



UPSTATE CAPITAL IMPACT EXCHANGE SPONSORSHIP OPPORTUNITIES

Building the New York Capital Ecosystem – Past, Present, and Future

Date: March 4, 2026, 1PM - 7:30PM

Location: ETEC, UAlbany, 1220 Washington Ave, Albany, NY 12203

The **Upstate Capital Impact Exchange** is a one-day convening of investors, fund managers, founders, policymakers, and regional leaders focused on how regions attract, deploy, and scale early- and later-stage capital. The program highlights New York State's investment ecosystem as a national model for how institutional and public capital can catalyze private investment and regional growth.

Hosted by **Upstate Capital**, a trusted network of private equity, venture, and growth investors advancing a stronger, more connected investment ecosystem across Upstate New York.

Lifetime Achievement Award

At the Impact Exchange, Upstate Capital will proudly honor **Frank McEvoy**, retired Deputy Director of Private Equity at the New York State Common Retirement Fund, with a **Lifetime Achievement Award** recognizing his extraordinary leadership and lasting impact on New York State's investment ecosystem.

IMPACT EXCHANGE EVENT SPONSORSHIP

	Presenting Sponsor	Premier Sponsor	Exchange Sponsor	Regional Sponsor	Supporting Sponsor
Event Naming - Top-level billing for the event	✓				
Program intro opportunity	✓	✓			
Sponsor highlight in pre-event email and LinkedIn marketing	✓	✓	✓	✓	✓



Logo included in post-event report and press mentions	✓	✓	✓		
Access to the list of event registrants	✓	✓	✓	✓	
Brand exposure on the event website	✓	✓	✓	✓	✓
Visibility and verbal recognition at event	✓	✓	✓	✓	✓
Attendee passes	8	6	4	2	1
Upstate Capital annual membership(s) (Capital Providers + Professional Advisors)	✓	✓			
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,250

FRIEND — \$500

- Name listing on sponsor page, social media, digital recognition and printed program.
- Recognition on thank-you slide

Add-On Opportunities

- **Session Sponsor (single breakout):** \$2,500 (Regional benefits)
- **Registration and Networking Sponsor:** \$2,500 (Regional benefits)
- **Reception Sponsor:** \$5,000 (Exchange sponsor benefits + branding at reception)
- **Lanyard Sponsor:** \$2,500 (Regional benefits)
- **Exhibitor Table Sponsor:** \$1,250 (Supporting benefits)

All add-ons available à la carte or bundled with sponsorship packages.

Contact Shelby Schneider at shelby@upstatecapital.org or call 518.281.3817 to discuss sponsorship opportunities. Customized sponsorship options also available upon request.