



STANY

The Security Traders Association of New York, Inc.

2026 Partnership Opportunities



PARTNERING WITH STANY IN 2026

Thank you for exploring the opportunity to collaborate with STANY! We're thrilled to reflect on the momentum of 2025; a landmark year in which more sponsors than ever chose to align with STANY's mission. Their support reinforced our role as a trusted advocate for the trading community and a platform that delivers employee engagement, thought leadership, and industry visibility.

From our sold-out 88th Annual Conference at the NYSE to a series of dynamic events led by our Women in Finance and Emerging Leaders groups, STANY hosted ten impactful programs that fostered connection, collaboration, and career development across our network. These initiatives offered sponsors direct engagement with key market participants throughout the year.

Our events continue to grow in reach and relevance, with record-breaking attendance and heightened interest in the insights we provide on fast-evolving market structure issues. Looking ahead, planning is already underway for our milestone 90th Annual Conference on **April 13, 2026** and we would love for you to be part of it.

Sponsors who commit early unlock a host of year-round advantages, including representation on select STANY Committees and presence at our most high-profile gatherings. Whether you're returning or new to STANY, we're excited to share with you the many ways to get involved and amplify your impact.

Inside this booklet, you'll find full details on sponsorship packages, branding opportunities, and ways to customize your involvement. If you have specific needs beyond what's outlined, we're always happy to tailor a solution.

We can't wait to connect and to make 2026 even more exceptional with your support.

2025 BY THE NUMBERS



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-partisan, 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 STANY/STA 2026 New memberships** for designated employees.
- **20 FREE Junior 2026 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 2.1.27. (EXCLUSIVE)
- Prominent recognition on STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) throughout 2026.
- **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.
- **Branding/promotional opportunities at STANY Annual Conference and Golf Outings. 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 \$26,000

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 STANY/STA 2026 New memberships** for designated employees.
- **15 FREE Junior 2026 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 2.1.27. (EXCLUSIVE)
- Prominent recognition on STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) throughout 2026.
- **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.
- **Branding/promotional opportunities at STANY Annual Conference and Golf Outings. 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.

ADDITIONAL SPONSORSHIP LEVELS**

PLATINUM ANNUAL SPONSORSHIP \$15,000

Complimentary Registrations

- **6 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 virtual events (or virtual components of hybrid events)
- **1 Complimentary Golf registration.**
- **5 FREE STANY/STA 2026 New memberships** for designated employees.
- **10 FREE Junior 2026 Memberships** for your staff under 30 years of age.
- Opportunity to participate as a speaker in a STANY Talks Webinar and STANY Annual 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 2.1.27.
- Prominent recognition on STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) throughout 2026.

Advertising & Promotional Opportunities

- **Branding/promotional opportunities at STANY Annual Conference and Golf Outings. PREFERRED CHOICE. Please contact kimu@stany.org to coordinate.**
- **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

- **5 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)
- **4 FREE STANY/STA 2026 New memberships** for designated employees.
- **8 FREE Junior 2026 Memberships** for your staff under 30 years of age.
- **Branding/promotional opportunities at STANY Annual Conference, and other events. 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 2.1.27.
- **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

- **4 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)
- **2 FREE NEW STANY/STA 2026 memberships** for designated employees.
- **5 FREE Junior 2026 Memberships** for your staff under 30 years of age.
- **Branding/promotional opportunities at STANY Annual Conference, and other events. 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 (260 words)
- Recognition with company logo on event promotions.
- Listing of your firm on STANY's sponsorship web page through 2.1.27.

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 STANY/STA 2026 new membership** for designated employees.
- **4 FREE Junior 2026 Memberships** for your staff under 30 years of age
- 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 2.1.27.

****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 or INDEPENDENT EL SPONSOR \$5,000

The add on is 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.

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



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 viability 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 STANY/STA 2026 New memberships** for designated employees. (NEW)
- **15 FREE Junior 2026 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 2.1.27. (EXCLUSIVE)
- Prominent recognition on STANY's sponsor web page, virtual branding, and promotional materials (e-mails and print) throughout 2026.
- **Direct promotion on social media of Co-branded WIF Events.**

Advertising & Promotional Opportunities

- Opportunity to **tailor a WIF Event or Webinar** with your choice of speakers.
- **Branding/promotional opportunities at STANY Annual Conference and WIF Events. 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

CHARTER SUSTAINING SPONSOR \$11,000

- **5 Complimentary registrations** to our Annual Conference. **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)
- **4 FREE STANY/STA 2026 New memberships** for designated employees.
- **8 FREE Junior 2026 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 2026..
- Listing of your firm on STANY's sponsorship web page as a WIF Sponsor through 2.1.27.
- **Branding/promotional opportunities at STANY Annual Conference and WIF Events. Please contact kimu@stany.org to coordinate.**
- **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 2.1.27.

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 STANY/STA 2026 New membership** for designated employees.
- **4 FREE Junior 2026 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, including at all STANY WIF events.
- Listing of your firm on STANY's sponsorship web page as a WIF Sponsor through 2.1.27.
- **Branding/promotional opportunities at WIF Events. Please contact kimu@stany.org to coordinate.**
- **Opportunity to participate on the STANY WIF Committee.**



STANY GOLF CLASSICS

Since we instituted two annual Golf Outings, we are successfully sold out both events and are confident that 2026 will likewise produce two popular golf events 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 2026- sponsorships are per-event. If you would like to sponsor both outings, please contact kimu@stany.org to discuss discounts.

<u>Options</u>	<u>Availability</u>	<u>Rate per sponsorship</u>
Cocktails	4 sponsorships	\$2,000, \$2,325 or \$3,300*
Beverage Stations	4 sponsorships	\$2,000, \$2,325 or \$3,300*
Lunch or Brunch	4 sponsorships	\$1,500, \$1,825 or \$2,800*
Golf Door Prizes	2 sponsorships	\$1,500, \$1,825 or \$2,800*
Golf Holes		\$750 per hole (2 for \$1400)
Golf Carts	1 sponsorship	\$2,500, \$2,825, \$3,800*
Contests	3 sponsorships	\$1,000, \$1,350
Brunch- 2nd Outing	4 sponsorships	\$1,500, \$1,825 or \$2,800*

* 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.



2026 PREMIER ANNUAL SPONSORSHIPS

- () Double Diamond Sponsor \$35,000
 () Diamond Sponsor \$26,000
 () 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
 () Stand Alone EL Sponsorship \$5,000

2026 ANNUAL GOLF CLASSIC

- () Lunch (no registrations) \$1,500
 () Lunch +1 Player \$1,825
 () Lunch + 4some \$2,800
 () Cocktails (no registrations) \$2,000
 () Cocktail Sponsor + 1 player \$2,325
 () Cocktail Sponsor + 4 players \$3,300
 () Door Prizes \$1,500
 () Door Prizes +1 Player \$1,825
 () Door Prizes + 4 players \$2,800
 () Contests \$1,000
 () Contests + 1 Golfer \$1,350
 () Beverage Stations \$2,000
 () Beverage Stations +1 player \$2,325
 () Beverage Stations + 4 players \$3,300
 () Golf Hole Sponsor \$750 per hole
 () 2 Golf Holes \$1,400
 () Golf Carts \$2,500
 () Golf Carts + 1 player \$2,825
 () Golf Carts + 4 players \$3,800

WOMEN IN FINANCE SPONSOR

- () Naming WIF Sponsor-Exclusive \$30,000
 () Charter Sustaining Sponsor \$11,000
 () WIF \$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

AT A GLANCE									
	Double Diamond \$35,000	Naming Sponsor WIF (Exclusive) \$30,000	Diamond \$26,000	Platinum \$15,000	Gold \$11,000	WIF Premier \$11,000	Silver \$7,000	WIF \$5,000	Bronze \$4,500
Tickets to virtual events	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Annual Conference Tickets	10 + 6 Party Only	8+ 5 Party Only	8+ 5 Party Only	6 + 4 Party Only	5 + 4 Party Only	5 + 4 Party Only	4 + 3 Party Only	3 + 1 Party Only	3 + 1 Party Only
Memberships in STAN- NY & STA	10 regular, 20 Junior	7 New Regular or Associate, 15 Junior	7 New Regular or Associate, 15 Junior	5 New Regular or Associate Mem- bers, 10 Junior	4 New Regular or Associate Members, 8 Junior	4 New Regular or Associate Members, 8 Junior	2 New Regular or Associate- Members, 5 Junior	1 New Regular or Associate, 4 Junior	1 New Regular or Associate Members, 4 Junior
Company Profile	750 words	600 words	500 words	350 words	300 words	260 words	260 words	200 words	200 words
Website Listing For 1 year	Logo- Home page Fixed	Logo- Home page Fixed	Logo- Home page Fixed	Logo-Home page Rotating	Logo	Logo	Logo	Logo	Logo
Opportunity to provide swag in gift bag- items to be coordinated with STANY	at Annual Conference and Golf First Pick -Premium Options	at Annual Conference and WIF events First Pick -Premium Options	at Annual Conference and Golf First Pick -Premium Options	at Annual Conference and Golf Premium Options	at Annual Conference and Golf	at Annual Conference and WIF Events	at Annual Conference Size Limits may apply	at WIF Events- Size Limits may apply	
Recognition on signage, invitations, and event collateral	Annual Conference, Golf Events, Annual Meeting	Annual Conference, and WIF Events co- branded	Annual Conference, Golf Events, Annual Meeting	Annual Conference, Golf Events, Annual Meeting	Annual Conference, Annual Meeting	Annual Conference, Annual Meeting and WIF events	Annual Conference, Annual Meeting	Annual Conference, Annual Meeting WIF Events	Annual Conference, Annual Meeting
Speaking Spot- Annual Conference	Ability to tailor a panel or fireside chat	Guaranteed- topic and speak- er requires board approval	Guaranteed- top- ic and speaker requires board approval	Guaranteed- top- ic and speaker requires board approval	Preferred	Preferred	Preferred	Considered	Considered
STANYTalks	Tailor up to 2	Tailor 1	Tailor 1	Tailor 1	Invited to participate	Invited to participate	Invited to participate	Considered	Considered
Email blast to member- ship and guests	3- at time of your choosing	2- at time of your choosing	2- at time of your choosing	2- at time of your choosing	1-at time of your choosing	1 at time of your choosing	1 at time of your choosing	N/A	N/A
Newsletter Article- written and submitted by sponsor subject to board approval	Publication of at least two	Publication of at least one	Publication of at least one	Publication of at least one	Publication of one	Publication of one	—	—	—
Golf Registrations	4	2	2	1	N/A	N/A	N/A	N/A	N/A
Committee Participa- tion	Guaranteed choice of at least 2 committee assignments	Guaranteed choice of at least 2 committee assignments	Guaranteed choice of a committee assignment	Preferred choice of a committee assignment	Preferred choice of a committee assignment	WIF Committee guaranteed	Effort to accom- modate choice	WIF Committee guaranteed	Invitation to join a commit- tee based on space



212.344.0410

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