



July 28, 2009

## 2009-2010 BALCONY ACCESS FOR SMALL BUSINESS SPONSORSHIP OPPORTUNITY

The Business and Labor Coalition of New York is in discussion with WCBS NewsRadio 880 to conduct 5 forums throughout New York State to assist small business owners and small business organizations gain access to the information they need to weather this economic storm and plan for a rapidly changing business future.

To fulfill this need, **BALCONY** will partner with Sponsors that share this mission of leveling the playing field for small business owners by delivering important information, while increasing the company's commitment to resolve economic challenges that small business owners face these days.

**BALCONY** and its members recognize the vital services and quality-of-life that New York's small business community provides for our State each and every day. These small business owners can access the information they need in an expedited manner at these forums, while making direct contacts that can help them with pressing issues, like "how do I afford healthcare for my family and employees?" The less time they have to spend gathering information the more time they can spend achieving goals and milestones in their businesses.

**BALCONY Access for Small Business** includes topics such as:

- **Access to capital**
- **American Recovery Act and procurement opportunities**
- **The health care debate, providing benefits for family/employees**
- **Lowering energy costs**
- **Advancements in technology for small businesses**

**BALCONY** will work with leading small business membership organizations throughout the State to ensure that we have reached small business owners that are interested in staying on the cutting edge of new information.

One forum will be held in each of the following strategic areas

- **The Capital Region**
- **Buffalo/Rochester/Syracuse**
- **New York City**
- **Westchester**
- **Long Island**



## Sponsorship Opportunities

### **Premier Series Provider Sponsors - includes all forums \$10,000**

- Company name and logo to be featured as lead sponsor(s) on all event promotional materials, advertising, on-site event materials, event banner, and any event follow up materials
- A special section on **BALCONY's** website will be dedicated to pre- event promotion, including a promotional paragraph dedicated to your company, and a link to your company's website
- Opportunity for company representative to speak at opening session
- Panel session designed to promote Premier Sponsor message/issue with company representative speaking opportunity
- A special section on **BALCONY's** website will be dedicated to post event materials, including video links, and special thanks to Premier Sponsor
- Exhibit space for Premier Sponsor
- Sponsor receives 10 tickets to event and reserved table
- Receives ability to present PowerPoint presentation about company
- Sponsor can offer a raffle at forum

### **Opening Session Series Sponsors - includes all forums \$5,000**

- Opening Session Sponsor will receive company name and logo placed on all event promotional materials, website materials, and on on-site event materials
- Opening Session Sponsor company name will be prominently displayed at breakfast buffet tables
- Panel Speaker opportunity for Sponsor
- Exhibit space for Opening Session Sponsor
- Sponsor receives 10 tickets to event and reserved table
- Receives ability to present PowerPoint presentation on company
- Sponsor can offer a raffle at forum

For more information on sponsorship availability contact

**Lou Gordon, BALCONY Director**

[loug@balconynewyork.com](mailto:loug@balconynewyork.com)

phone (212) 219-7777

**Christine Serrano Glassner**

**Conference Director**

[christine.glassner@gmail.com](mailto:christine.glassner@gmail.com)

BALCONY - Business and Labor Coalition of New York  
633 Third Avenue, 16<sup>th</sup> Floor  
New York, NY 10017  
please visit our website at [www.balconynewyork.com](http://www.balconynewyork.com)



**Networking/Closing Session Sponsors per forum** **\$2,500**

There will be 30 minutes of networking before and after event... with a 15-minute coffee break

- Closing Session Sponsor will receive company name and logo placed on all event promotional materials, website materials, and on on-site event materials
- Closing Session Sponsor company name will be prominently displayed at Coffee breakout post-event networking area and will be introduced at post-networking session
- Exhibit space for Closing Session Sponsor
- Sponsor receives 10 tickets to event and reserved table
- Receives ability to present PowerPoint presentation on company
- Sponsor can offer a raffle at forum

**Exhibit Sponsors per forum** **\$500.00**

- Exhibit space
- Company name and logo to be featured on BALCONY website and in event materials
- Sponsor receives 5 forum tickets

For more information on sponsorship availability contact

**Lou Gordon, BALCONY Director**

[loug@balconynewyork.com](mailto:loug@balconynewyork.com)

phone (212) 219-7777

**Christine Serrano Glassner**

**Conference Director**

[christine.glassner@gmail.com](mailto:christine.glassner@gmail.com)

BALCONY - Business and Labor Coalition of New York  
633 Third Avenue, 16<sup>th</sup> Floor  
New York, NY 10017  
please visit our website at [www.balconynewyork.com](http://www.balconynewyork.com)