

			EXHIBIT-ONLY \$650(Conference) \$950 (Conference & Spring Training)
2026-2027 Business Partner Plans	Tier 1 (\$2,600)	Tier 2 (\$1,550)	
REGISTRATION AND MEMBERSHIP BENEFITS			
Complimentary Fall Conference Registration – Receive one complimentary registration to the PASFAA Fall Conference. Value: Up to \$495 (Regular Registration) or \$395 (Early Bird Registration).	Y		
Complimentary Spring Training Registration – Receive one complimentary registration to Spring Training. Value: \$75.	Y	Y	Y
Complimentary PASFAA Individual Membership – Receive one complimentary PASFAA individual membership. Value: \$85.	Y	Y	
Session Moderator Opportunity – Moderate a breakout or concurrent conference session of your choice and provide a five-minute overview of your organization at the beginning of the session.	Y		
WEBINAR			
Sponsored Webinar Opportunity – Present a PASFAA-hosted webinar featuring your organization's products, services, educational content, or a combination of these topics. The webinar will be promoted to all PASFAA members and hosted through Cvent.	Y		
PASFAA POST (Online Quarterly Newsletter)			
Featured Business Partner Interview – Interview with Business Partner representative(s) published in one edition of the PASFAA quarterly newsletter.	Y		
Quarterly Newsletter Brand Visibility – Receive logo placement on the PASFAA Post newsletter page (https://www.pasfaa.org/pasfaa-post-newsletter), increasing your brand's visibility with the PASFAA membership. This is an enhanced placement from 2025-2026, as the logos will appear, rather than just the name of your organization. The Business Partner will hyperlink to a website page of their choosing.	Y		
"In This Issue" Recognition – Organization listed in the "In This Issue" section of each quarterly newsletter with a hyperlink to the Business Partner's website (or webpage of your choice).	Y		
Tier 2 Partner Recognition – A dedicated "In This Issue" link in each quarterly newsletter directing readers to a webpage recognizing all Tier 2 Business Partners by organization name.		Y	
ACKNOWLEDGEMENT AT PASFAA EVENTS			
Inclusion in 2026 Fall Conference registration materials and welcome bag distributed to attendees on-site. To include one informational flyer, brochure, or ad (maximum size 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	
Featured Event Graphic (Full Size): Full-size sponsor graphic displayed on the event and/or Save the Date webpage(s), in addition to inclusion in the event Attendee Hub. Available for the Fall Conference, Spring Training, and Don Raley Institute. Graphic size: 600 x 338 pixels.	Y		

Featured Event Graphic (Half Size): Half-size sponsor graphic displayed on the event and/or Save the Date webpage(s), in addition to inclusion in the event Attendee Hub. Available for the Fall Conference, Spring Training, and Don Raley Institute. Graphic size: 395 × 240 pixels.		Y	
Event Webpage Listing – Organization name with a hyperlink to the website of the Business Partner's choosing listed on each selected event webpage (text only) and included in the event Attendee Hub.			Y
On-Site Sponsor Recognition – Organization recognized in a looping presentation displayed throughout the Fall Conference and Spring Training.	Y		
EXHIBITING			
Priority Exhibit Space Selection – Business Partner receives priority selection of exhibit space at the Fall Conference and Spring Training. Selection order is based on sponsorship purchase date and time.	Y		
Standard Exhibit Space Assignment – Exhibit space assigned by PASFAA for the Fall Conference and Spring Training.		Y	
Standard Exhibit Space Assignment – Exhibit space assigned by PASFAA for the Fall Conference and/or Spring Training. Investment: \$650 (Fall Conference only) or \$950 (Fall Conference and Spring Training).			Y
Pre-Event Attendee List – Receive a list of registered attendees (excluding those who have opted out), including available email addresses, prior to the event. Post-Event Registrant List – Receive a list of registered attendees who have not opted out of sharing their information, including available email addresses, following the event.	Y	Y	
			Y
EMAILS TO PASFAA MEMBERS			
Association Email Visibility – Hyperlinked organization name featured in the footer of PASFAA-generated email communications, directing recipients to the Business Partner's selected website. Placement order is determined by sponsorship purchase date and time.	Y		
PASFAA WEBSITE ACKNOWLEDGEMENT			
Homepage Featured Logo – Sponsor logo prominently displayed on the PASFAA homepage with a hyperlink to the Business Partner's website. Graphic size: 600 × 338 pixels.	Y		
Student & Family Resource Page Listing – Business Partner featured on PASFAA's Resources for Students & Families webpage with a hyperlink to content of the partner's choosing, such as products and services, financial literacy resources, scholarships, or other approved educational materials.	Y		
Current Business Partners Page Logo (Full Size) – Sponsor logo prominently displayed on the Current Business Partners webpage with a hyperlink to the Business Partner's website. Graphic size: 600 × 338 pixels.	Y		
Current Business Partners Page Logo (Half Size) – Sponsor logo displayed on the Current Business Partners webpage with a hyperlink to the Business Partner's website. Graphic size: 395 × 240 pixels.		Y	

Current Business Partners Page Listing – Organization name listed on the Current Business Partners webpage with a hyperlink to the Business Partner's website.			Y
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