



NEW YORK STATE TOURISM INDUSTRY ASSOCIATION EVENT HOST DMO/TPA PARTNERSHIP AGREEMENT

Host: _____ (Host) & New York State Tourism Association (NYSTIA)

Event: _____

Partnership Agreement Date: _____

a. New York State Tourism Industry Association shall provide Host with the following:

- I. 24/7- logo feature on NYSTIA website through December 31, _____
- II. 24/7- logo feature in NYSTIA newsletter through December 31, _____
- III. Opportunity to share relevant event news/updates* with NYSTIA members.
- IV. Opportunity to engage NYSTIA membership with pre-and-post event promotions.
 - i. News post and newsletter feature.
- V. Hosting Rights
 - i. Economic Impact: Approx. 250 room nights and \$75,000 in food and beverage expenditures in-market. Over \$100,000 total visitor spending.
 - ii. Registration for two (2) representatives (full) + VIP guest speakers (partial).
 - iii. Speaking Opportunities: Organizational Update, VIP Welcomes.
 - iv. On-screen logo visual and 'Thank You'.
 - v. Logo recognition in any event web or printed materials.
 - vi. Participation in any scheduled 10x10 or 1:1 sessions.
 - vii. Display table at registration.
- VI. One (1) registration for a representative to attend NYSTIA's other annual event held that year.

b. Host shall provide the New York State Tourism Industry Association with the following:

- I. \$ _____ in financial or in-kind support for member programming and operations.
 - i. Billable upon signing with final payment by March 31, _____
- II. Assistance from the Host with event coordination, underwriting outreach, and local contacts as mutually agreed by both parties.

Date: _____

Agreed to on behalf of:

Host

New York State Tourism Industry Association

Name: _____

Robert C. Provost

Title: _____

President & CEO

Signature: _____
