



## AFRA 2020 Annual Conference Sponsorship Opportunities

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	GENERAL
Price	\$25,000 USD	\$10,000 USD	\$7,500 USD	\$5,000 USD	\$1,000 USD
Number Available	2	4	2	4	Multiple
Options	-Introduce AFRA Keynote	-Brief address @ member lunch OR -Table-drop @ member lunch OR -Hotel Room Drop - Sunday OR -Hotel Room Drop - Monday	-USB Drives w/Logo OR -Pens with Logo	Company Pitch/Introduce AFRA Panel	
Complimentary Registration Passes	5	2	1 + 1 @50% off	1	
Logo on Printed Materials	→	→	→	→	→
Logo on Digital Materials	→	→	→	→	→
Social Media Posts	5	4	3	2	1
Ad in Monthly Newsletter	→	→	→		
Handout on Registration Desk	→	→	→		
Ad in Conference Packet	Full Page	Half Page			
Pre-Event Email to Attendees	→	→			
Snapchat Filter		→			
Post-Event Email to Attendees			→		
Post-Event Sponsorship of Survey				→	

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsor Type:** \_\_\_\_\_

# AFRA 2020 Annual Conference Sponsorship Opportunities cont.

## Options

- *Platinum*
  - Platinum sponsorship offers you the opportunity to introduce one of AFRA's Keynote speakers on either Monday or Tuesday, which will expose your company's name and brand to one of the largest audiences of the entire conference.
- *Gold*
  - Gold sponsorship offers you three different options. The first option is to provide a brief (1-3 minutes) address at the AFRA members-only lunch, where you can highlight recent company accomplishments and upcoming highlights for your organization. The second option is a table drop at the AFRA members-only lunch, where you can provide promotional material on each table for members to view or take with them, depending on what you provide. The third option is a hotel room drop, where you can provide promotional materials in each attendee's hotel room on either Sunday or Monday.
- *Silver*
  - Silver sponsorship offers you the option of printing your logo on either pens or USB drives that will be distributed to each attendee. This guarantees your logo and brand will be visible to every attendee at the conference.
- *Bronze*
  - Bronze sponsorship offers you the opportunity to provide a company pitch while introducing one of the AFRA panel discussions. This is a great opportunity to provide yourself with networking opportunities while increasing your organization's brand awareness among attendees.

## Complimentary Registration Passes

- AFRA will offer a certain number of complimentary registration passes for sponsoring companies based on your sponsorship level. For Silver sponsorship, one registration pass will be offered complimentary while another will be offered at 50% off.

## Logo on Printed Materials

- Sponsoring companies will have their logos promoted on AFRA printed materials, highlighting their sponsorship level and thanking them for their contributions. These printed materials include the back cover of the Annual Conference packet, the Annual Conference sponsorship banner, and the registration table sign.

## Logo on Digital Materials

- Sponsoring companies will also have their logos promoted on AFRA digital materials. These include the Annual Conference page on the website, Annual Conference promotional emails, monthly AFRA newsletters, and sponsorship slides between meeting presentations.

## Social Media Posts

- Sponsoring companies will be able to provide content that AFRA will post across its social media platforms. This content can highlight recent organizational accomplishments or feature a photo or video promoting your organization. **NOTE:** All content will be reviewed by AFRA staff before being posted and anti-competition guidelines will be followed.

## Advertisement in Monthly Newsletter

- Platinum, Gold, and Silver sponsors will have the opportunity to provide a banner advertisement in AFRA's monthly newsletter in the months leading up to the Annual Conference.

## Handout on Registration Desk

- Platinum, Gold, and Silver sponsors will have the opportunity to provide a handout from their company on the registration desk at the Annual Conference. This is a great way to ensure every attendee sees your logo and is aware of your presence at the event right from the start.

## Advertisement in Conference Packet

- Platinum and Gold sponsors will have the opportunity to provide an advertisement in the Annual Conference packet that is distributed to each attendee. This is a great chance to keep your brand and logo on the front of every attendee's mind. Platinum sponsors will be provided a full-page for advertisement while Gold sponsors will have a half-page.

## Pre-Event Email to Attendees

- Platinum and Gold sponsors will be given the opportunity to send an email to attendees leading up to the Annual Conference. This email can be text, photo, and/or video and is an excellent way to inform attendees that your organization will be at the conference.

## Snapchat Filter

- Gold sponsors will be given the opportunity to sponsor a Snapchat filter featuring the Annual Conference. This can be a fun and unique way to share your logo and increase your brand awareness.

## Post-Event Email to Attendees

- Silver sponsors will be given the opportunity to send an email to attendees following the Annual Conference. This email can be text, photo, and/or video and is an excellent way to keep your organization on the minds of attendees after the conference.

## Post-Event Sponsorship of Survey

- Bronze sponsors will be given the opportunity to sponsor the survey AFRA sends to the attendees following the conference. This is another great opportunity for your organization to stay on the minds of attendees after the conference.

Contact Caleb Hudzik at [chudzik@afraassociation.org](mailto:chudzik@afraassociation.org) or +1 (202) 207-1100 to reserve your sponsorship.