

Business Partner Options 2021-22

	TIER 1 - \$2,500	TIER 2 - \$1,500	EXHIBIT-ONLY \$500 or \$800*	RESOURCE PAGE LINK
WEBINAR				
Product/Service Sales-type, educational info-type, or combination webinar, announced by PASFAA to all members and hosted by PASFAA.	Y			
PASFAA POST				
Quarterly advertisement	Y			
Personal interview of partner representative in one edition	Y			
Text-only acknowledgement of all Tier 2 partners in each edition, all in one article		Y		
ACKNOWLEDGEMENT AT EVENTS				
NEW: Participation in Conference in a Box if exhibiting at conference 2021	Y	Y	Y	
Verbal recognition at all PASFAA events, to include Conference, Spring Training, and Don Raley Institute	Y	Y		
Verbal recognition at events where exhibiting	Y	Y	Y	
Hyperlinked institution name on event web pages (text only), not on the Save The Date or Registration pages			Y	
Full-size icon on Fall Conference and Spring Training web pages, to include Save The Date and Registration pages	Y			
Half-size/Thumbnail-size icon on Fall Conference and Spring Training web pages, to include Save The Date and Registration pages		Y		
Looping PowerPoint of Partner ad prior to Conference and Spring Training sessions	Y			
One 8.5x11 ad inserted into all PASFAA event registration packets	Y			
REGISTRATION AND MEMBERSHIP BENEFITS				
One free registration at the Fall Conference (approximately \$200 for in-person and approximately \$50 for virtual)	Y			
One free registration at Spring Training (approximately \$50 for in-person and approximately \$25 for virtual)	Y	Y		
One complimentary PASFAA membership (approximately \$70 normally, \$50 in 2020-2021)	Y	Y		

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EXHIBITING				
List of event registrants, including email addresses, prior to the event	Y	Y		
List of event attendees, including email addresses, after the event			Y	
Randomly-assigned exhibit slot at Fall Conference and Spring Training events		Y		
* Randomly-assigned exhibit slot at Fall Conference and Spring Training events (\$500 if Conference-only, \$800 if Conference and Spring Training)			*Y	
Preferential exhibit slot at Fall Conference and Spring Training	Y			
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	Y			
Institution name and hyperlinked web address at the bottom of all Association-generated email messages (based upon time stamp of cart checkout)	Y			
One-time announcement of partner-hosted event, partner advertisement, or other item (in a dedicated email message to all PASFAA members)		Y		
PASFAA WEBSITE ACKNOWLEDGEMENT				
NEW: Individual partner specific links on our existing PASFAA resource page: https://www.pasfaa.org/student-resources/	Y			
NEW: Individual partner Resource page link to Partner website page				Y
Full-size linked icon on Current Business Partners page and in Business Partner Brochure	Y			
Half-size linked icon on Current Business Partners page		Y		
Hyperlinked institution name on Current Business Partners page			Y	
Rotating banner ad on all pages of pasfaa.org (8 seconds), with GIF capability (20k max size)	Y			
SPOTLIGHT article on the homepage. Limited to the first 12 partners who sign up.	Y			