

2023-2024 PASFAA Business Partner Options

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 2023 Conference "*Registration Materials and/or Welcome Bag*" distributed to attendees on-site. To include at a minimum:
 - One informational flyer, brochure, or ad, no larger than 8.5" x 11."
 - 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 Institute.
 - Inclusion in Looping PowerPoint recognizing Business Partners prior to Conference and Spring Training sessions.
- Registration and membership benefits:
 - One free registration at Fall Conference (Value- \$475 (Early Bird Registration-\$375))
 - One free registration at Spring Training (Value- \$65)
 - One complimentary PASFAA individual membership (Value -\$75)
- Exhibiting
 - Preferential exhibit slot at Fall Conference and Spring Training (based upon time stamp of cart checkout).
 - 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/>
 - Can include reference to partner products, services, financial literacy, scholarships, etc.
 - Full-size linked icon on [Current Business Partners](#) page and other resources created regarding business partners (i.e. Business Partner Brochure.) (logo jpeg file 600 pixels x 338 pixels).
 - Rotating banner ad on all pages of pasfaa.org (8 seconds), with GIF capability (60k max size). The size of the banner ad must be exactly 468x60 pixels.
 - 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/thumbnailed 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 (Value - \$65)
 - One complimentary PASFAA individual membership (Value - \$75)
- 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 (logo jpeg file- 300 pixels x 169 pixels).

Exhibit-only Offerings: \$600 or \$900

(\$600 for Conference-only and \$900 for 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
 - 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.

