

2021-2022 ADDENDUM
Business Partner Benefits-at-a-Glance

Business Partner Benefits	EMPIRE STATE	TIMES SQUARE	GRAND CENTRAL	PENN STATION	LIBERTY
Regular Business Partner Sponsorship Price	\$15,000	\$12,000	\$8,000	\$4,000	\$2,000
BP's returning from 2020-2021 Chapter Year (25% Discount)	\$11,250	\$9,000	\$6,000	\$3,000	\$1,500
BP's returning after opting out of the 2020-2021 Chapter Year (20% Discount)	\$12,000	\$9,600	\$6,400	\$3,200	\$1,600
New BP's - (One Time Promotional Discount of 15%)	\$12,750	\$10,200	\$6,800	\$3,400	\$1,700

General Benefits					
Business Partner Orientation (May 2021)	Two Invitations	One Invitation	New	New	New
Advertising					
Acknowledgment in Annual PRISM Brochure	Full Page Ad	1/2 Page Ad	1/4 Page Ad		
BP Spotlight Social Media Platforms	✓	✓	✓		
Website Listing - www.alanyc.org	✓	✓	✓	✓	✓
Virtual Educational Events					
Based on tier priority, opportunity to sponsor virtual education session: With approval of Education Team, <ul style="list-style-type: none"> BP mention and logo added to event announcement and social media At beginning of session, Education Team member will introduce BP (read bio submitted by BP) BP will speak for 3-4 minutes BP will have the option to introduce speaker 	✓	✓	✓	✓	
Virtual Networking Events					
Micro Meets - BP and Members	✓	✓	✓	✓	
June Meeting/Event BP and Members	✓	✓	✓	✓	
Invitation to New Member Meet-n-Greet with Board	✓	✓			
Virtual Community Events					
Opportunity to sponsor Charity <ul style="list-style-type: none"> BP donation match (or percentage thereof, etc.), or donate supplies to frontline workers BP mention and logo added to announcement and social media spotlight 	✓	✓	✓	✓	✓

Optional Payment Plan

April 1, 2021
June 1, 2021
September 1, 2021
October 1, 2021

Proposed Networking Events*

May, 2021 - BP Appreciation Event
June, 2021 - BP and New Members Meet-n-Greet
July, 2021 - Summer Party
November, 2021 - Luncheon
January, 2022 - Winter Party
February, 2022 - Luncheon
March, 2022 - Attorney Luncheon
Month TBD - Symposium

*Due to current uncertainties, the Board of Directors will make every effort to hold events. Events may be held in-person or virtually. Scheduled events are subject to change based on local laws.