

## 2022-2023 PASFAA Business Partner Tiers

### Tier 1 Offerings: \$2,500

- 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:
  - Quarterly advertisement.
  - Personal interview of partner representative in one edition.
- Acknowledgement at PASFAA events:
  - Inclusion in a 2022 Conference **"Welcome Bag"** distributed to attendees on-site. See details below.
  - Included in verbal recognition of Tier 1 business partners at PASFAA events, to include 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.
  - Inclusion in Looping PowerPoint recognizing Business Partners prior to Conference and Spring Training sessions.
  - One informational flyer, brochure, or ad, no larger than 8.5" x 11", inserted into PASFAA event registration packets. For Fall Conference 2022, will be included in the attendee "Welcome Bag".
- Registration and membership benefits:
  - One free registration at the Fall Conference (For 2022-23 PASFAA offering one-time discounted rate AND an early bird rate at approximately \$150 - \$100).
  - One free registration at Spring Training (approximately \$45 for in-person).
  - One complimentary PASFAA individual membership (approximately \$50).
- Exhibiting
  - Preferential exhibit slot at Fall Conference and Spring Training.
  - List of event registrants, including email addresses, **prior** to the event.
- Emails to PASFAA members:
  - Organization's name with hyperlink you designate at the bottom of all Association-generated email messages (based upon time stamp of cart checkout).
- PASFAA Website acknowledgement
  - Individual partner specific links on the "Resources for students and families" PASFAA page: <https://www.pasfaa.org/student-resources/>
  - Full-size linked icon on Current Business Partners page and in Business Partner Brochure.
  - Rotating banner ad on all pages of pasfaa.org (8 seconds), with GIF capability (20k max size)
  - SPOTLIGHT article on the homepage. **Limited to the first 12 Tier 1 business partners who sign up.** Consists of logo and an article. Text to include hyperlink; photos which can be linked; video links; standard PDF with embedded links, photos and/or videos. Size should be 1021 pixels x 640 pixels.

### **Tier 2 Offerings: \$1,500**

- PASFAA Post:
  - Text-only acknowledgement of all Tier 2 partners in each edition, all in one article.
- Acknowledgement at PASFAA events:
  - Included in verbal recognition of Tier 2 business partners at PASFAA events, to include Fall Conference, Spring Training, and Don Raley Institute.
  - Verbal recognition at events where exhibiting.
  - A half-size/thumb-nail-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.
- Registration and membership benefits:
  - One free registration at Spring Training (approximately \$45 for virtual)
  - One complimentary PASFAA individual membership (approximately \$50)
- Exhibiting
  - Randomly-assigned exhibit slot at Fall Conference and Spring Training events
  - List of event registrants, including email addresses, **prior** to the event
- PASFAA Website acknowledgement
  - Half-size linked icon on Current Business Partners page.

### **Exhibit-only Offerings: \$500 or \$800** (\$500 if Conference-only, \$800 if Conference and Spring Training)

- 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 (\$500 if Conference-only, \$800 if Conference and Spring Training)
  - List of event attendees, including email addresses, **after** the event
- PASFAA Website acknowledgement
  - Hyperlinked institution name on Current Business Partners page.

### **Resource Page Link: \$500**

- Individual partner specific links on the "Resources for students and families" PASFAA page: <https://www.pasfaa.org/student-resources/> Can include reference to partner products, services, financial literacy, scholarships, etc.

### **Additional Details: 2022-2023**

#### **2022 Fall Conference "Welcome Bag":**

The PASFAA Council and the Fall Conference Committee are excited to make this part of the 2022 Conference at the Seven Springs Mountain Resort. When checking in at the conference site, attendees will receive the Conference "Welcome Bag" which will include *items from Tier 1 Business Partners who*

*choose to participate*. The Conference Planning Committee is also committed to creating and including some type of “fun activity” involving Tier 1 Business Partners encouraging folks to visit the exhibit area. At this time conference attendance is estimated at 250. ***Please be sure to watch for and review future PASFAA emails for additional information and necessary updates.***

Tier 1 Business Partners who choose to participate:

- Will need to ship separately to the Seven Springs conference site a bulk quantity of: a non-breakable, non-perishable item, keeping the size to a minimum, along with one brochure to be included in estimated 250 conference attendee’s “Welcome Bag”. (Adjustments to total count may be made).
  - Institutional Support Services (ISS) Sector rep will be gathering “measurements” from each participating Tier 1 Business Partner to plan appropriately.
  - These items will need to be shipped to Seven Springs **separately from any other materials** which you may be shipping for use in the exhibit area.

Following shipping information from the site is applicable to the items Tier 1 Business Partners will need to provide for inclusion in the Conference “Welcome Bags”. ISS Sector Rep will be providing additional details and any future updates.

- Due to storage limitations advanced shipping of materials is limited and **will not be received prior to two weeks in advance of the PASFAA** conference. Estimated at this time September 26<sup>th</sup>.
- We will also need them to be **received no later than Wednesday, October 7<sup>th</sup>** as PASFAA volunteers will be onsite prior to conference kickoff to “stuff” the Welcome Bags.
- Specific labeling instructions will be provided for shipping bulk quantities of your “Welcome Bag” items.
- Seven Springs has made it clear that due to their location, not all carriers will ship “overnight”. Regardless of the time carriers commit to delivery, daily deliveries arrive at the Resort, Monday through Friday, between 2:00 p.m. and 6:00 p.m. Materials should be shipped to:

SEVEN SPRINGS MOUNTAIN RESORT  
777 Waterwheel Drive  
Champion, PA 15622