



2023 SPONSORSHIP OPPORTUNITIES



NEW YORK'S DIGITAL
ADVERTISING CLUB

STAYING CONNECTED



When you need to stay connected, join the most dynamic digital advertising club in New York City. **212NYC** is New York's leading organization for the digital advertising industry. Our mission is to create a forum for members to make connections, share insights and support the digital advertising community through education, programming and philanthropy. We are a non-profit, volunteer organization and membership is open to all advertising professionals in the New York area and beyond. Since the start of the pandemic, **212NYC** has successfully pivoted and provided engaging content to our members. We are excited to announce our 2023 calendar and sponsorship opportunities.





WHY PARTNER WITH US?

ENGAGEMENT

Brand exposure through thought-provoking virtual and in-person programming.

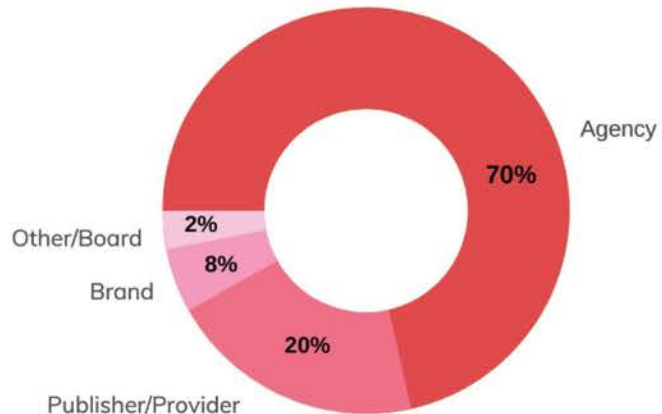
REACH

Reach over members composed of 60-70% agency professionals and an online community of over 5,000 through our digital platforms.

COMMUNITY

Be a part of a community working to strengthen and connect the digital advertising industry.

OUR COMMUNITY



5.6K+
Facebook



1.3K+
Twitter



8.3K+
LinkedIn Group



240+
Instagram



1.5K+
Registered Members



3.9K+
Newsletter



2023 CALENDAR

OVERVIEW

212NYC provides members with robust programming to learn and grow in their careers. Our 2023 calendar includes our signature, thought leadership, networking, and professional development events. Here is an overview of events by category.

THOUGHT LEADERSHIP + NETWORKING EVENTS (IN-PERSON)

Cocktails & Commerce (Sponsored).	January 2023
How Marketers Can Combat Economic Volatility With Automation (Sponsored).	March 2023
Video Panel Event	TBD
Fall Panel Event	TBD
The Future of Advertising	December 2023
First Wednesday	Monthly

SIGNATURE EVENTS (IN-PERSON)

Agency Dodgeball Tournament	April 2023
Annual Gala	October 2023

PROFESSIONAL DEVELOPMENT EVENTS (VIRTUAL)

Ask Me Anything Series	Quarterly
Combating Ageism in Advertising	October 2023
Unconscious Bias in Reviews	November 2023

**Details on the Summer Party to be announce in 2023.*

THOUGHT LEADERSHIP + NETWORKING EVENTS



THOUGHT LEADERSHIP + NETWORKING EVENTS



OVERVIEW

Through this sponsorship, your organization will be positioned as a content partner around a key issue facing the digital advertising community. This partnership will expose **212NYC's** network to opportunities / solutions you offer. All in-person panel events are \$15K.

212NYC offers two styles of events to help sponsors reach their goals:

OPTION 1: 212NYC Curated Event

212NYC curates a panel of industry luminaries and steers the content and secures panelists etc.

OPTION 2: Sponsor Curated Event

This is an opportunity for sponsors to put together/moderate a panel or fireside chat featuring brand and agency client(s). These opportunities are limited and considered based on **212NYC's** overall calendar



THOUGHT LEADERSHIP + NETWORKING EVENTS



BENEFITS

PRE-EVENT

- Sponsor logo & link as event sponsor on outbound member communications (email invites, promotions, reminders, etc.)
- Sponsor logo & link as event sponsor on 212NYC website.
- 212NYC handles all promotions and logistics

DURING THE EVENT

- Opportunity to speak (3-4 minute greeting/intro) or moderate depending on sponsorship
- Opportunity to ask a question live to the panel
- Opportunity to launch a custom poll
- Photos and video captured for the event

POST EVENT

- Co-branded recap email
- Co-branded recap blog post on with replay
- Opportunity to distribute white paper, giveaway, gift box and/or media content post event



FIRST WEDNESDAYS

OVERVIEW

212NYC is excited to partner with **First Wednesdays** to bring members a monthly, in-person networking event for digital advertising professionals. Hosted every first Wednesday of the month, industry professionals mark their calendars to catch-up with contacts old and new. This event allows sponsors to connect with our community in an informal setting.

EVENT SPONSORSHIP (\$3K)

- Pre and post event promotion to a combined audience of over 16K (212NYC, First Wednesdays Group, and Serial Marketers)
- Opportunity to distribute messaging / giveaways at the event
- Promotion as sponsor of event food & beverage

* This is a non-exclusive sponsorship



DODGEBALL AGENCY TOURNAMENT



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Get your game face on! That's right, the **212NYC Inter-Agency Dodgeball Tournament** is BACK by popular demand. Lace up your sneakers and gather some wrenches to prepare your teams to see which NYC media agency can claim victory. The event features a dodgeball tournament and networking after party. Sponsor teams are limited and you won't want to miss this event. Reserve your team today!

TEAM SPONSORS (\$7.5K)

Includes (1) team of ten members
Access to networking & afterparty event

PRESENTING SPONSORS (\$15K)

Includes (1) team of ten members
(1) custom sponsorship upgrade (e.g., photo booth, bar, registration etc.)
Inclusion on team t-Shirts
Access to networking & afterparty event

BENEFITS + ADDED VALUE

Both sponsorships include inclusion in pre / post event promotions and inclusion in the recap sizzle reel



ANNUAL GALA



ANNUAL GALA



212NYC Annual Gala will celebrate it's 20th Anniversary, honoring members of the agency and publishing community. 200+ senior industry professionals attend this annual black-tie event hosted by industry icons and notable celebrities including Larry King and Baratunde Thurston.

AVAILABLE SPONSORSHIP

- **Stage + Table Sponsorship:** \$25K
- **Table + VIP Sponsorship:** \$20K
 - VIP Sponsorships Available: Cocktail Hour, Food, Bar, Photobooth, Gift Bag etc.
- **Table Sponsorship:** \$15K



BENEFITS + ADDED VALUE

PRE-EVENT

- Sponsor logo & link as event sponsor on outbound member communications (email invites, promotions, reminders, etc.)
- Sponsor logo & link as event sponsor on 212NYC website
- 212NYC handles all promotions and logistics

DURING EVENT

- Tickets with access to invite only event for industry luminaries (depending on sponsorship level)
- Branded centerpiece and inclusion in event program
- Logo displayed on plasmas throughout the venue
- Activation based on sponsorship level

POST EVENT

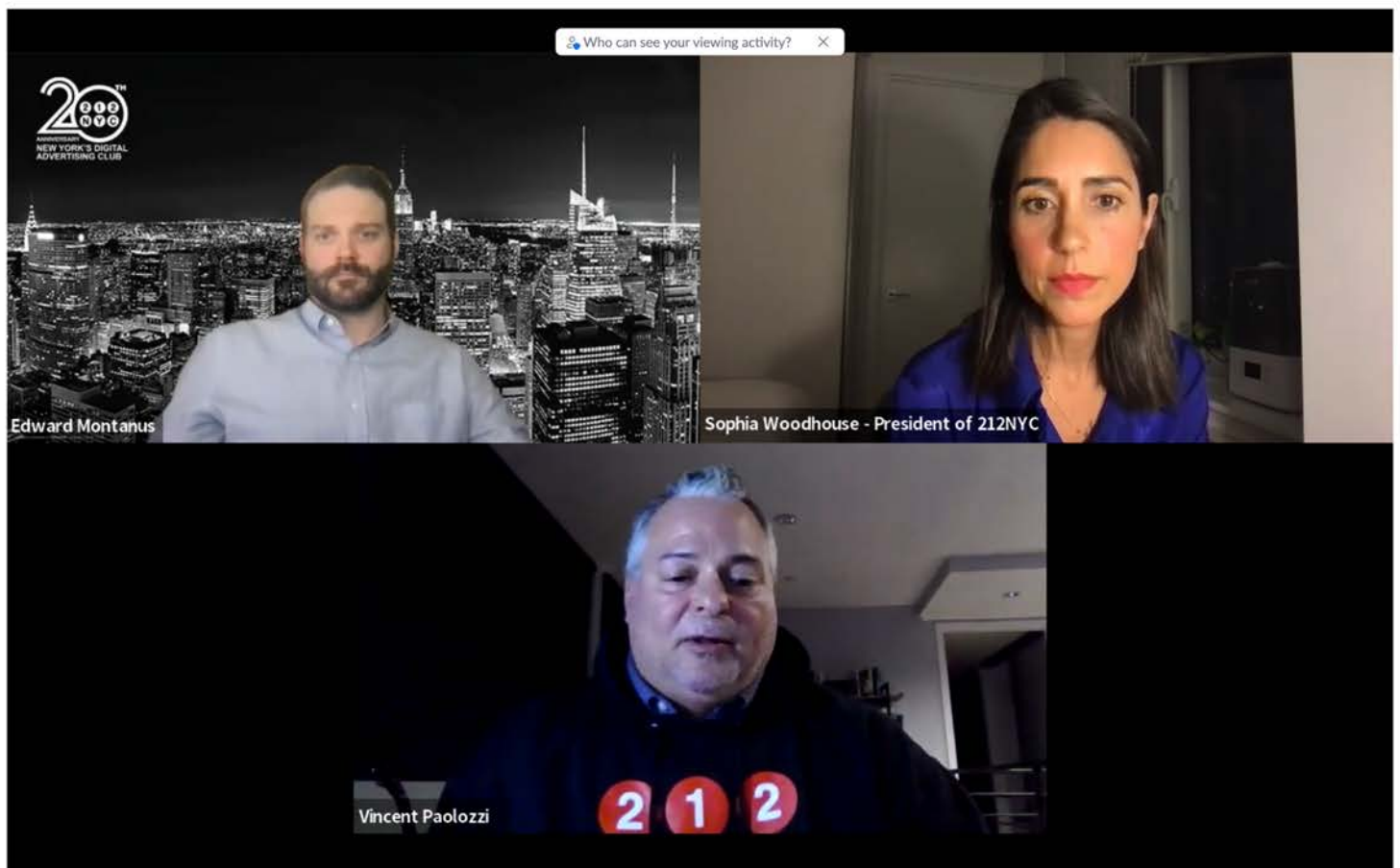
- Inclusion in recap email and communications
- Inclusion in post-event sizzle reel



PROFESSIONAL DEVELOPMENT EVENTS



From our new **Ask Me Anything Series** with industry leaders to resume writing workshops, 212NYC's professional development events help members navigate the workplace, elevate their careers. These events provide sponsors with an opportunity to support building a better advertising community through education and development. Inquire about our custom solution to help you sponsor a specific event, our Mentorship program as a whole or an entire event series.



CORPORATE MEMBERSHIP

Become a corporate member of 212NYC and gain access to New York City's premier digital advertising. 212NYC offers members access to:

- Thought-leadership Content
- Professional Development
- Networking Opportunities
- Mentorship & Community

CORPORATE MEMBERSHIP BENEFITS INCLUDE:



Exclusive Events

Gain access to, panel and signature events for your team



Paid Posts

Only corporate members are able to reach 212NYC's audience through paid posts



Leadership Development

Access to leadership development events and mentorship programs



212NYC Discounts

Take advantage of a 10% discount on non-bundled sponsorship rates



Networking Opportunities

Stay connected and take advantage of networking opportunities



Volunteer Opportunities

Participate in members-only volunteer opportunities that allow the digital community to give back

CORPORATE MEMBERSHIP RATES

TIER 1 1 - 15 employees \$2000

TIER 2: 16 - 51 employees \$3500

TIER 3 51 - 100 employees \$4500

TIER 4 100+ employees \$5500

212NYC SPONSORSHIP RATE CARD



212NYC's programming committee has curated a calendar of engaging events to connect, educate and enrich the digital advertising community. Here is a summary of sponsor rates and details.

THOUGHT LEADERSHIP + NETWORKING EVENTS		
Audience: Entry Level to Senior Executives (Open to all members)		
212NYC Curated or Sponsor Curated Event	\$15,000	Unlimited
First Wednesdays	\$3,000	Unlimited
ANNUAL GALA		
Audience: Senior Executives (By invitation only)		
Gala Table	\$15,000	10
Gala Stage + Table Sponsorship	\$25,000	Up to 12
Gala Table + Custom Sponsorship	\$20,000	Up to 12
DODGEBALL INTER-AGENCY TOURNAMENT		
Audience: Entry Level to Senior Executives (Limited sponsor teams available)		
Presenting Sponsors	\$13,000	Team of 10 + 5 Bystanders
Publisher Team Sponsor	\$6,000	Team of 10
SERIES / ANNUAL SPONSORSHIP		
Corporate Membership	Varies	Make the same for all?
Professional Development Events	Custom	Custom
DIGITAL CONTENT		
Sponsored Posts	\$250	Only available for corporate members
Dedicated Email	\$500	Only available for corporate members
Job Posts	\$150 /per week	Discounts available for multiple weeks
DISCOUNTS		
2 Events	10% Discount	
3+ Events	15% Discount	



LET'S CONNECT

We look forward to connecting and building a meaningful partnership with you.

347-385-1254

www.212nyc.org

sponsorship@212nyc.org



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