



NEW YORK ASSOCIATION OF MORTGAGE BROKERS  
"AN ASSOCIATION OF MORTGAGE PROFESSIONALS SINCE 1985"

# Annual Sponsorship Program

## 2022 | Partnership Opportunities



# Who We Are

The New York Association of Mortgage Brokers, (NYAMB), is a non-for-profit 501c6 Trade Association, established in 1985 by a group of mortgage professionals, and is recognized as the leader in the wholesale mortgage industry by providing education, representation and communication to mortgage professionals across the state. NYAMB promotes ethical business practices in the spirit of cooperation and healthy competition. We have 4 regional chapters and host multiple events throughout the entire State of New York.

We are comprised of hard-working mortgage professionals who are committed to ensuring a strong wholesale mortgage channel. The real estate market may fluctuate, but one thing that remains the same is our position on industry ethics and standards. The New York Association of Mortgage Brokers is governed by a volunteer board of industry professionals who tirelessly work on behalf of its members through their lobbying efforts both in Albany and on the Hill in Washington, DC. We work with regulatory agencies to ensure the Mortgage Brokers are represented fairly in New York State.

NYAMB is an approved NMLS provider of continuing education and was the first trade group to offer prelicensing as required by the SAFE Act. We educate close to 400 mortgage professionals a year. We host two annual state conferences & tradeshow, monthly webinars, regional events across the state, and provide tools and resources to help our members grow and protect their mortgage broker business model.

## Sponsorship Vision

When you partner with us you are providing exponential relevance and value to thousands of industry professionals. Through print, e-mail, social media, logo placement, digital display, & speaking opportunities, your brand has the tools to educate Mortgage Industry Professionals about your niche product and services not only in New York but across the country.

Put your best foot forward. Visualize this partnership through the eyes of our members, attendees, followers, and readers. This is more than a marketing play. It's about creating experiences that will resonate long after your brand strikes its activation. It's about what your brand does with the opportunities that it has been given. It is about staying one step ahead of your competition. It is about getting in front of the decision makers in the industry.... The Mortgage Broker Owners!

# The Packages We Offer

## **\*\*Annual Diamond Double Platinum Plus Sponsorship....\$50,000.00** *(only 1 available)*

Our Diamond Double Platinum Plus Sponsorship is the **highest level** of sponsorship we offer. This sponsorship is an **exclusive** sponsorship and is offered to only one sponsor (must have been a platinum sponsor for at least one year to take this sponsorship). This sponsorship covers **ALL** NYAMB events throughout the year and provides multiple speaking opportunities and individual sessions at various events throughout the year.

### **Your Sponsorship will cover the following NYAMB Events:**

*\*topic and time of all speaking opportunities to be agreed upon both parties in advance*

- Annual Regulatory Conference & Tradeshow (*Spring 2022 Exclusive Speaking opportunity & Panel seat*) \*
- 2 Broker Breakfast Roundtable Meeting (*Exclusive Breakfast sponsor with speaking opportunity*)\*
- Annual Convention & Tradeshow (*Fall 2022 Exclusive Speaking opportunity & Panel seat*)\*
- Annual Awards Dinner or Luncheon Sponsor (*Fall 2022*)
- 2 Regional CE Class Lunch Sponsor (*30 min. Exclusive Speaking opportunity*)\*
- 1 AML Broker Live Training Class in Lower Hudson (*January 2022 Exclusive Speaking opportunity*)\*
- 2 Industry Related Exclusive Webinar/Zoom educational events for NYAMB Broker (Summer/Winter)\*

### **Additional Benefits of Sponsorship:**

- Double Booth Space at each of our two State Tradeshows (prime location)
- Table Top Space at each of our two State Tradeshows for material display only (registration area)
- Unlimited registrations for your company employees at each of our two State Tradeshows
- Unlimited exhibit hall only passes for your clients at each of our two State Tradeshows
- 10 VIP Broker Tickets to both state tradeshows (*full conference & convention registration*)
- Tabletop space to display materials at the on-site registration area at each of our two State
- 1 Year Corporate Membership with NYAMB with unlimited number of employee memberships
- Display of your company logo & url link on Association's website through 12/31 and on all signage displayed at all events included in the level of sponsorship (in person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of nyamb generic event and industry news.
- Inside Cover Ad (full-page color) in the official publication printed for both state tradeshows (Ad provided by sponsor)
- Digital Ad space on home page of the Association's website (*Ad provided by sponsor*)
- Four (4) Email marketing opportunities to Association's database of over 6500 industry professionals (*content subject to NYAMB approval/marketing write-up and artwork provided by sponsor. Advertisement to go out no more than once per quarter*)
- Company spotlight email blast (*1 in conjunction with each of the 2 state tradeshows marketing. Marketing write up to be provided by sponsor*)
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition & personal introduction by President of the Association at all sponsored events included with this level sponsorship

- Display of your company pop up banner at all event listed above at prime locations throughout the event
- VIP Introduction by Association's President at each of our two State Tradeshows;
- Display of your Company Logo & URL Link on the Association's website through 12/31 on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- Full-page color Ad (inside cover spring/back cover fall) of each of our two State Tradeshows' official program journal and onscreen display;
- ¼ page Ad (print or video block message) sent out once a quarter (artwork/video to be provided by sponsor)
- Color digital Ad on our Website through 12/31; (unlimited updates, *(Ad created by sponsor and subject to pre-approval by NYAMB)*);
- Two (2) annual designated email advertisements sent to our email database list of over 6000 industry professionals *(Ad created by sponsor and subject to pre-approval by NYAMB)*;
- Two (2) company spotlight e-mails in conjunction with the marketing of each of our 2 State Tradeshows;
- 2 VIP Tables at our Annual Awards Ceremony;
- Recognition Awards presented at our Annual Awards Ceremony;
- Complimentary corporate membership with NYAMB for up to 25 members from your company;

## **\*\*Annual Diamond Double Platinum Sponsorship....\$40,000.00**

*(only 2 available)*

Our Diamond Double Platinum Sponsorship is the 2<sup>nd</sup> **highest level** of sponsorship we offer. This sponsorship is also the **highest level of sponsorship we offer for "New" sponsors**. This sponsorship covers **multiple** NYAMB events throughout the year and provides multiple speaking at various events throughout the year.

### **Your Sponsorship will cover the following NYAMB Events:**

*\*topic and time of all speaking opportunities to be agreed upon both parties in advance*

- Annual Regulatory Conference & Tradeshow *(Spring 2022 Panel seat)\**
- 1 Broker Breakfast Roundtable Meeting *(Exclusive Breakfast sponsor with speaking opportunity)\**
- Annual Convention & Tradeshow *(Fall 2022 Exclusive Speaking opportunity & Panel seat)\**
- 1 Regional CE Class Lunch Sponsor *(30 min. Exclusive Speaking opportunity)\**
- 1 Compliance Broker Live Training Class *(1<sup>st</sup> quarter of 2022 - Exclusive Speaking opportunity)\**
- 1 Industry Related Exclusive Webinar/Zoom educational events for NYAMB Broker *(Summer)\**

### **Additional Benefits of Sponsorship:**

- One double Booth Spaces at each of our two State Tradeshows (prime location)
- Unlimited registrations for your company employees at each of our two State Tradeshows
- Unlimited exhibit hall only passes for your clients at each of our two State Tradeshows
- 7 VIP Broker Tickets to both state tradeshows *(full conference & convention registration)*
- 1 Year Corporate Membership with NYAMB with 20 complimentary employee memberships
- Display of your company logo & url link on Association's website through 12/31 and on all signage displayed at all events included in the level of sponsorship (in person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of nyamb generic event and industry news.
- Outside Back Cover (full-page color) in the official publication printed for both state tradeshows (Ad provided by sponsor)
- Digital Ad space on home page of the Association's website *(Ad provided by sponsor)*
- Two (2) Email marketing opportunities to Association's database of over 6500 industry professionals *(content subject to NYAMB approval/marketing write-up and artwork provided by sponsor. Advertisement to go out no more than once per quarter)*
- Company spotlight email blast *(1 in conjunction with each of the 2 state tradeshows. Marketing write up to be provided by sponsor)*
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition & personal introduction by President of the Association at all sponsored events included with this level sponsorship
- Display of your company pop up banner at all event listed above at prime locations throughout the event
- VIP Introduction by Association's President at each of our two State Tradeshows;
- Display of your Company Logo & URL Link on the Association's website through 12/31 on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- Color digital Ad on our Website through 12/31; (unlimited updates, *Ad created by sponsor and subject to pre-approval by NYAMB*);
- One (1) annual designated email advertisements sent to our email database list of over 6000 industry professionals *(Ad created by sponsor and subject to pre-approval by NYAMB)*;

- Two (2) company spotlight e-mails in conjunction with the marketing of each of our 2 State Tradeshows;
- 1 VIP Tables at our Annual Awards Ceremony;
- Recognition Awards presented at our Annual Awards Ceremony;

## **\*\*Annual Double Platinum Sponsorship....\$25,000.00**

*(unlimited)*

A Double Platinum Sponsorship is one of our top levels of sponsorship we offer. This sponsorship covers several NYAMB events throughout the year and provides several speaking opportunities at various events throughout the year.

### **Your Sponsorship will cover the following NYAMB Events:**

*\*topic and time of all speaking opportunities to be agreed upon both parties in advance*

- Annual Regulatory Conference & Tradeshow *(Spring 2022 Panel seat)\**
- Annual Convention & Tradeshow *(Fall 2022 Panel seat)\**
- 1 Regional CE Class Lunch Sponsor *(30 min. Exclusive Speaking opportunity)\**
- 1 Industry Related Exclusive Webinar/Zoom educational event for NYAMB Brokers *(Spring)\**

### **Additional Benefits of Sponsorship:**

- One 10 x 10 Booth Spaces at each of our two State Tradeshows (prime location)
- Unlimited registrations for your company employees at each of our two State Tradeshows
- Unlimited exhibit hall only passes for your clients at each of our two State Tradeshows
- 3 VIP Broker Tickets to both state tradeshows *(full conference & convention registration)*
- 1 Year Corporate Membership with NYAMB with 5 complimentary employee memberships
- Display of your company logo & url link on Association's website through 12/31 and on all signage displayed at all events included in the level of sponsorship (in person and virtual display)
- Prominent display of your company logo & url on email blasts, social media posts and marketing of nyamb generic event and industry news.
- Inside Back cover (full-page color) in the official publication printed for both state tradeshows (Ad provided by sponsor)
- Digital Ad space on home page of the Association's website *(Ad provided by sponsor)*
- One (1) Email marketing opportunities to Association's database of over 6500 industry professionals *(content subject to NYAMB approval/marketing write-up and artwork provided by sponsor. Advertisement to go out no more than once per quarter)*
- Company spotlight email blast *(1 in conjunction with each of the 2 state tradeshows. Marketing write up to be provided by sponsor)*
- Annual Recognition Award presented at Association's Annual Industry & Sponsorship Awards Ceremony
- VIP Reserved Seating at all Association in-person events
- Verbal Recognition & personal introduction by President of the Association at all sponsored events included with this level sponsorship
- Display of your company pop up banner at all event listed above at prime locations throughout the event
- VIP Introduction by Association's President at each of our two State Tradeshows;
- Display of your Company Logo & URL Link on the Association's website through 12/31 on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- Color digital Ad on our Website through 12/31; *(1 per quarter/ Ad created by sponsor and subject to pre-approval by NYAMB);*
- 1 VIP Tables at our Annual Awards Ceremony;
- Recognition Awards presented at our Annual Awards Ceremony;

## **\*\*Annual Platinum Sponsorship....\$10,000.00**

*(unlimited)*

As a platinum sponsor you will be recognized as one of our top industry partners throughout the year. This sponsorship covers VIP status at each of two State Tradeshows and provides you with a secured speaking spot on a panel session at each of two State Tradeshows.

### **Your Sponsorship will cover the following NYAMB Events:**

*\*topic and time of all speaking opportunities to be agreed upon both parties in advance*

- Annual Regulatory Conference & Tradeshow (*Spring 2022 Panel seat*)\*
- Annual Convention & Tradeshow (*Fall 2022 Panel seat*)\*

### **Your Sponsorship will provide the following benefits:**

- One (1) 8x10 Booth Space at each of our two State Tradeshows (prime location)
- 10 registrations for your company employees at each of our two State Tradeshows
- 25 exhibit hall only passes for your clients at each of our two State Tradeshows
- Display of your company pop up banner at each of the two State Tradeshows
- Display of your Company Logo & URL Link on the Association's website through 12/31 on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- Full-page color Ad at each of our two State Tradeshow's official program journal and onscreen display;
- Color digital Ad on our Website through 12/31;
- VIP seating at our Annual Awards Ceremony;
- 1 Recognition Awards presented at our Annual Awards Ceremony;
- Complimentary corporate membership with NYAMB for up to 5 members from your company;



## **\*\* Annual Gold Sponsorship....\$8,500.00**

*(unlimited)*

As a gold sponsor you will be recognized as one of our top industry partners throughout the year. This sponsorship covers VIP status at each of two State Tradeshows and provides you with a secured speaking spot on one panel session at one of our two State Tradeshows (Fall)

### **Your Sponsorship will cover the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (Spring);
- Annual Convention & Tradeshow (Fall);

### **Your Sponsorship will provide the following benefits:**

- One (1) 8 x 10 Booth Space at each of our two State Tradeshows (prime location)
- 12 registrations for your company employees at each of our two State Tradeshows
- 15 exhibit hall only passes for your clients at each of our two State Tradeshows
- Display of your Company Logo & URL Link on the Association's website through 12/31 on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- Half-page color Ad at each of our two State Tradeshows' official program journal and onscreen display;
- Color digital Ad on our Website through 12/31;
- VIP seating at our Annual Awards Ceremony;
- 1 Recognition Awards presented at our Annual Awards Ceremony;
- Complimentary corporate membership with NYAMB for up to 3 members from your company;

## **\*\* Annual Silver Sponsorship....\$5,500.00**

*(unlimited)*

As a silver sponsor you will be recognized as one of our top industry partners throughout the year. This sponsorship covers VIP status at each of two State Tradeshows.

### **Your Sponsorship will cover the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (Spring);
- Annual Convention & Tradeshow (Fall);

### **Your Sponsorship will provide the following benefits:**

- One (1) 8 x 10 Booth Space at our Annual Regulatory Conference & Tradeshow (Spring)
- 50% off Booth Space (8x10) at our Annual Convention & Tradeshow (Fall)
- 5 full registrations for all company employees at each of our two State Tradeshows
- 5 exhibit hall only passes for your clients at each of our two State Tradeshows
- Display of your Company Logo & URL Link on the Association's website through 12/31 on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- ½ page color Ad at each of our two State Tradeshows' official program journal and onscreen display;
- VIP seating at our Annual Awards Ceremony;
- 1 Recognition Award presented at our Annual Awards Ceremony
- Complimentary 1 year corporate membership for 2 people

## **\*\* Annual Bronze Sponsorship....\$3,500.00**

*(unlimited)*

As a Bronze sponsor you will be recognized as one of our annual sponsors throughout the year.

### **Your Sponsorship will cover the following NYAMB Events:**

- Annual Regulatory Conference & Tradeshow (Spring);
- Annual Convention & Tradeshow (Fall);

### **Your Sponsorship will provide the following benefits:**

- 2 Unlimited registrations for your company employees at each of our two State Tradeshows
- Display of your Company Logo & URL Link on the Association's website through 12/31/2019, on all signage displayed at all the events listed above, and on all e-marketing correspondence & social media posts (pre/post event marketing);
- ¼ page color Ad at each of our two State Tradeshow's official program journal and onscreen display;
- VIP seating at our Annual Awards Ceremony;
- 1 Recognition Awards presented at our Annual Awards Ceremony;
- 1 Annual Membership

Disclaimer: All sponsorships are subject to final approval by NYAMB. All advertising submitted by sponsors is subject to the pre approval by NYAMB prior to distribution. Speaking content must be authorized by NYAMB in advance. All sales are final. NO refund or credits issued. Sponsorship dollars are used to provide programs and benefits for all members. NYAMB reserves the right to postponed all scheduled events for a later date and will honor your sponsorship at the rescheduled date. NYAMB reserves the right to change in person event to a virtual event and virtual event to in person event with written notice of at least 30 days to the respective sponsor.