

**SPONSORSHIP GUIDE**

**About the Event**

The cities of Kingston and Syracuse are naturally connected - in proximity and through shared economic advantages and interests. They are home to world-class academic, research institutions, and innovative ecosystems. This is the fourth annual Kingston Syracuse Pathway (KSP) event and will continue to focus on the health care and life sciences sectors. This two-day event will include a Speaker and Attendee Dinner, Networking, Keynote Presentations, Panel Discussions, and a cross border Pitch Competition.

**Why Sponsor?**

Be a part of the strategic partnership that reaches across borders improving innovation, research, collaboration, and improving care to:

- Expand your industry knowledge
- Access researchers, physicians, and business leaders
- Support the collaborative cross-border ecosystem

**Why Attend?**

Learn about game-changing trends, share new ways to improve healthcare & network with Ontario & NYS Leaders

**Sponsor Levels  
& Benefits**

**Speaker Dinner Sponsor**      **Breakfast Sponsor**      **Lunch Sponsor**      **Pitch Event Sponsor**

Complimentary tickets	4	1	2	3
Logo included in marketing	✓	✓	✓	✓
Signage at dinner	✓			✓
Signage at breakfast/lunch		✓	✓	
Introduce a speaker/pitch	✓			
Signage in conference room	✓	✓	✓	✓
Introduce Pitch Award Winner				✓
Exhibit Table at Main Conference	✓	✓	✓	✓
If you would like to sponsor, please contact Kathi Durdon at: <a href="mailto:durdonk@upstate.edu">durdonk@upstate.edu</a>	<b>\$5000</b>	<b>\$1000</b>	<b>\$2000</b>	<b>\$3500</b>

March 27 - March 28, 2025

The Lodge, Skaneateles Falls, NY



For more information:  
[durdonk@upstate.edu](mailto:durdonk@upstate.edu)

