

SOUTHERN TIER YOUNG PROFESSIONALS

Business Sponsorship

WHY SUPPORT STYP?

STYP's mission is to attract and retain young people in Greater Binghamton. We do this in numerous ways, including members-only discounts, special civic and social events, and activities partnering with the community designed to highlight fun and interesting things to do in Binghamton while bringing young people together. While we ask individuals to pay for the benefits they receive in STYP, the support of the business community is critical to the long-term success of our organization as well. To that end, many businesses choose to be STYP sponsors.

Our target membership commands millions in income power in Greater Binghamton. While this alone could be a key factor in an investment in the organization, we know there is more to it than just that.

Sponsoring STYP shows your commitment to the future leaders of this region. It demonstrates that you recognize supporting the young professionals choosing to call Binghamton their home is of vital importance. Your support also enables us to bring our membership to bear on key civic issues facing this community - from volunteering to build houses to old-fashioned community clean-up days. It also allows STYP to sponsor social events relevant to young professionals in the area, an essential component of keeping them in this community.

STYP also maintains an e-mail distribution list reaching several hundred people in Greater Binghamton, keeping them updated with our events and happenings throughout the area. Being on our mail list is a great way to keep up with what STYP is doing and tailor your interaction with the organization to best benefit your business.

For businesses, STYP offers three sponsorship levels. Each has its own set of benefits so you can choose the support level most appropriate for your business. All levels also include an STYP t-shirt.

BUSINESS BENEFACTOR - \$300 / year

- Listed as a business Benefactor with a large logo on our sponsor page
- Noted on our "Things To Do in Binghamton" page as an STYP sponsor if applicable
- Receive a copy of our quarterly newsletter
- Insert one-page brochure in any single STYP mailing to members per year
- Any employees from your organization receive \$5 off their individual memberships
- 25% off ad space in our quarterly newsletter

BUSINESS PATRON - \$200 / year

- Listed as a business Patron with a medium logo on our sponsor page
- Noted on our "Things To Do In Binghamton" page as an STYP sponsor if applicable
- Receive a copy of our quarterly newsletter
- 25% off ad space in our quarterly newsletter

BUSINESS MEMBER - \$100 / year

- Listed as a business Member with a link to your website (if applicable) on our sponsor page.
- Noted on our "Things To Do in Binghamton" page as an STYP sponsor if applicable
- Receive a copy of our quarterly newsletter
- 10% off ad space in our quarterly newsletter

When you support STYP your dollars go directly towards a strategic long-term goal of attracting and retaining young people in Greater Binghamton.



BE THE CHANGE.



Business: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-Mail Address: _____

Choose your sponsorship level:

\$300/year – Business Benefactor

\$200/year – Business Patron

\$100/year – Business Member

\$_____ - Other Amount

Additionally, STYP offers business sponsors the opportunity to market products and services to members through various means (check all that apply):

Offering a discount on products or services to STYP members

Sponsoring a specific STYP intramural sporting team

Sponsoring a specific STYP event where I can highlight what my business offers to members

Other specific sponsorship: _____

Purchasing STYP memberships for my interested employees.

Any additional comments or help you would like to offer: _____

Signature: _____

Name: _____

Date: _____

Please return to:

Southern Tier Young Professionals
PO Box 3248
Binghamton, NY 13902-3248

Thank you for supporting young professionals in Greater Binghamton!