



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

# Annual Sponsorship Program

## 2023 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 pre-licensing 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**) \*
- **Exclusive Lunch Sponsor** of the Annual Regulatory Conference & Tradeshow (Spring 2022)
- Annual Convention & Tradeshow (Fall 2022 **Exclusive Speaking opportunity & Panel seat**)\*
- Annual Awards Dinner **Exclusive Sponsor w/5 minute welcome Speaking opportunity** (Fall 2022)
- **2 Regional CE Class Sponsor w/ a 30 min. Exclusive Speaking opportunity**\*
- **Exclusive Sponsor of 2** of the **NYAMB Realtor Connect Webinars w/ 5 minute welcome Speaking Opportunity**
- **2 Industry Related Exclusive Webinar/Zoom educational events for NYAMB Broker** (Summer/Winter)\*

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

- **Double VIP 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**)
- **Display of your company pop up banner** in **multiple locations** at each of the two State Tradeshows
- **Exclusive Signage throughout both State Tradeshows**
- **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*)
- **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 **unlimited updates** (*Ad provided by sponsor*)
- **Four (4) Email marketing opportunities** to Association's database of over **10,000 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*)
- **Two (2) Company spotlight email blast** (*1 in conjunction with each of the 2 state tradeshows*)
- **VIP Exclusive 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 the NYAMB Chairman of the Board at all events

## **\*\*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***) \*
- **Exclusive Breakfast Sponsor** of the Annual Regulatory Conference & Tradeshow (Spring 2022)
- Annual Convention & Tradeshow (*Fall 2022 **Exclusive Speaking opportunity & Panel seat***)\*
- **1 Regional CE Class Sponsor w/ a 30 min. Exclusive Speaking opportunity**)\*
- **1 Industry Related Exclusive Webinar/Zoom educational events for** NYAMB Broker (Summer)
- **2 Exclusive Sponsorship of NYAMB's Education Series Webinar w/ 5 min welcome Speaking opportunity**

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

- **VIP 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**)
- **Display of your company pop up banner** in **2 locations** at each of the two State Tradeshows
- **Exclusive Signage throughout both State Tradeshows**
- **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*)
- **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.
- **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 **unlimited updates** (*Ad provided by sponsor*)
- **Three (3) Email marketing opportunities** to Association's database of over **10,000 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*)
- **Two (2) Company spotlight email blast** (*1 in conjunction with each of the 2 state tradeshows*)
- **VIP Exclusive 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 the NYAMB Chairman of the Board at all events

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

*(unlimited)*

**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*) \*
- **Exclusive Breakfast Sponsor** of the Annual Regulatory Conference & Tradeshow (Spring 2022)
- Annual Convention & Tradeshow (*Fall 2022 Exclusive Speaking opportunity & Panel seat*)\*
- Annual Awards Dinner **Exclusive Sponsor w/5 minute welcome Speaking opportunity** (*Fall 2022*)
- **1 Regional CE Class Sponsor w/ a 15 min. Exclusive Speaking opportunity**\*)
- **1 Industry Related Exclusive Webinar/Zoom educational events for NYAMB Broker** (Summer/Winter)\*
- **1 Exclusive Sponsorship of NYAMB's Education Series Webinar w/ 5 min welcome Speaking opportunity**

**Additional Benefits of Sponsorship:**

- **Double VIP 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**)
- **Display of your company pop up banner** in **VIP section at Registration area** at each of the two State Tradeshows
- **Exclusive Signage throughout both State Tradeshows**
- **10 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*)
- **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 Back Cover Ad** (full-page color) in the official publication printed for both state tradeshows
- **Digital Ad space on home page** of the Association's website **unlimited updates** (*Ad provided by sponsor*)
- **Two (2) Email marketing opportunities** to Association's database of over **10,000 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*)
- **Two (2) Company spotlight email blast** (*1 in conjunction with each of the 2 state tradeshows*)
- **VIP Exclusive 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 the NYAMB Chairman of the Board at all events

## **\*\*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) 10x10 Booth Space** at each of our two State Tradeshows (prime location)
- **7 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;
- **One (1) Email marketing opportunity** to Association's database of over **10,000 industry professionals** *content subject to NYAMB approval/marketing write-up and artwork provided by sponsor.*
- **Two (2) Company spotlight email blast** (*1 in conjunction with each of the 2 state tradeshows*)
- **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**

## **\*\* 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.

### **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)*
- Annual Convention & Tradeshow *(Fall 2022)*

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

- **One (1) 10x10 Booth Space** at each of our two State Tradeshows (prime location)
- **5 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 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);
- **Two (2) Company spotlight email blast** *(1 in conjunction with each of the 2 state tradeshows)*
- **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 3 members**

## **\*\* 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
- **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:**

- **3 full registrations** for all company employees 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 Tradeshow's official program journal and onscreen
- **VIP seating** at our Annual Awards Ceremony;
- **1 Recognition Award** presented at our our Annual Awards Ceremony
- **Complimentary 1 year** corporate membership for 2 people

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.