



Sponsorship + Marketing Guide

2024

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Bi-Weekly Newsletter



Business News + Updates

Current WSYP members are able to submit information for a **FREE** posting in our bi-weekly newsletter. You can promote any business news you would like, such as a sale, employee promotion, event, etc. Business news may also be included in social media posts, if desired. Current WSYP members are limited to one free posting per quarter.

Frequency: Bi-Weekly

Reach: Average 350 contacts per newsletter

Open rate: 20-35%

WSYP Contact: comms@wsyp.org

Investment: **FREE** for WSYP Members

\$25 per newsletter and/or social media post for non-members

Specifications:

- Limit one newsletter and/or social media post per month, industry-exclusive
- Submission must be in either .jpg or .png format, and/or exact text must be included.
- Hyperlink to a Chosen Website

Deadline:

For the beginning of the month newsletter, listings must be received by the 25th of the month prior. For the middle of the month newsletter, listings must be received by the 15th of the current month. Any items not received within these deadlines may not be included in the newsletter.



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Educational Seminars



Educational Seminars + Events

One of WSYP's core values is "Grow." We focus on personal and professional development through a series of speaking events and seminars held throughout the year. These events cover a range of topics, featuring speakers from both local and national companies and programs.

All events require tickets for admission and offer either breakfast or lunch, depending on the event timing.

Frequency: 5x per year (February, April, June, September + November)

Attendance: attendance varies per event

WSYP Contact: events@wsyp.org

Investment: \$250 Sponsorship

Sponsorship includes:

- 2 tickets to the event
- 10 minutes dedicated Sponsorship Highlight time before Speaker Presentation
- Company's name & logo included on all advertisements related to the event (social media posts, online event listings, newsletters)



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Headshot Mixer



New Year, New Headshot

NEW FOR 2024

This ticketed event is **FREE** for all WSYP members, and has a nominal fee for non-members and guests.

Date: January 25, 2024

Location: Member's 1st

Projected Attendance: 35+ people

WSYP Contact: events@wsyp.org

Investment: \$250 Sponsorship - 2 available

Sponsorship includes:

- 2 tickets to the event
- 10 minutes dedicated Sponsorship Highlight time before Speaker Presentation
- Company's name & logo included on all advertisements related to the event (social media posts, online event listings, newsletters)



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Dog Dayz of Summer



Dog Dayz of Summer is an annual event that focuses on 1-2 local rescues. This is a ticketed event, open to all, with the funds raised going directly to the rescues involved. Adoptable dogs are on-site, and food and non-alcoholic drinks are provided to all attendees.

Date: July 2024

Projected attendance: 55+ people

WSYP Contact: events@wsyp.org

\$250 Sponsorship - 3 available

- Company's name & logo included on all advertisements related to the event (social media posts, online event listings, newsletters and printed invitations)

Goodie Bags - 1 available

Goodie Bags are gift bags provided by the Goodie Bag sponsor and given to all attendees. Bags may include promotional items from the sponsoring company, as well as dog centered items (treats, toys, etc).

- Company's name & logo included on all advertisements related to the event (social media posts, online event listings, newsletters and printed invitations)



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Golf Tournament



Our 4th Annual Golf Tournament will take place at Rich Valley Golf Course in August. Each year, we choose 1-2 local non-profits and donate a portion of the proceeds to them.

Date: August 2024

Location: Rich Valley Golf Course

Projected attendance: 85-120 people

WSYP Contact: events@wsyp.org

Tournament Sponsor - \$1,500

1 available

- 2 Foursome golfer registrations
- Recognition in all event materials
- Swag bag item(s) + logo on swag bags
- 2 Tee sponsors

Beverage Sponsor - \$750

2 available

- 1 Foursome golfer registration
- Recognition in all event materials
- Cart banner
- Swag bag item(s)
- Tee sponsor

Eagle Sponsor - \$600

- 1 Foursome golfer registration
- Recognition in all event materials
- Swag bag item(s)
- Tee sponsor

Birdie Sponsor - \$350

- Recognition in all event materials
- Swag bag item(s)
- Tee sponsor

Tee Sponsor - \$100

- Signage at a Tee



10 Years of WSYP



Help us celebrate 10 years of WSYP!

This celebratory event will be a ticketed for WSYP members, visitors and guests throughout the community.

Date: TBD

Location: TBD

Main Event Sponsor: \$2,000 - 1 available

- Opportunity for display table at event
- Banner at event
- Logo signage/Recognition at the event
- Option to provide/donate items for use in attendee gift bags
- Opportunity for podium/brief speaking time at the event
- Name/Logo listed on all event materials, social media and print marketing for event
- Opportunity to provide giveaways/raffle basket at vendor table during event
- 6 complimentary tickets to event

Supporting Sponsor: \$1,500 - 2 available

- Opportunity for display table at event
- Banner at event
- Logo signage/Recognition at the event
- Option to provide/donate items for use in attendee gift bags
- Name/Logo listed on all event materials, social media and print marketing for event
- Opportunity to provide giveaways/raffle basket at vendor table during event
- 4 complimentary tickets to event

Community Partner Sponsor: Sponsorship/Services/Products Worth min. of \$500 - Unlimited Available

Available to our friends & partners in the community that may wish to donate or provide reduced-cost goods or services towards the setup & success of this celebratory event

- Opportunity for display table at event
- Logo signage/Recognition at the event
- Name/Logo listed on all event materials, social media and print marketing for event
- Opportunity to provide giveaways/raffle basket at vendor table during event
- 1 complimentary ticket to event

Beverage Sponsor: \$1,000 - 1 available

- Opportunity for display table at event
- Banner at event
- Logo signage/Recognition at the event
- Name/Logo listed on all event materials, social media and print marketing for event
- Opportunity to provide giveaways/raffle basket at vendor table during event
- 2 complimentary tickets to event

Catering Sponsor: \$1,000 - 1 available

- Opportunity for display table at event
- Banner at event
- Logo signage/Recognition at the event
- Name/Logo listed on all event materials, social media and print marketing for event
- Opportunity to provide giveaways/raffle basket at vendor table during event
- 2 complimentary tickets to event



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Elevate



Elevate your career and network with colleagues and industry experts committed to making a difference in Central Pennsylvania.

Our annual, all-day leadership symposium includes speakers and panelists who are industry leaders right here at home. You will leave with new skills, tools and connections to help you Elevate your personal and professional growth.

Date: October 2024

Location: Central Penn College
Convention Center

Projected attendance: 65+ people

WSYP Contact: events@wsyp.org

Platinum \$2,000 - 1 available, Industry-Exclusive

- Event Day Table
- Retractable Banner displayed at event (sponsor provides banner)
- Opportunity to include marketing materials/items in attendee swag bags
- 5 complimentary tickets to event, Additional Tickets may be purchased at Member & Partner Rates @ \$65 each
- Logo on all event materials, including print, website and social media
- Recognition during event and representative from company will speak on behalf of the company (2-3 minutes)
- Notebooks with your logo, provided by WSYP, and prominently displayed at each seat
- Receive Right of First Refusal for continuation of Platinum Sponsorship for 2025 event

Silver \$500 - 3 available

- Event Day Table
- Retractable Banner displayed at event (sponsor provides banner)
- Opportunity to include marketing materials/items in attendee swag bags
- 1 complimentary ticket to event, Additional Tickets may be purchased at Member & Partner Rates @ \$65 each
- Logo on all event materials including print, website and social media
- Receive Right of First Refusal for continuation of Silver Sponsorship for 2024 event

Gold \$1,000 - 2 available, Industry Exclusive

- Event Day Table
- Retractable Banner displayed at event (sponsor provides banner)
- Opportunity to include marketing materials/items in attendee swag bags
- 3 complimentary tickets to event, Additional Tickets may be purchased at Member & Partner Rates @ \$65 each
- Logo on all event materials including print, website and social media
- Recognition during event and representative from company will speak on behalf of the company (2-3 minutes)
- Receive Right of First Refusal for continuation of Gold Sponsorship for 2025 event



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Jingle & Mingle



Jingle & Mingle is our annual ugly sweater party. This is our largest attended social event of the year and is open to all - members, non-members and guests. Each year, we choose a local charity and host a donation drive from their needs lists.

Food is provided and beverages are available to purchase from our host. There is an ugly sweater contest each year, with both a male and female attendee crowned the winner.

Date: December 2024

Projected attendance: 75+ people

WSYP Contact: events@wsyp.org

\$250 Sponsorship

- Verbal recognition at the event with 5 minutes of talk time
- Company's name & logo included on all advertisements related to the event (social media posts, online event listings, newsletters and printed invitations)

Contest Basket (\$50 Value) - 2 available

Provided to the male and female Ugly Sweater Contest winners

- Company's name included on event listings, newsletters and social media posts
- Verbal recognition at the event during contest announcement

Raffle Baskets (\$25 Value) - Unlimited available

Provided to winners of the evening's raffle. All attendees receive raffle entries, with additional entries for those who provide donations for our chosen charity

- Company's name included on event listings, newsletters and social media posts
- Verbal recognition at the event during raffle announcement



Contact Us



WSYP EVENTS CHAIR

✉ events@wsyp.org

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