



NYAMB

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

Annual Sponsorship Program 2020 | Partnership Opportunities



New York Association of Mortgage Brokers | 501 E. Boston Post Rd., Suite 6 | Mamaroneck, NY 10543
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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:

- Annual Regulatory Conference & Tradeshow (Spring);
- Annual Convention & Tradeshow (Fall);
- Annual Kick-Off Reception at Annual Convention & Tradeshow (Fall) *exclusive*;
- Annual Industry & Sponsorship Appreciation Awards Ceremony (Fall);
- Annual CE Classes (*does not include private company course offerings*);
- Monthly Webinars;
- 2 Regional Broker Breakfast Roundtable Meetings – “Breakfast of Knowledge”;
- 1 AML Training Seminar for Broker Owners Only

Your Sponsorship will provide the following benefits:

- *Exclusive Speaking Opportunity:*
 - Designated general session at our annual Fall Convention;
 - Two (2) Webinars;
 - Two (2) Regional Broker Roundtable Meetings – “Breakfast of Knowledge”;
 - 1 AML Training Seminar for Broker Owners Only
- *Additional Speaking Opportunities:*
 - Panel seat at our Broker Breakfast Roundtable Session at each of our two State Tradeshows;
- Two (2) one-on-one video interviews with Mortgage News Networking (MNN)
- Two (2) industry articles (digital print) in NY’s section of the National Mortgage Professional Magazine
- Discounted Advertising with NMPM
- Two (2) 20 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
- Tabletop space to display materials at the on-site registration are at each of our two State Tradeshows
- Tabletop space at the two Regional Broker Roundtable Meetings – “Breakfast of Knowledge”, and the one AML Training Seminar

Diamond Double Platinum Plus Sponsorship Continued.....

- Display of your company banner at all events listed above;
- 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) on our quarterly newsletter;
- Color digital Ad on our Website through 12/31;
- Two (2) annual designated email advertisements sent to our email database list of over 5500 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 **2nd 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:

- Annual Regulatory Conference & Tradeshow (Spring);
- Annual Convention & Tradeshow (Fall);
- Annual CE Classes & Pre-Licensing Classes (*does not include private company course offerings or crammer course webinars*);
- 2 Monthly Webinars;
- 1 Regional Broker Breakfast Roundtable Meetings – “Breakfast of Knowledge”;
- 1 AML Training Seminar for Broker Owners Only

Your Sponsorship will provide the following benefits:

- *Exclusive Speaking Opportunity:*
 - Two (2) Webinars;
 - One (1) Regional Broker Roundtable Meetings – “Breakfast of Knowledge”;
- *Additional Speaking Opportunities:*
 - Panel seat at our Broker Breakfast Roundtable Session at each of our two State Tradeshows;
- One (1) one-on-one video interview with Mortgage News Networking (MNN)
- One (1) industry article (digital print) in NY’s section of the National Mortgage Professional Magazine (NMPM)
- Discounted Advertising with NMPM
- One (1) 20 x 10 Booth Space 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
- Tabletop space at the one Regional Broker Roundtable Meetings – “Breakfast of Knowledge”,
- Display of your company banner at each of the two State Tradeshows, & the one Regional Broker Breakfast Roundtable Meetings – “Breakfast of Knowledge”;
- 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 back cover spring/center fall) of each of our two State Tradeshow’s official program journal and onscreen display;
- Color digital Ad on our Website through 12/31;
- 1 VIP Tables at our Annual Awards Ceremony;
- 1 Recognition Awards presented at our Annual Awards Ceremony;
- Complimentary corporate membership with NYAMB for up to 15 members from your company;

****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:

- Annual Regulatory Conference & Tradeshow (Spring);
- Annual Convention & Tradeshow (Fall);
- Monthly Webinars;
- Regional Broker Breakfast Roundtable Meetings – “Breakfast of Knowledge”;

Your Sponsorship will provide the following benefits:

- *Exclusive Speaking Opportunity:*
 - One (1) Webinars;
 - One (1) Regional Broker Roundtable Meetings – “Breakfast of Knowledge”;
- *Additional Speaking Opportunities:*
 - Panel seat at our Broker Breakfast Roundtable Session at each of our two State Tradeshows;
- One (1) one-on-one video interview with Mortgage News Networking (MNN)
- One (1) industry article (digital print) in NY’s section of the National Mortgage Professional Magazine (NMPM)
- Discounted Advertising with NMPM
- Two (2) 10 x 10 Booth Space at each of our two State Tradeshows (prime location)
- 30 registrations for your company employees at each of our two State Tradeshows
- 50 exhibit hall only passes for your clients at each of our two State Tradeshows
- Display of your company 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;
- 1 VIP Tables at our Annual Awards Ceremony;
- 1 Recognition Awards presented at our Annual Awards Ceremony;
- Complimentary corporate membership with NYAMB for up to 10 members from your company;

****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:

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

Your Sponsorship will provide the following benefits:

- *Speaking Opportunities:*
 - Panel seat at each of our two State Tradeshows;
- One (1) 10 x 10 Booth Space at each of our two State Tradeshows (prime location)
- 20 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 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:

- *Speaking Opportunities:*
 - Panel seat at one (1) of our two State Tradeshows; (Fall)
- One (1) 8 x 10 Booth Space at each of our two State Tradeshows (prime location)
- 10 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 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);
- 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 5 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 Unlimited registrations for all company employees at each of our two State Tradeshows
- 5 Unlimited exhibit hall only passes for your clients at each of our two State Tradeshows
- Display of your company 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);
- ¼ 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 Awards presented at our Annual Awards Ceremony;

**** 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:

- One (1) 8 x 10 Booth Space at our Annual Regulatory Conference & Tradeshow (Spring)
- 2 Unlimited registrations for your company employees at each of our two State Tradeshows
- 5 exhibit hall only passes for your clients at our Annual Regulatory Conference & Tradeshow (Spring)
- 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;

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.