



Naming Sponsorship Opportunities



FASNY Naming Sponsorship Opportunities

FASNY is allowing companies to take advantage of some of their most highly recognized programs. Several of our annual programs will be highlighting sponsoring companies. These naming rights opportunities are exclusive to one company. Companies will have the opportunity to sponsor these events and take advantage of all promotions throughout New York State done by FASNY including public relations, advertising in *The Volunteer Firefighter* magazine, signage and print promotions at the annual convention and more.

These are some of the naming sponsorship opportunities...

Firefighter of the Year Award

cost: \$5,000

- ▶ A representative from your company can help present the award at the Convention (possibly at the local ceremony as well)
- ▶ Logo used in all Convention materials, promotions and programs
- ▶ Logo featured during award presentation
- ▶ Opportunity to present your own award
- ▶ Web coverage: logo on award description page (8,000 – 10,000 web visitors each month)
- ▶ Featured in FASNY monthly E-Communications (sent to list of 13,000)
- ▶ Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- ▶ Press release coverage: promoting event beforehand; re-cap of event afterwards
- ▶ Magazine coverage: 1 free full page ad (sent to entire membership of 45,000)
- ▶ 1 free booth at Convention with complimentary tickets to Convention

EMS Provider of the Year Award

cost: \$5,000

- ▶ A representative from your company can help present the award at the Convention
- ▶ Logo used in all Convention materials, promotions and programs
- ▶ Logo featured during award presentation
- ▶ Opportunity to present your own award
- ▶ Web coverage: logo on award description page (8,000 – 10,000 web visitors each month)
- ▶ Featured in FASNY monthly E-Communications (sent to list of 13,000)
- ▶ Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- ▶ Press release coverage: promoting event beforehand; re-cap of event afterwards
- ▶ Magazine coverage: 1 free full page ad (sent to entire membership of 45,000)
- ▶ 1 free booth at Convention with complimentary tickets to Convention

Teacher of the Year Award

cost: \$1,500

- ▶ Magazine coverage: 1 free 1/4 page ad (sent to entire membership of 45,000)
- ▶ Web coverage: logo on award description page (8,000 – 10,000 web visitors each month)
- ▶ Opportunity to present your own award
- ▶ Featured in FASNY monthly E-Communications (sent to list of 13,000)
- ▶ Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- ▶ Press release coverage

Fire Safety Educator of the Year Award

cost: \$1,500

- Magazine coverage: 1 free 1/4 page ad (sent to entire membership of 45,000)
- Web coverage: logo on award description page (8,000 – 10,000 web visitors each month)
- Opportunity to present your own award
- Featured in FASNY monthly E-Communications (sent to list of 13,000)
- Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- Press release coverage

Fire Service Community Achievement Award

cost: \$1,500

- Magazine coverage: 1 free 1/4 page ad (sent to entire membership of 45,000)
- Web coverage: logo on award description page (8,000 – 10,000 web visitors each month)
- Opportunity to present your own award
- Featured in FASNY monthly E-Communications (sent to list of 13,000)
- Multiple mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- Press release coverage

EMS Seminar at Montour Falls

cost: \$2,500

- 1 free booth at event with complimentary tickets to event
- Logo used in all event materials, promotions, schedules and programs
- Press release coverage: promoting event beforehand; re-cap of event afterwards
- Magazine coverage: promoting event beforehand; re-cap of event afterwards
- Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- Web coverage: logo on event description page (8,000 – 10,000 web visitors each month)
- 1/4 page ad in VF (Jan/Feb)

EMS Seminar at Coram Fire Department (Long Island)

cost: \$2,500

- 1 free booth at event with complimentary tickets to event
- Logo used in all event materials, promotions, schedules and programs
- Press release coverage: promoting event beforehand; re-cap of event afterwards
- Magazine coverage: promoting event beforehand; re-cap of event afterwards
- Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- Web coverage: logo on event description page (8,000 – 10,000 web visitors each month)
- 1/4 page ad in VF (Jan/Feb)

Youth Day

cost: \$2,500

- Logo used in all event materials, promotions, schedules and programs
- Press release coverage: promoting event beforehand; re-cap of event afterwards
- Magazine coverage: promoting event beforehand; re-cap of event afterwards
- Various mentions in social media (Facebook, Twitter, Firefighter Nation, etc.)
- Web coverage: logo on event description page (8,000 – 10,000 web visitors each month)