



**2020**

**PASAE SPONSORSHIP & ADVERTISING  
Opportunities**

**Pennsylvania Society for Association Excellence**

## Message From PASAE Chair

PASAE Member,

At PASAE, we drive our futures via relationships and increasing knowledge in a supportive and professional environment. Throughout the course of the year, our sponsors can engage with members at our events – Critical Issues in Leadership Symposium, Taste of Success Professional Development, Lunch and Learns, special interest group roundtables, and our Annual Connections (formerly Educational Summit & Expo) conference. Encompassed in this program, you will find many ways/opportunities to connect with PASAE membership. A 2020 calendar of events is included at the back of this guide to help you plan accordingly.

Without your investment in PASAE, we could not afford the education and resources we provide to meet and exceed our members' needs.

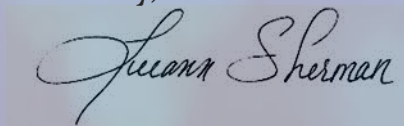
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The 2020 sponsorship opportunities are designed with the needs of you, our sponsors and partners, at the forefront. We strive to make your investment in PASAE an easy one.

Providing tools, resources, and education to association executives, team members, and business partners like yourself, positively enhances all organizations as they work to meet and exceed their version of success.

Without your partnership, we would not be able to achieve our mission to provide resources and tools for all of our members to be successful. Thank you for your support of YOUR association, PASAE.

Sincerely,



Leeann Sherman, 2019 Chair, PASAE



## About PASAE

Pennsylvania Society for Association Excellence (PASAE) members are comprised of chief executive officers, meeting planners, senior staff, department heads, and support staff who are experts in the inner workings of association management and non-profit organizations. Our membership encompasses high-achieving, like-minded professionals who want to solve problems, share ideas, and implement best practices.

Our across-the-board industry representation ensures you will make connections and gain access to people and information that will expand your reach and help to grow your business. PASAE members come from areas such as education, finance, government relations, real estate, and construction, to name a few.

PASAE has the marketing and relationship opportunities you need to reach the association community. Better, faster, more productive ways of doing business start with interacting with the decision-makers of your target market. Becoming a PASAE Sponsor will allow association members to focus solely on your organization. This increased visibility can lead to more networking opportunities, building stronger relationships, and increasing business.

The listed sponsorship benefits run January 1, 2020 through December 31, 2020 and must be secured via signed contract and full payment for any full package by January 31, 2020. Ala carte items can be secured throughout the year.

Becoming a PASAE Sponsor will allow  
association members to connect to  
your organization.

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## PASAE Annual Events

### **Connections** (formerly PASAE Education Summit & Expo)

PASAE Connections, the PASAE annual conference, is about ideas. Ideas on how an association can add flair to its events. Ideas on meeting locations which fit the culture and needs of an association. Ideas on resources and practices that allow all organizations to operate at their peak levels.

For the 2020 PASAE Connections conference, the agenda and events all revolve around two premises: Inspiration and fun. From the moment the conference kicks off, attendees will recognize a change in energy and excitement, all revolving around the theme of “Game Day”. There will be opportunities for vendors to gain valuable face time and create win-win relationships with association attendees in an atmosphere that is fun and inviting. The educational sessions will inspire attendees to reconsider how and why they operate, with the goal of making your organization a better place to be.

A promotional graphic for the PASAE Connections conference. On the left, a group of diverse hands is shown holding together white puzzle pieces in a circle. The PASAE logo is overlaid on the top left of this image. On the right, the text reads: 'SAVE THE DATE: Connections' in large, bold letters, with 'Connections' in blue and 'SAVE THE DATE:' in yellow. Below this, it says '(Formerly the Educational Summit & Expo)'. The main title is followed by the subtitle 'How To Tackle Association Strategies and Challenges: Get in the Game with PASAE'. At the bottom, the date and location are listed: 'March 12-13, 2020 • The Penn Stater, State College, PA' and the website 'www.pasae.org' is provided.

**PASAE**

**SAVE THE DATE:**  
**Connections**  
(Formerly the Educational Summit & Expo)

**How To Tackle Association Strategies and Challenges: Get in the Game with PASAE**

March 12-13, 2020 • The Penn Stater, State College, PA  
[www.pasae.org](http://www.pasae.org)



## **PASAE Annual Events**

### **Critical Leadership Symposium**

PASAE's Critical Issues in Association Leadership program is designed to bring together the Chief Staff Officer and Chief Staff Executive of an association as leaders working together to effectively move towards the same goals. This interactive session provides an opportunity for executives to connect with their Board, defining annual priorities and determining how to work better together. There is a sponsor networking reception the evening prior to the program kickoff where business suppliers (at specific sponsorship levels) can mingle with association leaders.

### **Taste of Success** (formerly Professional Development Series)

Each year PASAE hosts six or more professional development educational sessions and networking luncheons. This is a great way to meet fellow PASAE members and learn about association and business supplier topics.

### **Bi-Annual Open House**

Twice a year (spring and fall) PASAE hosts an open house for both members and prospective members. This is a chance to engage in a comfortable setting, building relationships, and maximizing potential for more partnership opportunities.

### **Annual Membership Meeting & Holiday Luncheon**

This yearly event is a chance for members, sponsors, partners, and friends of PASAE to fellowship with one another, reflecting on the year's accomplishments and begin thinking about the year ahead. The membership meeting precedes the holiday luncheon. All activities take place at the same venue each year.

\*Annual sponsors will need to contact PASAE staff to register for all events.



## **NEW PASAE 2020 Annual Sponsorship Benefits**

### **PASAE Lunch & Learn\***

New this year, we are offering sponsors an opportunity to further their engagement and connection with PASAE members through Lunch and Learns. The events provide an educational learning experience for the attendees. It's also an opportunity to engage with association members. The sponsor provides the meal and attendee materials. This is a wonderful opportunity for sponsors to highlight their services, offerings, and resources, and to have some dialogue with members, exploring more ways to work together. These are in-person events with virtual connections options available.

### **PASAE Regional Networking Open House\***

As we look to continue growing PASAE, we are now offering regional, sponsor-hosted events in 2020. This will allow members and sponsors from all areas of Pennsylvania to highlight their programs and opportunities in their local communities. This is an added benefit to your package if interested. PASAE staff will be happy to work with you to coordinate the event.

### **PASAE Passport**

The passport will showcase each of PASAE's annual sponsors; to include key contact information, a 25-word company description, and the company logo. The passport will be distributed to attendees at the Connections Conference and any other PASAE members who were unable to attend the Conference but request a passport. The passport allows PASAE association members the opportunity to meet individually with each of PASAE's annual sponsors throughout the year. The more meetings they set through the year, the more chances they are given to win prizes at the Annual Membership Meeting & Holiday Luncheon, where the winners will be announced.

*\*Included with Diamond, Platinum, and Gold sponsorships levels only.*

**To reserve your sponsorship and advertising, contact Alexis Kierce at  
717-238-5751 ext. 119 or at [alexis@thinkgraphtech.com](mailto:alexis@thinkgraphtech.com)**

# PASAE Annual DIAMOND Sponsorship—\$15,000

## Benefits for Diamond Level Sponsorship:

- Annual PASAE Membership
- Sponsor level ribbons on name badge at all PASAE events for sponsor representatives
- Company logo on scrolling PowerPoint during all PASAE events
- Company logo on table tents and/or signage (where applicable) at all PASAE events
- Recognition from the podium (where applicable) at all PASAE events
- Attendee list provided to Primary Contact for each monthly Taste of Success Professional Development, PASAE conference, and Critical Leadership Symposium.
- Presentation at Holiday Lunch recognizing Diamond-level sponsorship
- Company logo and description in the PASAE Passport
- Company logo on lanyards worn by attendees (PASAE will purchase 1,000 lanyards. If more lanyards are needed, PASAE will notify sponsor 60-days prior)
- One (1) Annual Sponsor Lunch & Learn at PASAE Headquarters
- Registration for one (1) attendee to the Critical Leadership Symposium

## PASAE Website and Social Media

- Company logo with hyperlink to company site on the PASAE website during the 2020 calendar year
- Advertisement banner on PASAE website for the 2020 calendar year
- Two (2), 30-day employment advertisement posts for company (must be provided to PASAE staff at least 14 days in advance of requested posting date)
- Four (4) posts on PASAE social media sites for the 2020 calendar year (Posts will be sent per quarter and must be provided to PASAE staff at least 14 days in advance of requested posting date)
- Annual recognition on PASAE social media sites for the 2020 calendar year

## PASAE Taste of Success and Annual Membership Meeting & Holiday Luncheon

- Registration for up to three (3) attendees and a Tabletop display (if requested) at the each of the Taste of Success events
- Registration for up to three (3) attendees and a tabletop display (if requested) at the Annual Membership Meeting & Holiday Luncheon

## PASAE Mail, Email, and Monthly Insider

- One (1) mailing of sponsor material to PASAE members (materials must be provided by sponsor, must fit in #11 envelope, and weight must not exceed 3.5 oz. for standard for first-class postage)
- One (1) advertorial email message to PASAE members (advertorial must be provided to PASAE staff at least 14 days in advance of required eblast; message should not exceed 1,000 words and can include company logo and images)
- Graphic/photo image advertisement with hyperlink to company website for 2020 calendar year in the PASAE Monthly Insider

## PASAE Business Partner Buyer's Guide

- Advertisement included, more info to come
- Enhanced business listing
- Scrolling banner with hyperlink on interactive digital version
- Pop-up advertisement with video on interactive digital version
- Recognition of sponsorship in catalog

## PASAE Connections Conference

- Two (2) exhibit tables, in a premium location (side by side), at the Connections Conference
- Three-minute presentation during the Connections Conference (specific agenda will be based on conference agenda)
- Registration for up to four (4) attendees at the Connections Conference
- Full-page advertisement in the conference program—outside back cover placement\*
- Sponsorship-level recognition in conference program
- First choice of sponsored activity or meal during the Connections Conference

## PASAE Bi-Annual Open House

- Sponsorship-level recognition at event
- One (1) table at each event (if requested)

## Annual PASAE Foundation Event & Silent Auction

- Registration for up to four (4) attendees
- Full-page, full-color advertisement in the program – outside back cover placement\*
- Sponsorship-level recognition in program
- Company logo on event web page

*\*Exclusive benefits are reserved in the order of commitment as paid in full.*

# PASAE Annual PLATINUM Sponsorship—\$10,000

## Benefits for Platinum Level Sponsorship:

- Annual PASAE Membership
- Sponsor level ribbons on name badge at all PASAE events for sponsor representatives
- Company logo on scrolling PowerPoint during all PASAE events
- Company logo on table tents and/or signage (where applicable) at all PASAE events
- Recognition from the podium (where applicable) at all PASAE events
- Attendee list provided to Primary Contact for each monthly Taste of Success Professional Development, PASAE conference, and Critical Leadership Symposium
- Presentation at Holiday Lunch recognizing Platinum-level sponsorship
- Company logo and description in the PASAE Passport
- One (1) Annual Sponsor Lunch & Learn at PASAE Headquarters
- Registration for one (1) attendee to the Critical Leadership Symposium

## PASAE Website and Social Media

- Company logo with hyperlink to company website on the PASAE website during the 2020 calendar year
- Advertisement banner on PASAE website for the 2020 calendar year
- Two (2), 30-day employment advertisement posts for company (must be provided to PASAE staff at least 14 days in advance of requested posting date)
- Two (2) posts on PASAE social media sites for the 2020 calendar year (Posts will be sent per quarter and must be provided to PASAE staff at least 14 days in advance of requested posting date)
- Annual recognition on PASAE social media sites for the 2020 calendar year

## PASAE Taste of Success and Annual Membership Meeting & Holiday Luncheon

- Registration for up to two (2) attendees at each of the Taste of Success events
- Registration for up to two (2) attendees at the Annual Membership Meeting & Holiday Luncheon

## PASAE Business Partner Buyer's Guide

- Advertisement included, more info to come
- Enhanced business listing
- Scrolling banner with hyperlink on interactive digital version
- Pop-up advertisement on interactive digital version
- Recognition of sponsorship in catalog

## PASAE Monthly Insider

- Graphic/photo image advertisement with hyperlink to company website for 2020 calendar year in the PASAE Monthly Insider

## PASAE Connections Conference

- Two (2) exhibit tables, in a premium location (side by side), at the Connections Conference
- Three-minute presentation during the Connections Conference (specific agenda will be based on conference agenda)
- Registration for up to two (2) attendees at the Connections Conference
- Full-page advertisement in the conference program—premium placement
- Sponsorship-level recognition in conference program

## PASAE Bi-Annual Open House

- Sponsorship-level recognition at event
- One (1) table at each event (if requested)

## Annual PASAE Foundation Event & Silent Auction

- Registration for up to three (3) attendees
- Full-page, full-color advertisement in the program—premium placement\*
- Sponsorship-level recognition in program

*\*Exclusive benefits are reserved in the order of commitment as paid in full.*



# PASAE Annual GOLD Sponsorship—\$7,500

## Benefits for Gold Level Sponsorship:

- Annual PASAE Membership
- Sponsor level ribbons on name badge at all PASAE events for sponsor representatives
- Company logo on scrolling PowerPoint during all PASAE events
- Company logo on table tents and/or signage (where applicable) at all PASAE events
- Recognition from the podium (where applicable) at all PASAE events
- Attendee list provided to Primary Contact for each monthly Taste of Success Professional Development, PASAE conference, and Critical Leadership Symposium
- Presentation at Holiday Lunch recognizing Gold-level sponsorship
- Company logo and description in the PASAE Passport
- One (1) Annual Sponsor Lunch & Learn at PASAE Headquarters
- Registration for one (1) attendee to the Critical Leadership Symposium

## PASAE Website and Social Media

- Company logo with hyperlink to company website on the PASAE website during the 2020 calendar year
- Annual recognition on PASAE social media sites for the 2020 calendar year

## PASAE Taste of Success and Annual Membership Meeting & Holiday Luncheon

- Registration for up to two (2) attendees at each of the Taste of Success events
- Registration for up to two (2) attendees at the Annual Membership Meeting & Holiday Luncheon

## PASAE Business Partner Buyer's Guide

- Advertisement included, more info to come
- Enhanced business listing
- Scrolling banner with hyperlink on interactive digital version
- Recognition of sponsorship in catalog

## PASAE Connections Conference

- One (1) exhibit table, in a premium location, at the Connections Conference
- Three-minute presentation during the Connections Conference (specific agenda will be based on conference agenda)
- Registration for up to two (2) attendees at the Connections Conference
- Full page, B&W advertisement in the conference program
- Sponsorship-level recognition in conference program

## PASAE Bi-Annual Open House

- Sponsorship-level recognition at event
- One (1) table at each event (if requested)

## Annual PASAE Foundation Event & Silent Auction

- Registration for up to two (2) attendees
- Full-page, B&W advertisement in the program
- Sponsorship-level recognition in program

## WHY INVEST IN PASAE?

- Put your business front and center,
- Reconnect with current clients and increase your reach to new business opportunities,
- Grow relationships and company's exposure,
- Increase your company's revenue and repeat business.

# PASAE Annual SILVER Sponsorship—\$5,000

## Benefits for Silver Level Sponsorship:

- Annual PASAE Membership
- Sponsor level ribbons on name badge at all PASAE events for sponsor representatives
- Company name on scrolling PowerPoint during all PASAE events
- Company name on table tents and/or signage (where applicable) at all PASAE events
- Recognition from the podium (where applicable) at all PASAE events
- Presentation at Holiday Lunch recognizing Silver-level sponsorship
- Company logo and description in the PASAE Passport

## PASAE Website and Social Media

- Company name with hyperlink to company website on the PASAE website during the 2020 calendar year
- Annual recognition on PASAE social media sites for the 2020 calendar year

## PASAE Taste of Success and Annual Membership Meeting & Holiday Luncheon

- Registration for up to two (2) attendees at each of the Taste of Success events
- Registration for up to two (2) attendees at the Annual Membership Meeting & Holiday Luncheon

## PASAE Business Partner Buyer's Guide

- Advertisement included, more info to come
- annual edition
- Enhanced business listing
- Recognition of sponsorship in catalog

## PASAE Connections Conference

- One (1) exhibit table at the Connections Conference
- Registration for up to two (2) attendees at the Connections Conference
- Half-page, B&W advertisement in the conference program
- Sponsorship-level recognition in conference program

## PASAE Bi-Annual Open House

- Sponsorship-level recognition at event
- One (1) table at one (1) event of your choice (if requested)

## Annual PASAE Foundation Event & Silent Auction

- Registration for up to two (2) attendees
- Half-page, B&W advertisement in the program
- Sponsorship-level recognition in program



**Your Association.  
Your Community.**

## PASAE Annual BRONZE Sponsorship—\$3,500

### Benefits for Bronze Level Sponsorship:

- Annual PASAE Membership
- Sponsor level ribbons on name badge at all PASAE events for sponsor representatives
- Company name on scrolling PowerPoint during all PASAE events
- Company name on table tents and/or signage (where applicable) at all PASAE events
- Recognition from the podium (where applicable) at all PASAE events
- Presentation at Holiday Lunch recognizing Bronze-level sponsorship
- Company logo and description in the PASAE Passport

### PASAE Website and Social Media

- Company name with hyperlink to company website on the PASAE website during the 2020 calendar year
- Annual recognition on PASAE social media sites for the 2020 calendar year

### PASAE Taste of Success and Annual Membership Meeting & Holiday Luncheon

- Registration for one (1) attendee at each of the Taste of Success
- Registration for one (1) attendee at the Annual Membership Meeting & Holiday Luncheon

### PASAE Business Partner Buyer's Guide

- Advertisement included, more info to come
- Enhanced business listing
- Recognition of sponsorship in catalog

### PASAE Connections Conference

- One (1) exhibit table at the Connections Conference
- Registration for up to two (2) attendees at the Connections Conference
- Quarter-page, B&W advertisement in the conference program
- Sponsorship-level recognition in conference program

### PASAE Bi-Annual Open House

- Sponsorship-level recognition at event
- One (1) table at one (1) event of your choice (if requested)

### Annual PASAE Foundation Event & Silent Auction

- Registration for one (1) attendee
- Quarter-page, B&W advertisement in the program
- Sponsorship-level recognition in program

## PASAE Annual PATRON Sponsorship—\$1,500

### Benefits for Patron Level Sponsorship:

- Annual PASAE Membership
- Sponsor level ribbons on name badge at all PASAE events for sponsor representatives
- Company name on scrolling PowerPoint during all PASAE events
- Company name on table tents and/or signage (where applicable) at all PASAE events
- Recognition from the podium (where applicable) at all PASAE events
- Presentation at Holiday Lunch recognizing Patron-level sponsorship
- Company logo and description in the PASAE Passport

### PASAE Website and Social Media

- Company name with hyperlink on the PASAE website during the 2020 calendar year
- Annual recognition on PASAE social media sites for the 2020 calendar year

### PASAE Business Partner Buyer's Guide

- Enhanced business listing
- Recognition of sponsorship in catalog

### PASAE Connections Conference

- Sponsorship-level recognition in conference program

### PASAE Bi-Annual Open House

- Sponsorship-level recognition at event

### Annual PASAE Foundation Event & Silent Auction

- Registration for one (1) attendee
- Sponsorship-level recognition in program



## PASAE Connections Conference Sponsorships & Advertising

More options can become available during event planning, contact Alexis Kierce at 717-238-5751 ext. 119 or at alexis@thinkgraphtech.com for more information.

### CONNECTIONS SPONSORSHIPS—

#### HEAD COACH—\$1,500

- Exhibit table
- Half-page advertisement in event program
- Three-minute greeting at event (specific agenda will be based on conference agenda)
- Sponsor level ribbons on name badge at event
- Company logo on scrolling PowerPoint during event
- Company name on table tents and/or signage (where applicable) at event
- Recognition from the podium (where applicable) at event

#### M.V.P.—\$1,000

- Quarter-page advertisement in event program
- Three-minute greeting at event (specific agenda will be based on conference agenda)
- Sponsor level ribbons on name badge at event
- Company logo on scrolling PowerPoint during event
- Company name on table tents and/or signage (where applicable) at event
- Recognition from the podium (where applicable) at event

#### TEAM CAPTAIN—\$500

- Sponsor level ribbons on name badge at event
- Company logo on scrolling PowerPoint during event
- Company name on table tents and/or signage (where applicable) at event
- Recognition from the podium (where applicable) at event

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### CONNECTIONS PROGRAM ADVERTISING—

The event program will be distributed to the attendees of the Connections Conference. Advertising is available to PASAE members only.

Full Page: \$500

Half Page: \$350

Quarter Page: \$250





## **PASAE Business Partner Buyer's Guide**

This brand new publication is in full discussion with the PASAE Board and Staff. This piece will serve our association members, while high-lighting our Business Partners, and most importantly, our annual sponsors.

More information to come soon!





## PASAE 2020 Calendar of Events

### JANUARY

CEO Roundtable  
Taste of Success  
Open House

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### FEBRUARY

CEO Roundtable  
Taste of Success

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### MARCH

CEO Roundtable  
Connections (formerly Education Summit & Expo)

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### APRIL

CEO Roundtable  
MARCOM Roundtable  
Meeting Planner Roundtable  
Taste of Success

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### MAY

Critical Issues in Association Leadership  
CEO Roundtable  
Taste of Success

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### JUNE

CEO Roundtable  
MARCOM Roundtable  
Meeting Planner Roundtable

### AUGUST

CEO Roundtable  
PASAE Reception at ASAE Annual Meeting & Expo  
Taste of Success

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### SEPTEMBER

CEO Roundtable  
MARCOM Roundtable  
Meeting Planner Roundtable  
Taste of Success

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### OCTOBER

CEO Roundtable  
Taste of Success  
Open House

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### NOVEMBER

CEO Roundtable  
Foundation Event & Silent Auction

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### DECEMBER

MARCOM Roundtable  
Meeting Planner Roundtable  
Annual Business Meeting & Holiday Luncheon

*Plans for a Legislative Luncheon are underway for 2020. More info is forthcoming.*

Events are subject to change. Visit the PASAE Calendar for exact dates and locations online at: [www.PASAE.org/calendar-of-events](http://www.PASAE.org/calendar-of-events).

# PASAE 2020 Sponsorship & Advertising Contract

This form constitutes a legally binding contract between the sponsor and PASAE. Sponsorship benefits are not implemented until initial payment is received. PASAE reserves the right to institute collection activity and legal action for failure to pay. Sponsors will not be credited or refunded monies for benefits included in their package that are not utilized. Exclusive benefits are reserved in the order of commitment as paid in full. The first sponsor to commit by paying in full will receive first choice.

Organization (please print name as you would like it to appear on materials):

\_\_\_\_\_  
Primary contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email of primary contact: \_\_\_\_\_

Organization website: \_\_\_\_\_

**Indicate the Sponsorship-level your organization has selected.**

**ANNUAL SPONSORSHIP** (All sponsorships are active from January 1, 2020 through December 31, 2020)

Diamond Sponsorship \$15,000     Gold Sponsorship \$7,500     Bronze Sponsorship \$3,500

Platinum Sponsorship \$10,000     Silver Sponsorship \$5,000     Patron Sponsorship \$1,500

**CONNECTIONS CONFERENCE SPONSORSHIP & ADVERTISING**

Head Coach \$1,500     M.V.P. \$1,000     Team Captain \$500

Full-page B&W ad \$500     Half-page B&W ad \$350     Quarter-page B&W ad \$250

**RESOURCE CATALOG ADVERTISING**

Standard Business Listing:     \$0 (PASAE member)     \$95 (Non-member)

Enhanced Business Listing:     \$125 (PASAE member)     \$225 (Non-member)

Full-Page:     \$825 (PASAE member)     \$975 (Non-member)

Half-Page:     \$625 (PASAE member)     \$775 (Non-member)

Quarter-Page:     \$425 (PASAE member)     \$575 (Non-member)

Banner Ad:     \$350 (PASAE member)

Video/Audio:     \$100 (PASAE member)

Interactive Links:     \$25 per link or \$100 for 5 links (PASAE member)

**PAYMENT INFORMATION** (Mail check [payable to PASAE] to PASAE, 300 N. 2nd Street, Suite 1001, Harrisburg, PA 17101)

To pay by credit card, contact the PASAE office at 717-624-4270

Total amount due: \$ \_\_\_\_\_

**To reserve your sponsorship and advertising, contact Alexis Kierce at  
717-238-5751 ext. 119 or email completed form to alexis@thinkgraphtech.com**



Pennsylvania Society for Association Excellence  
300 N. 2nd Street, Suite 1001  
Harrisburg, PA 17101  
717-614-4270  
[info@pasae.org](mailto:info@pasae.org)  
[www.PASAE.org](http://www.PASAE.org)