



Business Incubator Association  
of New York State, Inc.

A background image of a city skyline at sunset or sunrise, with the sky transitioning from orange to blue. The city lights are visible, and the water in the foreground reflects the lights. Overlaid on the image are several abstract network graphics consisting of dots and connecting lines in orange, yellow, and white. A large, faint world map is also visible in the upper right quadrant.

# PARTNERSHIP OPPORTUNITIES

**BIANYS 2020**  
PARTNERSHIP OPPORTUNITIES



# What is **BIANYS**?

The Business Incubator Association of New York (BIA/NYS) is a nonprofit trade association established in late 2005. It is governed by a nine-member board of directors elected by the general membership. This professional membership organization brings together a community of engaged program leaders of incubators, accelerators and co-working spaces that span all corners of New York State. This network of dedicated leaders work tirelessly to foster a dynamic, diverse, creative, and successful startup ecosystem.



## The **BIANYS** Mission:

**EXPAND:** resources available to incubator-based enterprises, working with policy-makers on matters affecting them.

**PROMOTE:** entrepreneurial activities of incubators within the state.

**NETWORK:** business incubators, incubated companies, and others interested in the innovation economy of New York State.

## Engage with Us:





# Why Support **BIANYS** 2020?

- Be a part of the innovation ecosystem by supporting incubators, accelerators, and economic development across the Empire State
- Have a pulse on new ideas, developments, and technologies
- Engage with the next generation of entrepreneurs and business leaders
- Network with the individuals making New York the second largest ecosystem
- Gain visibility and build relationships with innovators from across the New York state
- Participate in conversations with international businesses seeking new partnership opportunities

## How Can You Support?

- Become an event sponsor for **BIANYS** Annual Meeting
- Be a sole sponsor for a networking event
- Review the Partnership Levels and choose the option right for you

## Where and When?

- Annual Meeting will take place June 1 - 3, 2020 in New York City
- Soft Landings International Exchange Program begins April 20, 2020 and culminates June 14, 2020







# Partnership Levels

SPONSORSHIP BENEFITS	CONTRIBUTING SPONSOR	SUPPORTING SPONSOR	EVENT SPONSOR	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR
Event tickets	0	1	2	5	7	10
Recognition at event	✓	✓	✓	✓	✓	✓
Marketing materials logo	✓	✓	✓	✓	✓	✓
Website logo	✓	✓	✓	✓	✓	✓
Materials distributed in attendee folders		✓	✓	✓	✓	✓
Branded booth at event			✓	✓	✓	✓
Provide corporate give-a-ways				✓	✓	✓
Pre-event highlight on social media				✓	✓	✓
Pre-event highlight on newsletter				✓	✓	✓
Event signage logo				✓	✓	✓
Content in newsletter				✓	✓	✓
Logo & content on website (12 months)				✓	✓	✓
Invitation to VIP events					✓	✓
Top billing state wide						✓
Speaking opportunity at annual meeting						✓
Regional programming with membership						✓
Dollar Amount \$	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000

## Additional Opportunities

**As an EXCLUSIVE sponsor you will receive:**

- Exclusive sponsor for Soft Landings NYC Welcome Tour & Reception
- Exclusive sponsor for Soft Landings East End Event
- Exclusive Sponsor for Post-Conference Networking Cocktail Reception



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# Partnership Application

**SPONSORSHIP LEVEL:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

CHECK ENCLOSED

INVOICE US

