

2021-2022 PASFAA Business Partner Tiers

Tier 1 Offerings: \$2,500

- Webinar: Product/Service Sales-type, educational info-type, or combination webinar, announced by PASFAA to all members and hosted by PASFAA.
- PASFAA Post:
 - Quarterly advertisement
 - Personal interview of partner representative in one edition
- Acknowledgement at PASFAA events:
 - **NEW**: Participation in Conference in a Box for virtual fall conference 2021. See details below.
 - Verbal recognition at all PASFAA events, to include Conference, Spring Training, and Don Raley Institute
 - Full-size icon on Fall Conference and Spring Training web pages, to include Save The Date and Registration pages
 - One 8.5x11 ad inserted into all PASFAA event registration packets
 - Looping PowerPoint presentation of partner ads prior to Conference and Spring Training sessions
- Registration and membership benefits:
 - One free registration at the Fall 2021 Conference (\$50 for Virtual)
 - One free registration at Spring Training (approximately \$50)
 - One complimentary PASFAA membership (\$50)
- Exhibiting
 - Preferential exhibit slot at Fall Conference and Spring Training
 - List of event registrants, including email addresses, prior to the event
- Emails to PASFAA members:
 - Quarterly announcement of partner-hosted events, partner advertisement, or other item (in a dedicated email message to all PASFAA members) --- one per quarter, per Tier 1 partner
 - Institution name and hyperlinked web address at the bottom of all Association-generated email messages (based upon sign up date)
- PASFAA Website acknowledgement
 - **NEW**: **Individual partner-specific links** on our existing PASFAA resource page: <https://www.pasfaa.org/student-resources/> See details below.
 - Full-size linked icon on Current Business Partners page
 - Rotating banner ad on all pages of pasfaa.org (8 seconds), with GIF capability (20k max size)
 - **Spotlight** article on the homepage. **Limited to the first 12 Partners who sign up.** Includes your custom announcement and logo; **Size: 1800 pixels X1200 pixels.** Text to include hyperlink; photos which can be linked; video links; standard PDF with embedded links, photos and/or videos.

Tier 2 Offerings: \$1,500

- PASFAA Post:
 - Text-only acknowledgement of all Tier 2 partners in each edition, all in one article
- Acknowledgement at PASFAA events:
 - **NEW**: Participation in Conference in a Box for fall virtual conference 2021. See details below.
 - Verbal recognition at all PASFAA events, to include Conference, Spring Training, and Don Raley Institute
 - Half-Size/Thumbnail icon/logo on event web pages, to include Save The Date and Registration pages
- Registration and membership benefits:
 - One free registration at Spring Training (approximately \$50 for virtual)
 - One free PASFAA membership (\$50)
- Exhibiting
 - Randomly-assigned exhibit slot at Fall Conference and Spring Training events
 - List of event registrants, including email addresses, prior to the event
- Emails to PASFAA members:

- One-time announcement of partner-hosted event, partner advertisement, or other item (in a dedicated email message to all PASFAA members)
- PASFAA Website acknowledgement
 - Half-size linked icon on Current Business Partners page

Exhibit-only Offerings: \$500 or \$800

- Acknowledgement at PASFAA events where exhibiting:
 - **NEW:** Participation in Conference in a Box if exhibiting at fall conference 2021. See details below.
 - Verbal recognition at events if exhibiting
 - Hyperlinked institution name on event web pages (text only), not on Save the Date or Registration pages
- Exhibiting
 - Randomly-assigned exhibit slot at Fall Conference and Spring Training events (\$500 if conference-only, \$800 if conference and Spring Training)
 - List of event attendees, including email addresses, after the event
- PASFAA Website acknowledgement
 - Hyperlinked institution name on Current Business Partners page

Resource Page Link: \$500

- **NEW:** Individual partner Resource page link to Partner website page. Can include reference to partner products, services, financial literacy, scholarships, etc.

NEW FOR 2021-22:

Conference in a box: The PASFAA Fall Conference Committee and Council have agreed to make this part of the Fall 2021 Virtual Conference. The first 200 Fall Conference participants will receive a box of items from Business Partners who have chosen an option that includes exhibiting at our Fall 2021 Conference. Business Partners who exhibit can include one non-breakable, non-perishable item, keeping the size to a minimum, along with one brochure that they would normally distribute at their booth. Partners will be asked to make sure their items are received in Harrisburg by September 1, 2021, marking their shipment clearly as 'Conference Materials', and to send their items to: PHEAA Warehouse, 1912 Crooked Hill Rd, Harrisburg, PA 17110

Individual partner-specific links on our existing PASFAA resource page: <https://www.pasfaa.org/student-resources/>
The partner-specific links would re-direct to a page created by PASFAA especially for that partner. On that partner's page would be anything the partner wants to share, to include their products, services, financial literacy, scholarships, etc.