 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

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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

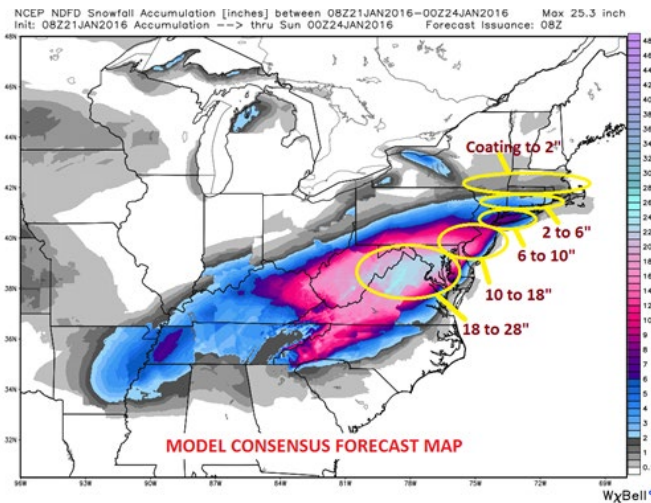
NYPGA has space like this available at all of its conferences, and while we do not market the Exhibit/Display event at a Trade Show, NYPGA conferences are a very cost-effective way to put your company in direct contact with propane industry decision makers.

**[] Shane, please send us the Conference Sponsorships detail for the soonest Conference
(or email Shane.Sweet@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 Shane.Sweet@nypropane.com on date: | |

Weather Update Service Details

2019 NYPGA sponsorships and promotion options



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 shane.sweet@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 shane.sweet@nypropane.com or leslie@pgane.org



Shane, 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: |

Faxed to 855-697-1075 or scanned to Shane.Sweet@nypropane.com on date:

2019 New York Propane Gas Industry Directories

Print version: All internal ads are BLACK & WHITE. Covers, inside and out, are color. Formats: pdf 300–600 dpi, tif, eps. Questions? shane.sweet@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 01-02-19**

| Ad Placement (NYPGA members only) | Specs | # available | Cost | # 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 Sponsors</u> <u>only</u> . 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 2018 <u>Advertising Level Sponsors</u> 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 Sponsors</u> 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](#)

**2019 New York Propane Industry Directories Ads
Reservation and Agreement – page 2 of 3**

**2019 NYPGA
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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 shane.Sweet@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 adsizes

NYPGA member companies only
(revised 01-02-19)

“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

