

2024-2025 PASFAA Business Partner Options

2024-2025 Sponsorship Levels*

	TIER 1 \$2,500 (Includes ONE complimentary conference registration.)	TIER 2 \$1,500	EXHIBIT-ONLY \$600(Conference) \$900 (Conference & Spring Training)
REGISTRATION AND MEMBERSHIP BENEFITS			
One free registration at Fall Conference (Value -\$450 - Early Bird Registration -\$400)	Y		
One free registration at Spring Training (Value \$65)	Y	Y	Y** **Included only when exhibiting at both events is the option selected.
One complimentary PASFAA individual membership (Value - \$75)	Y	Y	
WEBINAR*			
Product/Service Sales-type, educational info-type, or combination webinar, announced by PASFAA to all members and hosted by PASFAA on Cvent.	Y		
PASFAA POST (Online Quarterly Newsletter)*			
Personal interview of partner representative(s) in one edition.	Y		
Rotating banner ad on all Post pages except Tier 2 acknowledgement page. (8 seconds; with GIF capability - 60k max size. The size of the banner ad must be exactly 468x60 pixels.)	Y		
Inclusion in each edition's "In This Issue" listing with link to a customized pasfaa.org webpage.	Y		
Acknowledgement of "business partner tier" included in each edition's "In This Issue" listing . Links to a custom page acknowledging the tier's business partners by name only.		Y	
ACKNOWLEDGEMENT AT PASFAA EVENTS*			
Inclusion in 2024 Conference "Registration Materials and/or Welcome Bag" distributed to attendees on-site. To include : One informational flyer, brochure, or ad, no larger than 8.5" x 11.	Y		
Included in verbal recognition of Tier 1 and/or Tier 2 business partners respectively at PASFAA events. Includes Fall Conference, Spring Training, and Don Raley Institute.	Y	Y	
Verbal recognition at events where exhibiting.	Y	Y	Y
A full-size icon on the event and/or save the date page(s) created in addition to inclusion in the event Attendee Hub. Includes Fall Conference, Spring Training and Don Raley.	Y		
A half-size/thumbnail-size icon on the event and/or save the date page(s) created in addition to inclusion in the event Attendee Hub. Includes Fall Conference, Spring Training and Don Raley.		Y	
Institution's name with hyperlink listed on each selected event's web page (text only) in addition to inclusion in the event Attendee Hub.			Y
Inclusion in Looping PowerPoint recognizing Business Partners at Conference and Spring Training.	Y		

2024-2025 PASFAA Business Partner Options

<u>2024-2025 Sponsorship- Levels *</u> <u>(con't)</u>	TIER 1 \$2,500 (Includes ONE complimentary conference registration.)	TIER 2 \$1,500	EXHIBIT-ONLY \$600(Conference) \$900 (Conference & Spring Training)
EXHIBITING			
Preferential exhibit slot of Business Partner's choosing at Fall Conference and Spring Training. (Clicking the "STEP 2" button during sign-up process creates "time stamp" the "selection order" will be based on.*	Y		
Randomly assigned exhibit slot at Fall Conference and Spring Training events		Y	
Randomly assigned exhibit slot at Fall Conference and/or Spring Training events. (\$600 if Conference-only, \$900 if Conference and Spring Training)			Y
List of event registrants, who haven't opted out, with email addresses, prior to the event.	Y	Y	
List of event registrants, who haven't opted out, including email addresses, after the event.			Y
EMAILS TO PASFAA MEMBERS*			
Inclusion of the organization's name hyperlinked to website of Business Partner's choosing in listing at bottom of Association-generated email messages.	Y		
PASFAA WEBSITE ACKNOWLEDGEMENT*			
Rotating banner ad on all pasfaa.org pages. (8 seconds; with GIF capability - 20k max size The size of the banner ad must be exactly 468x60 pixels.)	Y		
Placement at the top of list of resources shared by PASFAA on "Resources for Students and Families" pasfaa.org page with link to a custom pasfaa.org page created for the business partner. (https://www.pasfaa.org/student-resources/)	Y		
Full-size linked icon on Current Business Partners page. (https://www.pasfaa.org/2023-2024-business-partners/) Logo jpeg file 600 pixels x 338 pixels.	Y		
Half-size linked icon on Current Business Partners page. (https://www.pasfaa.org/2023-2024-business-partners/)		Y	
Hyperlinked institution name on Current Business Partners page. (https://www.pasfaa.org/2023-2024-business-partners/)			Y
* Clicking the "STEP 2" button during sign-up process creates "time stamp" the "order" or the "selection order" is based on.			

2024-2025 PASFAA Business Partner Options

Membership Required

SPONSORSHIP LEVELS

Tier 1 Offerings:

Unlimited number of Business Partners

\$2,500

- **Registration and membership benefits:**
 - One free registration at Fall Conference (Value- \$450 - Early Bird Registration-\$400)
 - One free registration at Spring Training (Value- \$65)
 - One complimentary PASFAA individual membership (Value -\$75)
- **Webinar: ***
 - Products and/or services sales-focused, educational info-focused, or some combination webinar, announced by PASFAA to all members and hosted by PASFAA on Cvent.
- **PASFAA Post (Online Quarterly Newsletter):**
 - Personal interview of partner representative(s) in one edition. *
 - Rotating banner ad on all Post webpages except the Tier 2 acknowledgement page.
 - 8 seconds; with GIF capability - 60k max size.
 - The size of the banner ad must be exactly 468x60 pixels.
 - Inclusion in each edition's "In This Issue" listing with link to a custom PASFAA.org webpage created for the business partner. *
 - PDF content is the Business Partner's choosing.
 - Standard PDF provided to PASFAA with embedded links, photos and/or videos.
 - Size should be 1021 pixels x 640 pixels.
- **Acknowledgement at PASFAA events: ***
 - Inclusion in 2024 Conference "Registration Materials and/or Welcome Bag" distributed to attendees on-site. To include:
 - One informational flyer, brochure, or ad, no larger than 8.5" x 11".
 - Included in verbal recognition of Tier 1 business partners at PASFAA events, includes Fall Conference, Spring Training, and Don Raley Institute.
 - Verbal recognition at events where exhibiting.
 - A full-size icon on the event and/or save the date page(s) created in addition to inclusion in the event Attendee Hub. Includes Fall Conference, Spring Training and Don Raley Institute.
 - Inclusion in Looping PowerPoint recognizing Business Partners at Conference and Spring Training.
- **Exhibiting: ***
 - Preferential exhibit slot of Business Partner's choosing at Fall Conference and Spring Training. .
 - List of event registrants, who have not opted out, with email addresses **prior** to the event.
- **Emails to PASFAA members: ***
 - Inclusion of the organization's name hyperlinked to a website of Business Partner's choosing in listing at the bottom of Association-generated email messages.
- **PASFAA Website acknowledgement: ***
 - Rotating banner ad on all pasfaa.org pages.
 - 8 seconds; with GIF capability - 20k max size
 - The size of the banner ad must be exactly 468x60 pixels.
 - Included in listing on PASFAA's "[Resources for Students and Families](#)" webpage with link to a custom pasfaa.org page created for the business partner. (<https://www.pasfaa.org/student-resources/>).
 - Standard PDF provided to PASFAA with embedded links, photos, and/or videos.
 - PDF content is the Business Partner's choosing. Size should be 1021 pixels x 640 pixels.
 - Full-size linked icon on [Current Business Partners](#) page. (Link is to *current 2023-24 Business Partners*.)
 - Logo jpeg file 600 pixels x 338 pixels.

* Clicking the "STEP 2" button during sign-up process creates "time stamp" the "order of appearance" or the "selection order" will be based on.

2024-2025 PASFAA Business Partner Options

Membership Required

SPONSORSHIP LEVELS (Con't)

Tier 2 Offerings:

Unlimited number of Business Partners

\$1,500

- **Registration and membership benefits:**
 - One free registration at Spring Training (Value - \$65).
 - One complimentary PASFAA individual membership (Value -\$75).
- **PASFAA Post: ***
 - Acknowledgement of the "Tier 2 business partner level" included in each edition's "In This Issue" listing with link to a custom PASFAA.org page acknowledging all the Tier 2 partners by name only.
- **Acknowledgement at PASFAA events: ***
 - Included in verbal recognition of Tier 2 business partners at PASFAA events. Includes Fall Conference, Spring Training, and Don Raley Institute.
 - Verbal recognition at events where exhibiting.
 - A half-size/thumbnailed-size icon on the event and/or save the date page(s) created in addition to inclusion in the event Attendee Hub. Includes Fall Conference, Spring Training and Don Raley.
- **Exhibiting:**
 - Randomly assigned exhibit slot at Fall Conference and Spring Training events.
 - List of event registrants, who have not opted out, with email addresses, prior to the event.
- **PASFAA Website acknowledgement: ***
 - Half-size linked icon on [Current Business Partners](#) page. (Link is to *current 2023-24 Business Partners*.)
 - Logo jpeg file- 600 pixels x 338 pixels- which PASFAA will resize before posting.

Exhibit-only Offerings:

\$600 and \$900

(\$600 for Fall Conference-only)

(\$900 for Fall Conference and Spring Training)

- **Registration benefits:**
 - One free registration at Spring Training (Value - \$65).
 - Included only when the "exhibiting at both events" option is selected.
- **Acknowledgement at PASFAA events: ***
 - Verbal recognition at events where exhibiting.
 - Institution's name with hyperlink listed on each selected event's web page (text only) in addition to inclusion in the event Attendee Hub.
- **Exhibiting:**
 - Randomly assigned exhibit slot at Fall Conference and/or Spring Training events
 - List of event attendees, including email addresses, **after** the event
- **PASFAA Website acknowledgement: ***
 - Hyperlinked institution name on [Current Business Partners](#) page. (Link is to *current 2023-24 Business Partners*.)

* Clicking the "STEP 2" button during sign-up process creates "time stamp" the "order of appearance" or the "selection order" will be based on.