

# 2011 NYSTA SHORTCUTT EMAIL SPONSORSHIP

Would you like a fast and easy way to reach members of the green industry? Do you have a special sale coming up? Has your company released a new product? If the answer is yes, then you should consider sponsoring a week of the ShortCUTT Newsletter. ShortCUTT is a weekly e-zine written by the Cornell University Turfgrass Team and emailed by NYSTA to our members. Your sponsorship ad can be text-based – as long or as short as you would like or a graphic display. We will place your ad in the body of the ShortCUTT Newsletter where it will then be sent directly to over 900 key green industry decision-makers.

In addition, ShortCUTT sponsorship will allow NYSTA to keep this great informational tool as a member benefit. All money raised through ShortCUTT sponsorship goes directly to the production and distribution costs of ShortCUTT.

If you are interested in this great advertising opportunity, complete this form and submit to the address below, or contact us for more information.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

## SPONSORSHIP OPTIONS:

Sponsorship - supplied in digital format ready to distribute - \$150 per week

*Only one sponsorship will be allowed per week. NYSTA reserves the right to reject any sponsorship they believe is inappropriate.*

TOTAL DUE: \$ \_\_\_\_\_

## PAYMENT OPTIONS:

Check # \_\_\_\_\_  Cash  Credit Card:  VISA  MasterCard  AMEX

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ CIN #: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## WEEKS SPONSORSHIP SHOULD APPEAR:

- |  |   |   |   |   |
|--|---|---|---|---|
| <input type="checkbox"/> Week 1            | <input type="checkbox"/> Week 8 [05.23.11]  | <input type="checkbox"/> Week 15 [07.11.11] | <input type="checkbox"/> Week 22 [08.29.11] | <input type="checkbox"/> Week 29 [10.17.11] |
| <input type="checkbox"/> Week 2 [04.11.11] | <input type="checkbox"/> Week 9 [05.30.11]  | <input type="checkbox"/> Week 16 [07.18.11] | <input type="checkbox"/> Week 23 [09.05.11] | <input type="checkbox"/> Week 30 [10.24.11] |
| <input type="checkbox"/> Week 3 [04.18.11] | <input type="checkbox"/> Week 10 [06.06.11] | <input type="checkbox"/> Week 17 [07.25.11] | <input type="checkbox"/> Week 24 [09.12.11] | <input type="checkbox"/> Week 31 [10.31.11] |
| <input type="checkbox"/> Week 4 [04.25.11] | <input type="checkbox"/> Week 11 [06.13.11] | <input type="checkbox"/> Week 18 [08.01.11] | <input type="checkbox"/> Week 25 [09.19.11] | <input type="checkbox"/> Week 32 [11.07.11] |
| <input type="checkbox"/> Week 5 [05.02.11] | <input type="checkbox"/> Week 12 [06.20.11] | <input type="checkbox"/> Week 19 [08.08.11] | <input type="checkbox"/> Week 26 [09.26.11] |   |
| <input type="checkbox"/> Week 6 [05.09.11] | <input type="checkbox"/> Week 13 [06.27.11] | <input type="checkbox"/> Week 20 [08.15.11] | <input type="checkbox"/> Week 27 [10.03.11] |   |
| <input type="checkbox"/> Week 7 [05.16.11] | <input type="checkbox"/> Week 14 [07.04.11] | <input type="checkbox"/> Week 21 [08.22.11] | <input type="checkbox"/> Week 28 [10.10.11] |   |

## FOR OFFICE USE ONLY:

Date Received: \_\_\_\_\_

Payment Received: \_\_\_\_\_

Amount: \_\_\_\_\_

Initials: \_\_\_\_\_

Date Distributed: \_\_\_\_\_

Number of Emails: \_\_\_\_\_

Initials: \_\_\_\_\_



## PLEASE SUBMIT ALL SPONSORSHIPS:

New York State Turfgrass Association  
 Attn: Heather Otis  
 PO Box 612  
 Latham, New York 12110  
 (518) 783-1229  
 (518) 783-1258 Fax  
 www.nysta.org | info@nysta.org

*All sponsorship content should be submitted no later than the Thursday prior to the sponsorship.*