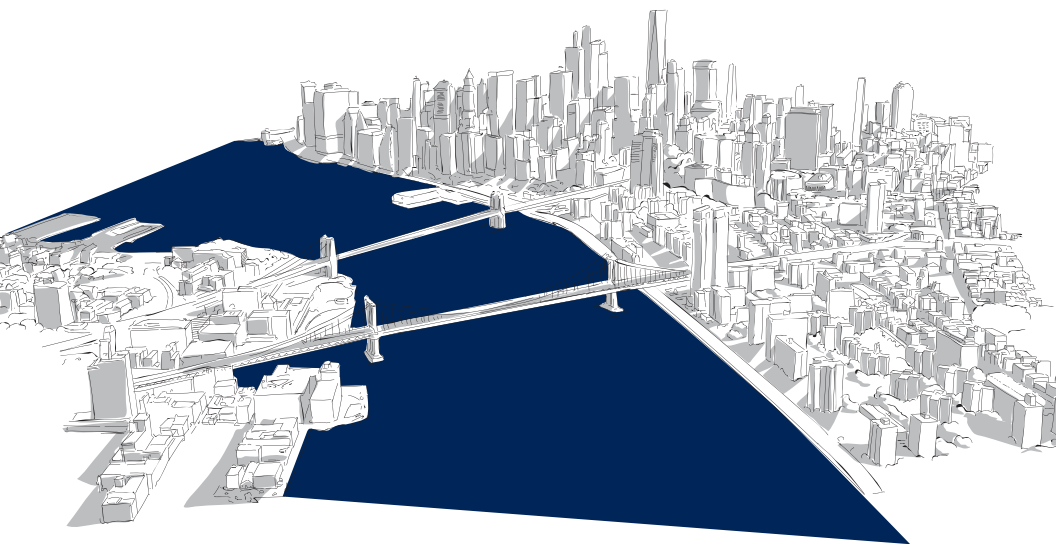




The Security Traders Association of New York, Inc.

2023 Partnership Opportunities



WHY PARTNER WITH STANY?

- STANY, a **not-for-profit** trade association, is a **community** whose members represent **all aspects of trading** in equities, bonds, options, derivatives and cryptocurrencies and share an interest in forming long-term relationships.
- STANY delivers services and products that **enhance the knowledge, growth and profitability of members and partners** through advocacy, education and networking.
- Sponsorship of STANY means more than supporting an event or a series of events- it means supporting the work of the Association, including its advocacy on behalf of the industry. Unlike for-profit conferences, your support of STANY enables the Association and its members to form a community of like-minded professionals, advances communities of interest including WIF and emerging leaders, and philanthropic work. STANY is committed to providing professional education and empowering the Association's members and the trading community.
- Associating with STANY through membership or partnership provides **recognition and connection** with like-minded peers.
- STANY events offer **access to top professionals including panelists and speakers of the highest caliber** in a friendly and collegiate setting. **Materials, panelists and topics are relevant to all levels of professional experience.** Even virtual events allow for the opportunity to meet peers and connect with colleagues.
- A premier sponsorship with STANY delivers **exceptional brand exposure** and opportunities to communicate directly with **highly-focused, targeted audiences.**
- **Align your firm's mission** with STANY's through sponsorship opportunities, presence at all STANY events, and the ability to **connect to our members** through direct email communication, specialized contact lists, branding, and on-line engagement.
- **Forward thinking content, cost effective** conferences and **diversity of members and attendees** provide unique marketing opportunities.
- Align your name with STANY's mission to **advance the trading profession and advocate for regulatory changes in a measured, non-biased manner.**

**CUSTOMIZED PACKAGES ARE AVAILABLE.
CONTACT US TO DISCUSS OPTIONS THAT
MEET YOUR NEEDS.**



The Security Traders Association of New York

PREMIER ANNUAL SPONSORSHIPS

SUPPORT ALL MAJOR ANNUAL EVENTS*

DOUBLE DIAMOND SPONSORSHIP \$35,000

Complimentary Registrations and Memberships

- **10 Complimentary registrations** to our Annual Conference plus **6 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events)
- **4 Complimentary Golf registrations (can be used together or split between two Golf outing is held in the calendar year.)**
- **10 FREE NEW STANY/STA 2023 memberships** for designated employees.
- **20 FREE Junior 2023 Memberships** for your staff under 30 years of age.
- First choice of **guaranteed position on two STANY Committees-** Market Structure Advisory Committee, Retail Options Committee, Digital Asset Advisory Committee, Women in Finance Committee or Emerging Leaders Committee.

Prominent Recognition

- Recognition as a Double Diamond Sponsor with fixed logo on STANY's website home page through 2.1.24. (EXCLUSIVE)
- Prominent recognition on STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) for all STANY events in 2024.
- Direct promotion on social media of Double Diamond sponsorship.

Advertising & Promotional Opportunities

- Opportunity to **tailor up to two STANY Talks Webinars** with your choice of speakers.
- **Opportunity to provide give-a-ways at STANY Annual Conference and Golf Outings. (NEW) FIRST CHOICE. Please contact kimu@stany.org to coordinate.**
- **Company profile** on STANY Website Sponsorship Page. (750 words)
- **Opportunity to tailor a fire side chat and or a panel at the Annual Conference.** (Topics TBA and participant subject to Board approval.)
- **Three e-mail blasts** to STANY members and event guests with your firm's marketing message. (EXCLUSIVE)
- Opportunity to **publish 2 newsletter articles** emailed to STANY mailing list and displayed on STANY website.
- Targeted marketing highlighting your firm's involvement in our events.

DIAMOND SPONSORSHIP \$25,000

Complimentary Registrations and Memberships

- **8 Complimentary registrations** to our Annual Conference, plus **5 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANY Talks Webinars and all virtual events (or virtual components of hybrid events).
- **2 Complimentary Golf registrations (can be used together or split between two Golf outing is held in the calendar year.)**
- **7 FREE NEW STANY/STA 2023 memberships** for designated employees.
- **15 FREE Junior 2022 Memberships** for your staff under 30 years of age.
- First choice of **guaranteed position on two STANY Committees-** Market Structure Advisory Committee, Retail Options Committee, Digital Asset Advisory Committee, Women in Finance Committee or Emerging Leaders Committee.

Prominent Recognition

- Recognition as a Diamond Sponsor with fixed logo on STANY's website home page through 2.1.24. (EXCLUSIVE)
- Prominent recognition on STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) for all STANY events in 2024.
- Direct promotion on social media of Diamond sponsor and speakers.

Advertising & Promotional Opportunities

- Opportunity to **tailor a STANY Talks Webinar** with your choice of speakers.
- **Opportunity to provide give-a-ways at STANY Annual Conference and Golf Outings. (NEW) FIRST CHOICE Please contact kimu@stany.org to coordinate.**
- **Guaranteed speaking spot on a panel** at the Annual Conference. (Topics TBA and participant subject to Board and Conference Committee approval.)
- **Company profile** on STANY Website Sponsorship Page. (500 words)
- **Two e-mail blasts** to STANY members and guests with your firm's marketing message. (EXCLUSIVE)
- Opportunity to **publish at least one newsletter article** emailed to STANY mailing list and displayed on STANY website. (NEW)

ADDITIONAL SPONSORSHIP LEVELS**

PLATINUM ANNUAL SPONSORSHIP \$15,000

Complimentary Registrations

- **6 Complimentary registrations** to our Annual Conference, plus **4 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events)
- **1 Complimentary Golf registration.**
- **5 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **10 FREE Junior 2023 Memberships** for your staff under 30 years of age.
- Opportunity to participate as a speaker in a STANY Talks Webinar **and** STANY Virtual Conference.
- **Guaranteed choice of position on a STANY Committee-** Market Structure Advisory Committee, Retail Options Committee, Digital Asset Advisory Committee, Women in Finance Committee or Emerging Leaders Committee.

Prominent Recognition

- Recognition as a Platinum Sponsor with logo on STANY's website home page through 2.1.24.
- Prominent recognition on STANY sponsor web page, virtual branding, and promotional materials (e-mails and print) for all major STANY events in 2024.

Advertising & Promotional Opportunities

- **Opportunity to provide give-a-ways at STANY Annual Conference and Golf Outings. (NEW) PREMIUM CHOICE Please contact kimu@stany.org to coordinate options.**
- **Company profile** with logo on STANY Website Sponsorship Page. (350 words)
- **One e-mail blast** to STANY members and guests with your firm's marketing message.
- **Opportunity to have at one newsletter article published** on STANY's website subject to Board Approval.

* Includes sponsorship of Annual Conference, Annual Meeting, and Golf Outings.

GOLD SPONSORSHIP \$11,000

- **6 Complimentary registrations** to our Annual Conference plus **3 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events)
- **4 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **8 FREE Junior 2023 Memberships** for your staff under 30 years of age.
- **Opportunity to provide give-a-ways or promotional branding at STANY Annual Conference, and other events. (NEW) Please contact kimu@stany.org to coordinate options.**
- Opportunity to participate as a speaker in a STANY Talks Webinar and/or STANY Annual Conference. (Subject to availability and board approval)
- **Company profile** with logo on STANY Website (300 words)
- Recognition with company logo on event promotions.
- Listing of your firm on STANY's sponsorship web page through 2.1.24
- **Preferred choice of position on a STANY Committee-** Market Structure Advisory Committee, Retail Options Committee, Digital Asset Advisory Committee, Women in Finance Committee or Emerging Leaders Committee.

SILVER SPONSORSHIP \$7,000

- **5 Complimentary registrations** to our Annual Conference plus **2 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events)
- **2 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **5 FREE Junior 2023 Memberships** for your staff under 30 years of age.
- **Opportunity to provide give-a-ways or promotional branding at STANY Annual Conference, and other events. (NEW) Please contact kimu@stany.org to coordinate options.**
- Opportunity to participate as a speaker in a STANY Talks Webinar or STANY Annual Conference (depending on availability and topics selected by the Board).
- **Company profile** with logo on STANY Website (250 words)
- Recognition with company logo on event promotions.
- Listing of your firm on STANY's sponsorship web page through 2.1.24

STANY-WOMEN IN FINANCE

Be part of STANY's exciting Women in Finance initiative by supporting STANY-WIF. This annual sponsorship offers your firm maximum visibility as an organization committed to cultivating diversity leadership and empowerment within your firm and within the financial services community. Your support will assist STANY's efforts to promote policies that advance the interests of the trading community, promote and foster alliances, recognize women's achievements, and explore issues of diversity and inclusion.

NAMING SPONSOR- EXCLUSIVE 1 ONLY \$30,000

Complimentary Registrations and Memberships

- **8 Complimentary registrations** to our Annual Conference plus **5 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and all virtual events (or virtual components of hybrid events).
- **2 Complimentary Golf registrations** ((can be used together or split between two Golf outing is held in the calendar year.)
- **7 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **15 FREE Junior 2022 Memberships** for your staff under 30 years of age.
- First choice of **guaranteed position on two STANY Committees**- Market Structure Advisory Committee, Retail Options Committee, Digital Asset Advisory Committee, Women in Finance Committee or Emerging Leaders Committee.

Prominent Recognition

- Recognition as a THE ONLY NAMING WIF Sponsor with fixed logo on STANY's website home page through 2.1.24. (EXCLUSIVE)
- Prominent recognition as cobranded STANYWIF, STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) for all STANY events in 2024.
- **Direct promotion on social media of CoBranded WIF Events.**

Advertising & Promotional Opportunities

- Opportunity to **tailor a WIF Event or Webinar** with your choice of speakers.
- **Opportunity to provide give-a-ways/ promotional branding at STANY Annual Conference and WIF events (NEW) FIRST CHOICE** Please contact kimu@stany.org to coordinate.
- **Guaranteed speaking spot on a panel** at the Annual Conference and opportunity to shape the WIF Breakfast at the Annual Conference.(Topics TBA and participant subject to Board and Conference Committee approval.)
- Company profile on STANY Website Sponsorship Page. (600 words)
- **Two e-mail blasts** to STANY members and guests with your firm's marketing
- Opportunity to **publish at least one newsletter article** emailed to STANY message.
- Opportunity to **publish at least one newsletter article** emailed to STANY

BRONZE SPONSORSHIP \$4,500

- **3 Complimentary registrations** to our Annual Conference plus **1 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events)
- **1 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **4 FREE Junior 2023 Memberships** for your staff under 30 years of age
- **Opportunity to provide give-a-ways or promotional branding at STANY Annual Conference, or other events. (NEW)** Please contact kimu@stany.org to coordinate options.
- Consideration for a speaking spot in a STANY Talks Webinar and/or STANY Conference (depending on availability and topics selected by the Board).
- Company profile with logo on STANY Website (100 words)
- Recognition with company logo on event promotions.
- Listing of your firm on STANY's sponsorship web page through 2.1.24.

****Gold, Silver and Bronze Sponsorships includes sponsorship of Annual Conference, and Annual Meeting. Excludes Golf Sponsorship, WIF and Emerging Leaders Events.**

EMERGING LEADER SPONSORSHIP ADD ON \$2,500

Available at any sponsor level. If you would like to support Emerging Leaders events, please consider a sponsorship add on. Only Emerging Leaders Sponsors will be listed on Emerging Leaders events. Sponsors will be invited to add a Junior member of their staff to the STANY Emerging Leaders Committee.

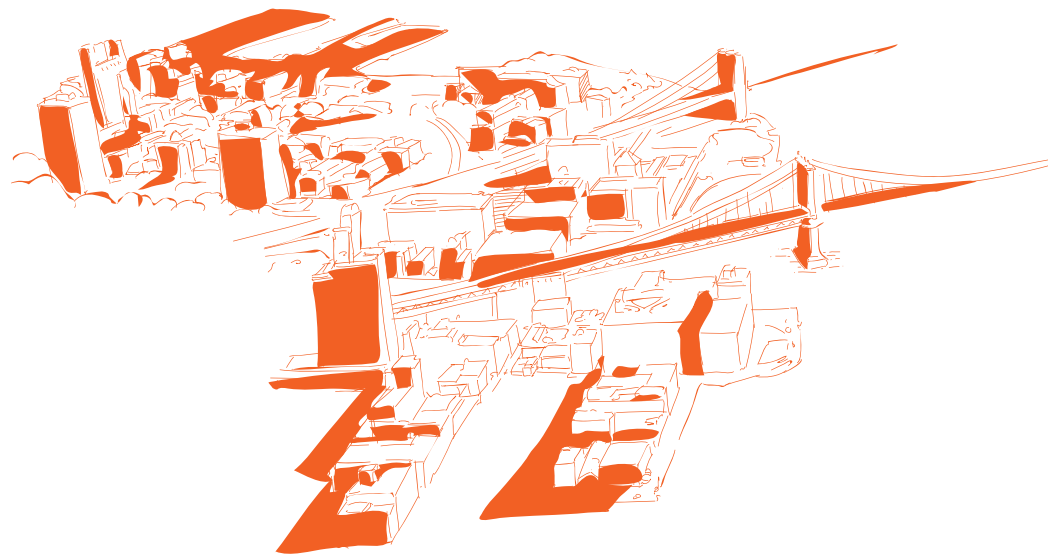
Please contact Kimberly Unger at 212.344.0410 or kimu@stany.org for more information, combining sponsorships, or to discuss co-hosting an event.

CHARTER SUSTAINING SPONSOR \$11,000

- **6 Complimentary registrations** to our Annual Conference. **3 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events)
- **4 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **8 FREE Junior 2023 Memberships** for your staff under 30 years of age.
- **Opportunity to develop programing with STANY's WIF Committee, including speaking opportunities at WIF and other STANY events.**
- Prominent display on the STANY website, including links to your firm's website, links to your firm's diversity initiatives, and opportunity to highlight your firm's inclusion efforts through special e-mails blasts and blog posts.
- Preferred choice of position on a STANY Committee- Market Structure Advisory Committee, Retail Options Committee, Digital Asset Advisory Committee, Women in Finance Committee or Emerging Leaders Committee.
- A dedicated position on the STANY-WIF Committee for a member of your firm, including annual membership in STA and STANY for that committee member.
- Recognition at all STANY-WIF events and inclusion on all STANY-WIF event invitations during 2023.
- Listing of your firm on STANY's sponsorship web page as a WIF Sponsor. .through 2.1.24.
- **Opportunity to provide give-a-ways/promotional branding at STANY Annual Conference and WIF Events. (NEW) Please contact kimu@stany.org to coordinate.**
- Recognition as a **premier sponsorship of the 2023 STANY President's Breakfast and Conference and Dinner and Holiday Party.**
- **Company profile** and logo on STANY Website Sponsorship Page (300 words)
- Listing of your firm on STANY's sponsorship web page as a Charter WIF Sponsor through 2.1.23.

STANY WIF SPONSORSHIP \$5,000

- **3 Complimentary registrations** to our Annual Conference plus **1 Complimentary Party only Tickets** to post Annual Conference Party.
- Unlimited **Complimentary registrations** to all STANYTalks Webinars and virtual events (or virtual components of hybrid events).
- **1 FREE NEW STANY/STA 2023 memberships** for designated employees. (NEW)
- **4 FREE Junior 2023 Memberships** for your staff under 30 years of age
- Opportunity to **participate as a speaker** in a STANY Talks Webinar or STANY Annual Conference. (depending on availability and topics selected by the Board).
- **Company profile** with logo on STANY Website Sponsorship Page (200 words).
- Recognition as a STANY Women in Finance Sponsor on event signage and other collateral.
- Listing of your firm on STANY's sponsorship web page as a WIF Sponsor. .through 2.1.24.
- **Opportunity to provide give-a-ways/promotional branding at STANY Annual Conference and WIF Events. (NEW) Please contact kimu@stany.org to coordinate.**
- **Opportunity to participate on the STANY WIF Committee.**



STANY GOLF CLASSIC

After two sold out Golf Outings in 2022, we are confident that 2023 will bring even more successful golf opportunities for members and guests to network on the links. Guests will be able to enjoy opportunities to spend time with colleagues and clients. We will plan two golf outings in 2023- sponsorships are per-event. If you would like to sponsor both outings, please contact kimu@stany.org to discuss discounts.

Options	Availability	Rate per sponsorship
Cocktails	4 sponsorships	\$2,000, \$2,325 or \$3,300*
Beverage Stations	4 sponsorships	\$1,500, \$1,825 or \$2,800
Lunch	4 sponsorships	\$1,500, \$1,825 or \$2,800
Golf Door Prizes	3 sponsorships	\$1,500, \$1,825 or \$2,800
Golf Holes		\$750 per hole (2 for \$1400)
Golf Carts	1 sponsorship	\$2,500
Contests	3 sponsorships	\$1,000
Bruch- 2nd Outing	3 sponsorships	\$1,000

* Lowest level include no players, Mid level includes one golfer and Highest Level includes a 4some.

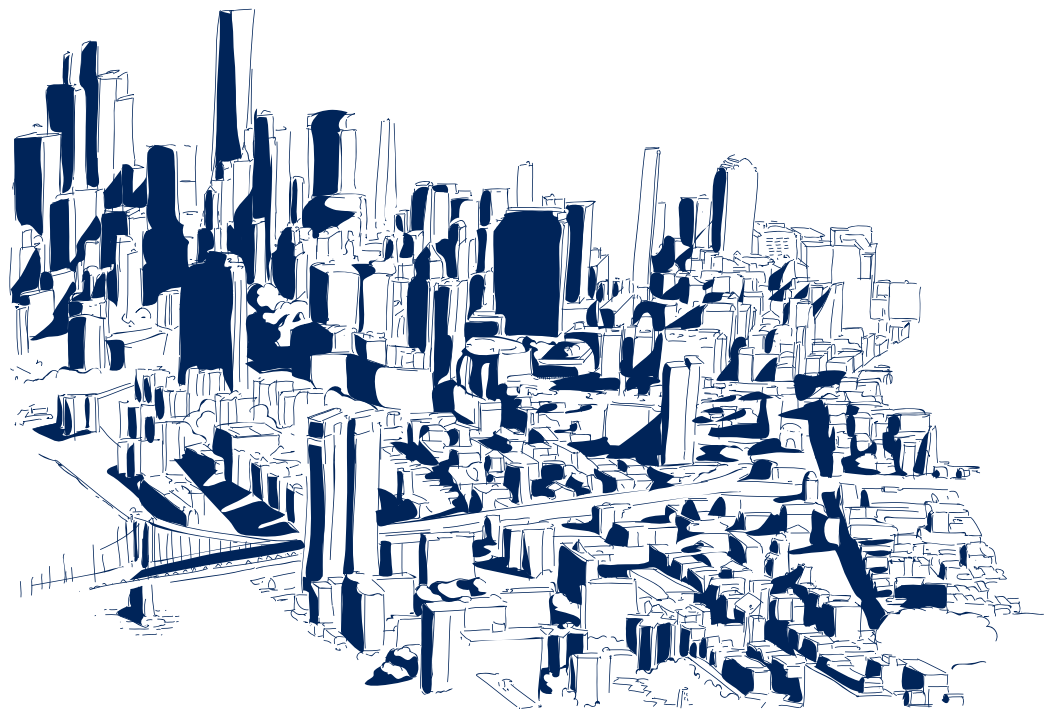
MEDIA PARTNERSHIPS

Opportunities are available in connection with individual events. Partnerships are stipulated upon in-kind advertising or promotion.

For more information and details please contact Kimberly Unger at 212-344-0410 or kimu@stany.org.

- Logo with link on event sponsorship page.
- Complimentary pass to events for which you agree to partner.*
- Opportunity to provide media material to attendees.
- Cross promotional emails.

* Some events or discussions will not be open to the Press. Media Partners may attend but will be required to honor off-the-record requests.



2023 PREMIER ANNUAL SPONSORSHIPS

- ☐ Double Diamond Sponsor \$35,000
- ☐ Diamond Sponsor \$25,000
- ☐ Platinum Sponsor \$15,000

OTHER ANNUAL SPONSORSHIPS

- ☐ Gold Sponsor \$11,000
- ☐ Silver Sponsor \$7,000
- ☐ Bronze Sponsor \$4,500

EMERGING LEADER ADD-ON SPONSORSHIP

- ☐ Add on to Annual Sponsorship \$2,500

2023 ANNUAL GOLF CLASSIC

- ☐ Lunch \$1,500
- ☐ Cocktails (no registrations) \$2,000
- ☐ Cocktail Sponsor + 1 player \$2,325
- ☐ Cocktail Sponsor + 4 players \$3,300
- ☐ Door Prizes \$1,500
- ☐ Contests \$1,000
- ☐ Beverage Stations \$1,500
- ☐ Beverage Stations +1 player \$1,825
- ☐ Beverage Stations + 4 players \$2,800
- ☐ Golf Hole Sponsor \$750 per hole
- ☐ 2 Golf Holes \$1,400
- ☐ Golf Carts \$2,500
- ☐ Brunch- 2nd outing \$1,000

WOMEN IN FINANCE SPONSOR

- ☐ Naming WIF Sponsor-Exclusive \$30,000
- ☐ Charter Sustaining Sponsor \$11,000
- ☐ WIF at Conference \$5,000

By completing and signing this form, we agree to sponsor at the level indicated above.

Firm Information

Firm Name: _____

(Please spell out the name as firm wishes to have its name appear in the Annual Directory and on all signage.)

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Payment Information

Please enclose payment; additional charges may be billed separately if necessary.

☐ Check enclosed

☐ Please invoice

☐ Check to follow

Accounts Payable Contact: _____

Phone: _____

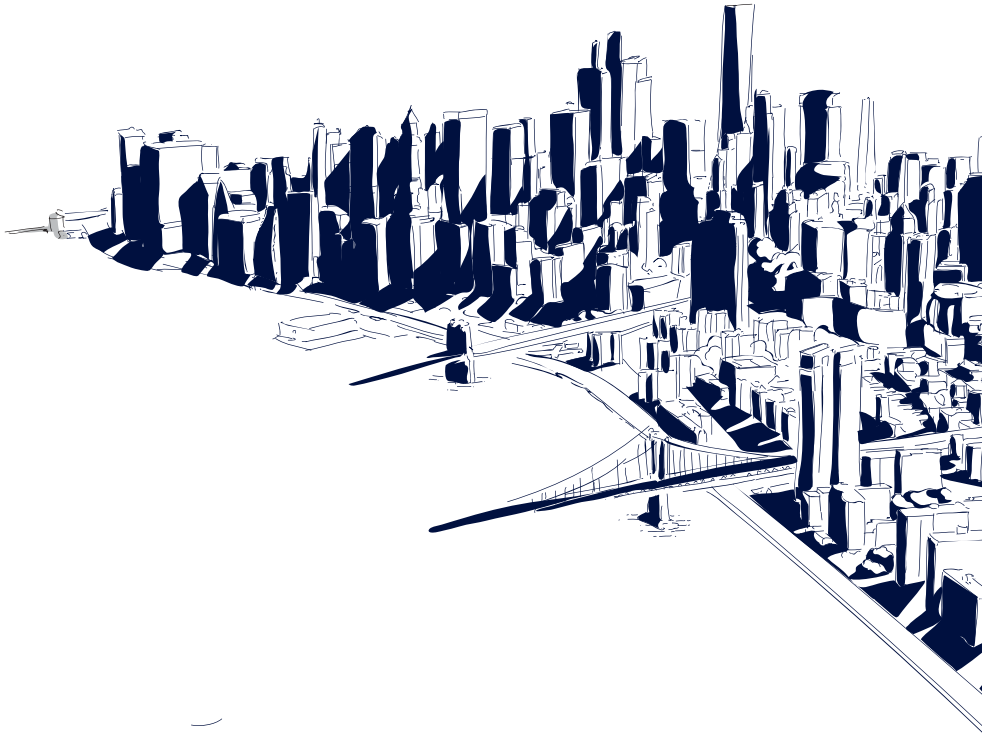
E-mail: _____

Mail: 301 E. 75th St., 3J

New York, NY 10021

E-mail: kimu@stany.org

Questions? Call: 212.344.0410



212.344.0410

kimu@stany.org

301 E. 75th St
New York, NY 10021

