



NY WORKFORCE
Connect

EVENT SPONSORSHIP

Connect with NYS-based stakeholders
invested in workforce development.





Introduction

NY Workforce Connect aims to break down silos through conversation and strategic networking. The summit will highlight collaborations that the local workforce development community can capitalize on by working together to enhance our region's economic stability and prosperity.

The events will feature diverse perspectives from speakers about industry hot topics, an opportunity expo, and networking opportunities with key regional stakeholders.

2026 EVENT SCHEDULE

- April 16 – Meetup (Rochester)
- May 19 – Conference (Syracuse)
- September – Meetup (Albany)
- October 21 – Meetup (Utica)





About the event

NY Workforce Connect brings together the diverse stakeholders shaping the future of New York State's workforce. This one-day conference provides a unique platform for industry leaders, educators, policymakers, and workforce development professionals to connect, collaborate, and share insights.

Foster Collaboration

Build strong partnerships between education providers, employers, and government agencies to align training programs with industry needs.

Address Challenges

Discuss common challenges and identify solutions to overcome obstacles in workforce training and placement.

Empower the Workforce

Equip individuals with the skills and knowledge needed to succeed in today's evolving job market.

Share Best Practices

Learn from experienced practitioners and explore innovative approaches to workforce development.

Drive Innovation

Encourage the development of cutting-edge workforce programs and technologies.





Trends & Topics

ECOSYSTEM

Make connections with other regional stakeholders, create programming to maximize operational resources, and find resources to help you build a future-ready regional workforce.

COLLABORATION

Learn step-by-step actions from regional workforce development groups on putting funding in place for training initiatives, building a talent pipeline and working cohesively to achieve goals.

TALENT

Strategize about how to build a talent pipeline through programming and partnerships, from early intervention to exploring new industries and non-traditional career paths.



Audience

Attendees will be focused on building and supporting workforce development activities, training and pipeline across the Central New York region to promote economic development through people and programming.

1

Educational partners

Educational institutions and training partners including community colleges, SUNY schools and BOCES

2

Skill training providers

Centers or organizations that provide skills training, companies with upskilling programs, recruitment and HR directors

3

Workforce and economic development organizations

ESD grant recipients, those in DEI roles, nonprofits, banks and ancillary businesses supporting economic development



Sponsor Opportunities

NY Workforce Connect event sponsors garner **brand awareness and engagement** among a high quality audience of industry stakeholders. Our event attendees are actively looking to **connect and partner with resource and training providers** looking to further economic development through workforce-centric initiatives.

Build brand awareness

Elevate your program/brand to key decision-makers invested in regional economic development.

Network and connect

Grow your network to build upon existing training, increase talent pipeline and develop relationships.



Sponsor Activations

Presenting

Named in all pre-event promotions and marketing as the event's exclusive presenting sponsor. Deliver welcome remarks .

Reception

Sponsor the post-summit networking reception that will take place directly following closing remarks.

Swag bags

Your logo will be prominently placed alongside the event logo on reusable tote bags. Include any items you want!

Coffee breaks

Your logo and/or a QR code will be on the sleeve of each cup of coffee at the event.

Name badges

Your logo will be prominently placed alongside the event logo on every attendee's name badge.

Lanyards

Your logo will be prominently placed alongside the event logo on all name badge lanyards that each attendee will wear.

Exhibitor

Offer expert advice onsite. Includes one 6-foot table with linens, two chairs, and one event ticket. Branding included onsite.

Champion

Show your support of the industry. Your company logo, description and link will appear on our website and in email outreach.



Pricing

We are happy to mix, match, or customize an sponsor level as needed. Schedule a meeting with us to talk through how to get started!

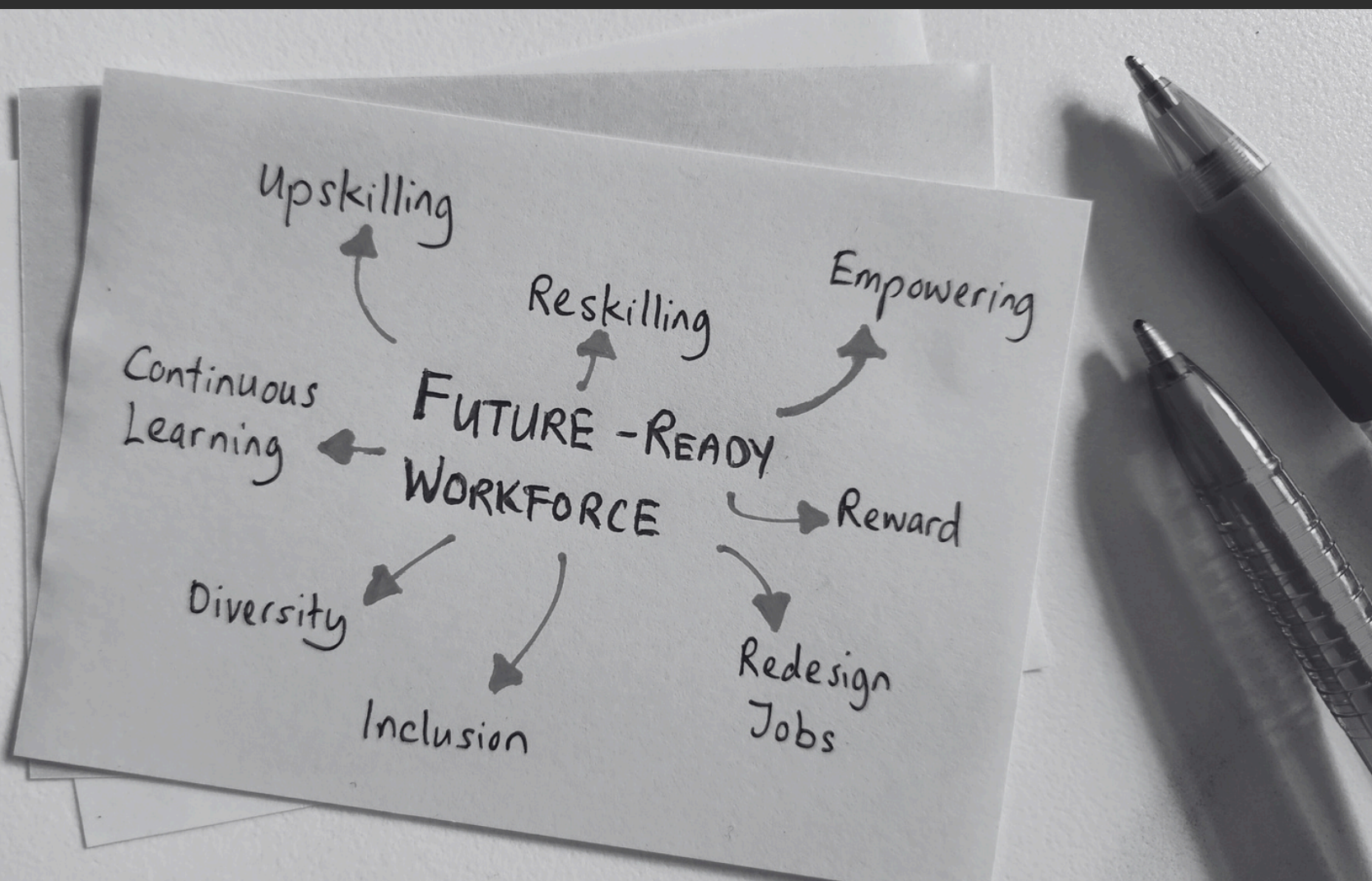
Presenting level sponsor will have their logo co-branded with event logo and the opportunity to designate a panelist to share perspectives during the event.

Levels \$3,000 and above will have an opportunity to deliver brief remarks during an event.



Sponsorship	Investment	Event tix
Presenting (exclusive)	\$10,000 \$5,000	5
Reception	\$4,000 \$2,500	4
Swag Bags	\$3,000 n/a	3
Coffee Breaks	\$2,500 n/a	2
Lanyards	\$2,500 n/a	2
Name Badges	\$2,000 \$1,000	2
Exhibitor	\$1,000 \$500	2
Community Champion*	\$500 \$250	0

**Website and promo branding only; no event ticket included.*



Contact Us

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nyworkforceconnect.com