



2024

# CDPAANY Event Sponsor & Partnership Opportunities



Presented by:  
**CDPAANY**

# Who is CDPAANYS?

The Consumer Directed Personal Assistance Association of New York State (CDPAANYS) is New York's foremost expert, thought leader and champion of Consumer Directed Personal Assistance (CDPA). As a self-directed home care program through which consumers recruit, hire & train their own staff to work for them as personal assistants, CDPA is the fastest growing program in Medicaid, with current enrollment estimated at over 200,000 consumers.

CDPAANYS offers support, education & resources to the community in New York and beyond.

## Our Team



Bryan O'Malley  
Executive Director



Laura Cardwell  
Director of  
Operations & Events



Julia Battista  
Policy Associate



Jose Hernandez  
NYC Organizer



Gregg Beratan  
Program Manager

## 2024 Events Calendar

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### Online Learning Series

Reach 100+ attendees each month by supporting our online learning series.

### Downstate CDPA Expo

June 5, UJA-Federation of New York. New event for NYC area leaders & executives. In person.

### 21st Annual Conference

September 18 & 19 at the Albany Capital Center. More details coming soon!

# A Year of Self-Direction: Webinar Sponsorships

Partner with CDPAANYS and sponsor our monthly webinar series throughout 2024.\* Sponsoring these webinars grants you access to registrants - with the potential for 100+ new connections each month. All sponsorships include a list of attendees from each webinar.

## Champion Sponsor - Only One Available

- Spotlight logo placement in promotional emails, social media posts, websites
- Unlimited complimentary registrations to all webinars in series
- Logo onscreen on webinar registration page & on Zoom
- Complimentary booth at November OR Annual Conference
- *10% discount for CDPAANYS members*

**\$10,000**

## Advocate Sponsor - 3 Available

- Premium logo placement in promotional emails, social media posts, websites
- 4 registrations included for all webinars in series
- Logo onscreen on webinar registration page
- *10% discount for CDPAANYS members*

**\$5,000**

## Friend Sponsor

- Logo placement in promotional emails, social media posts, websites
- 2 registrations included for each webinar in series
- Logo onscreen on webinar registration page
- *\$500 discount for CDPAANYS members*

**\$3,000**

## Ally Sponsor

- Logo placement in promotional emails, social media posts, websites
- 1 complimentary registration included for all webinars in series
- Logo onscreen on webinar registration page

**\$1,500**

*\*Pro-rated sponsor fees are available for sponsorships purchased later in the year.  
Contact Laura Cardwell at 518-813-9537 x1 or email [events@cdpaanys.org](mailto:events@cdpaanys.org) for details.*

# Downstate CDPA Expo Premier Sponsorships

Join us June 5, 2024 at the UJA-Federation of New York for CDPAANY'S' first ever Downstate CDPA Expo & Trade Show. This all-day event is all about connecting you to the New York City provider & fiscal intermediary community and offering opportunities to showcase your business.

## Empire Sponsor - Just One Available

- Premier logo placement in all communications, website, event signage
- Standing banner provided by your company at registration table
- Unlimited tickets to NYC Show
- Sponsored post on social media
- Complimentary booth AND demonstration session at event
- *\$1,000 discount for CDPAANY'S members*

**\$10,000**

## VIP Sponsor -

- Premier logo placement in all communications, website, event signage
- Includes 4 tickets to NYC Show
- Complimentary booth AND demonstration session at event
- *\$500 discount for CDPAANY'S members*

**\$7,500**

## Liberty Sponsor

- Logo placement in all communications, website, event signage
- Includes 2 tickets to NYC Show
- Complimentary booth at event
- *\$500 discount for CDPAANY'S members*

**\$3,000**

## Exhibit Booth

- Includes vendor table, electricity, 2 tickets to show
- *\$500 discount for CDPAANY'S members*

**\$1,500**

## Exhibit Booth + 30-Minute Product Demo or Session

- 30 minute product demo
- *\$500 discount for CDPAANY'S members*

**\$2,000**

# Downstate CDPA Expo Specialty Sponsorships

Browse our sponsor opportunities for show events & specialty items. Booths and product demos are sold separately. Ideas for custom sponsorships not listed here are always welcome and encouraged. Contact Laura Cardwell at [laura@cdpaanys.org](mailto:laura@cdpaanys.org) or call 518-813-9537 x1 for more information.

## Power Lunch Sponsor

- Your support will feed 100+ busy New York professionals.
- Logo placement in all communications, website, event signage
- Exclusive signage in lunch serving area
- *\$500 discount for CDPAANYS members*

**\$5,500**

## Breakfast Sponsor

- Sponsor a delicious breakfast to start the day off right!
- Logo placement in all communications, website, event signage
- Exclusive signage in breakfast serving area
- *\$500 discount for CDPAANYS members*

**\$4,000**

## Network Sponsor

- Support all the tech required to make this event run!
- Logo placement in all communications, website, event signage
- *\$500 discount for CDPAANYS members*

**\$3,000**

## Coffee Break Sponsor

- Keep attendees awake & well hydrated by sponsoring a beverage break.
- Exclusive signage on beverage table.
- Logo placement in all communications, website, event signage

**\$2,000**

## Supporter Sponsor

- Listing as a sponsor & logo placement in all communications, website, event signage

**\$1,000**

# Contact CDPAANYS to learn more!

Laura Cardwell

Director of Operations & Events

(518) 813-9537 x 1

[www.cdpaanys.org](http://www.cdpaanys.org)

[laura@cdpaanys.org](mailto:laura@cdpaanys.org)