

2023-24 PASFAA Business Partner Options	TIER 1 \$2,500	TIER 2 \$1,500	EXHIBIT-ONLY \$600(Conference) \$900 (Conference & Spring Training)	RESOURCE PAGE LINK \$500
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 PASFAA EVENTS				
Inclusion in a 2023 Conference <i>“Registration Materials and/or Welcome Bag” distributed to attendees on-site.</i> To include at a minimum: One informational flyer, brochure, or ad, no larger than 8.5” x 11.	Y			
Included in verbal recognition of Tier 1 and Tier 2 business partners at PASFAA events, to include Fall Conference, Spring Training, and Don Raley Institute	Y	Y		
Verbal recognition at events where exhibiting.	Y	Y	Y	
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	Y			
A half-size/thumbnail-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		Y		
Institution's name with hyperlink listed on each selected event's web page (text only) in addition to inclusion in the event Attendee Hub.			Y	
Inclusion in Looping PowerPoint recognizing Business Partners prior to Conference and Spring Training sessions.	Y			

2023-24 PASFAA Business Partner Options (con't)	TIER 1 \$2,500	TIER 2 \$1,500	EXHIBIT-ONLY \$600(Conference) \$900 (Conference & Spring Training)	RESOURCE PAGE LINK \$500
REGISTRATION AND MEMBERSHIP BENEFITS				
One free registration at Fall Conference (Value - \$475 (Early Bird Registration - \$375))	Y			
One free registration at Spring Training (Value \$65)	Y	Y		
One complimentary PASFAA individual membership (Value - \$75)	Y	Y		
EXHIBITING				
Preferential exhibit slot at Fall Conference and Spring Training (based upon time stamp of cart checkout).	Y			
Randomly-assigned exhibit slot at Fall Conference and Spring Training events		Y		
Randomly-assigned exhibit slot at Fall Conference and/or Spring Training events (\$600 if Conference-only, \$900 if Conference and Spring Training)			Y	
List of event registrants, including email addresses, prior to the event	Y	Y		
List of event attendees, including email addresses, after the event			Y	
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).	Y			
PASFAA WEBSITE ACKNOWLEDGEMENT				
Individual partner specific links on the "Resources for students and families" PASFAA page: https://www.pasfaa.org/student-resources/	Y			Y
Full-size linked icon on Current Business Partners page and other resources created regarding business partners (ie 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 (60k max size). The size of the banner ad must be exactly 468x60 pixels.	Y			
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.	Y			