



VASFAA Development Partner Policy 2016-2017

GENERAL GUIDELINES:

1. The VASFAA President shall appoint the Development Partner Committee Chairperson. The Chairperson shall work closely with the Budget and Finance Committee Chairperson, the VASFAA Treasurer, Conference Committee Chairperson(s) and the Committee Rep at Large to coordinate activities and funding.
2. Development Partners shall be established for the VASFAA fiscal year, July 1 – June 30.
3. Previous and potential Development Partners will be sent the VASFAA Development Partner Form in the summer of each year.
4. There will be four levels of support as described below (please note that fees are non-refundable):

Platinum Level \$2,000 Payment Received Prior to 10/31 and \$2,500 after

- Prime location double booth at annual conference based upon receipt of full payment prior to 10/31
- Three comp registrations for annual conference
- Small table for exhibit at two non-conference training events
- Banner Ad
- Newsletter article in all newsletters
- Priority given for present at training events or non-conference workshops, if proposed topic is needed
- Sponsor and/or Present a training webinar for 2016-2017 (topic to be determined in conjunction with VASFAA Non-Conference Training Committee)
- Online conference support recognition with logo URL and contact info
- Agenda support recognition with logo
- Monthly notice to membership via appropriate format of sponsorship
- Permitted to attend all VASFAA Training Activities by paying general membership registration fee (for example, Non-Conference Training Events and New Aid Officers, etc.)
- May Present/Moderate at the request of the Non-Conference Committee and/or the Conference Committee (submit proposed presentation to conference chair no later than 10/31)
- Special sponsorship recognition at one food activity at annual conference
- Room provided at no charge for lunch and learn at annual conference when offered on conference agenda

Gold Level \$1,250 Payment Received Prior to 10/31 and \$1,500 after

- Booth at annual conference
- Two complimentary conference registrations
- Priority location based on receipt of full payment by October 31
- Sponsor and/or present a training webinar (topic to be determined in conjunction with VASFAA Non-Conference Training Committee)
- Online conference support recognition with logo, URL and contact info
- Sponsorship page including large logo, URL and contact info
- Monthly notice to membership via appropriate format of sponsorship
- Permitted to attend all VASFAA Training Activities by paying member registration fee example, Non-Conference Training Events and New Aid Officers, etc.)
- May present/moderate at the request of the Non-Conference Committee and the Conference Committee (submit proposed presentation to conference chair no later than 10/31)

Silver Level \$1,000

- Booth at Annual Conference
- One Complimentary Conference Registration per conference
- May choose to participate at conference lunch and learn event if offered during the annual Conference for an additional charge (See a la cart options for additional information)
- Online Conference Support Recognition with URL and contact info
- Sponsorship page including small logo, URL and contact info
- Permitted to attend all VASFAA Training Activities by paying member registration example, Non-Conference Training Events and New Aid Officers, etc.)
- May Present/Moderate at the request of the Non-Conference Committee and the Conference Committee (submit proposed presentation to conference chair no later than 10/31)

Non-exhibit Level \$500*

- General Support, no booth
- Online Conference Support Recognition
- May Present/Moderate at the request of the Non-Conference Committee and the Conference Committee

(*Development Partners who choose not to exhibit may attend the conference, but will be required to participate at this level as well as paying the required conference registration fees)

5. VASFAA membership is required for all Development Partners who choose to attend any event, exhibit or submit media materials.

6. All Development Partners wanting to attend conference sessions, meals, and all other conference functions must complete VASFAA Conference Registration Forms and pay the VASFAA conference registration fees if they are not included as part of the sponsorship level purchased.

7. All priority sponsorship fees must be paid to the VASFAA Treasurer-Elect by October 31st, unless other arrangements have been made with the Development Partners Chairperson(s).

8. Platinum and Gold Level Development Partners who pay their fees by the priority date of October 31st will be given prime exhibit space at the annual conference.
9. All exhibit tables other than Platinum and Gold levels will be assigned based on first come first serve bases claimed during open setup times only.
10. Development Partner Ad sizes in color and jpeg as required by VASFAA for the VASFAA Newsletters and Conference Program:
 - a. Banner ads for Platinum and Gold levels must be 468 pixels wide by 60 pixels high in jif or jpg format. The rotation is 14 seconds.
 - b. Logo size for online and conference programs must be a resolution of 240px x 60 px (scaled to 150px x 40px)
11. No random drawings for prizes will be allowed during any VASFAA sponsored event or activity. Items or giveaways of nominal value (\$10 or less) are allowed at conference exhibitors tables.
12. Sponsors may attend all training events but general membership registration fees must be paid.
13. In the event of a merger between two or more Development Partners during the VASFAA fiscal year no refund of the sponsorship or registration fees will be provided to the Development partner that no longer exist.
14. The Executive Board reserves the right to deny a Development Partner the opportunity to pay for exhibitor space at conferences. Generally, this would occur when a Development Partner appears, by action and/or words, to not be in concert with the Association's goals and objectives.
17. A la cart sponsorship for a VASFAA Board-approved fee may be offered for individual items but only exhibit-level development partners are eligible for add-on options by currently being a paid sponsor at one of the three levels listed above. (e.g., conference food activities or event) If more than one sponsor chooses to add on one or more of these opportunities, the payment received first will designate the selected sponsor for the event. All add-on sponsorship must be paid in full prior to event or purchase of item chosen. 2017 Annual Conference additional sponsorship options are:
 - a) President's Reception \$500
 - b) Luncheon \$500
 - c) Dinner \$1000
 - d) Conference Bag \$1000
 - e) Lunch & Learn \$500

Revised 7/20/16