



PENNSYLVANIA SOCIETY FOR ASSOCIATION EXCELLENCE

PARTNERWithUs

PASAE sponsorship connects **your** organization to **our** member network.

WWW.PASAE.ORG | 717-614-4270 | ADS@PASAE.ORG



PASAE

About **PASAE**

PASAE members are experts in the inner workings of association management and non-profit organizations.



Join us as a sponsor and take your business to the next level.

Chief executive officers, meeting planners, professional communicators, senior staff, department heads, and support staff are among our members. They come from areas such as education, finance, government relations, real estate, and construction, to name a few.

This 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.

We have the marketing and relationship opportunities you need to reach association professionals.



Better, Faster & More Productive Ways of Doing Business Starts with Interacting with Decision Makers!



A sponsorship with PASAE is an easy choice!

- PASAE is committed to ensuring your investment benefits your organization's bottom line
- Sponsor packages are designed to accommodate varying budgets
- Benefits run January 1, 2023 through December 31, 2023
- Ala carte items can be secured throughout the year

PASAE Insider

This monthly e-newsletter is distributed electronically to all members. It contains association news and announcements, industry news, member spotlights and information on upcoming PASAE events.

Events

The goals of PASAE events are to promote education, collaboration and connection. All sponsors enjoy recognition at all PASAE events; and some sponsorships offer benefits like podium time, exhibit space and guest registrations.

PASAE annual events:

- **Connections Conference** is an annual event that provides education, networking and industry exhibits.
- **Taste of Success** is a professional development lunch and learn series that is held quarterly either in-person or virtually.

- **Fall Social** is a mix and mingle networking event for both members and prospective members to meet in a fun comfortable setting to build relationships.
- **Holiday Luncheon & Foundation Silent Auction** is a chance for members, sponsors, partners, and friends of PASAE to get together, reflect on the year's accomplishments and look forward to the year ahead. A highlight of this event is the PASAE Foundation Silent Auction, which depending on your sponsor level can provide even more benefits.

PASAE Website and Social Media

PASAE has an interactive website where our members can go to find useful information, as well as an engaging and informative social media presence. Depending on your sponsorship level, there are opportunities for web ads, employment ads and social media posts.





PASAE is dedicated to bringing people together.

Benefits for **ALL SPONSORS**

Sponsorship Levels		Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,500	Patron \$1,500
Level Benefits	Annual PASAE Membership	•	•	•	•	•	•
	Sponsor ribbons on event name badges	•	•	•	•	•	•
	Logo on PowerPoint at (applicable) events	•	•	•	•	•	•
	Recognition from the podium at (applicable) events	•	•	•	•	•	•
Mail, Email and <i>PASAE Insider</i>	Ad with hyperlink in <i>PASAE Insider</i>	Every Issue	Every Issue	Four (4) Issues	Two (2) Issues	Two (2) Issues	One (1) Issue
Connections Conference	Recognition in conference program	•	•	•	•	•	•
Fall Social	Recognition at event	•	•	•	•	•	•
Holiday Luncheon & Foundation Silent Auction	Registration	Four (4) Attendees	Three (3) Attendees	Two (2) Attendees	Two (2) Attendees	One (1) Attendee	One (1) Attendee
	Recognition in event program	•	•	•	•	•	•

Benefits by **SPONSOR LEVEL**

Sponsorship Levels		Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,500	Patron \$1,500
Level Benefits	Logo on signage at (applicable) events	•	•	•	•	•	
	Attendee lists for Taste of Success Events & Connections Conference	•	•	•			
	Opportunity to provide branded lanyards	•					
Website and Social Media	Two 30-day employment ads	•	•				
	Social media post of your choice	Six (6)	Four (4)	Two (2)	One (1)		
	Social media recognition	•	•	•	•	•	•
	Logo with hyperlink on PASAE website	•	•	•			
	Company name with hyperlink on PASAE website				•	•	•
	Advertisement banner on PASAE website	•	•				
Taste of Success	Taste of Success Registration & tabletop display (if requested)	Three (3) Attendees	Two (2) Attendees	Two (2) Attendees	Two (2) Attendees	One (1) Attendee	
	3-minute presentation at Taste of Success	Two Events	One Event				
Mail, Email and PASAE Insider	One mailing of sponsor material to PASAE member main contact	•					
	One advertorial email message to PASAE members	•					
	Graphic/photo image advertisement with hyperlink to company website for the calendar year in the PASAE Insider	Every Issue	Every Issue	Four (4) Issues	Two (2) Issues	Two (2) Issues	One (1) Issue
Connections Conference	Exhibit table at Connections Conference	Two (2) Tables	Two (2) Tables	One (1) Table	One (1) Table	One (1) Table	
	Presentation at the Connections Conference	Three (3) Minutes	Three (3) Minutes	Three (3) Minutes			
	Registration	Four (4) Attendees	Two (2) Attendees	Two (2) Attendees	Two (2) Attendees	Two (2) Attendees	
	Ad in the conference program	Full Page, Back Cover, Color	Full Page, Color, inside	Full Page, B&W	Half Page, B&W	Quarter Page, B&W	
Fall Social	One exhibit table at event	•	•	•	•	•	
Holiday Luncheon & Foundation Silent Auction	Ad in program	Full Page, Back Cover, Color	Full Page, Color, inside	Full Page, B&W	Half Page, B&W	Quarter Page, B&W	
	Registration & tabletop display (if requested)	Three (3) Attendees	Two (2) Attendees	Two (2) Attendees	Two (2) Attendees	One (1) Attendee	

SPONSORSHIP Contract



Date: _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Indicate the sponsorship level your organization has selected.

*All sponsorships are active from
January 1 through December 31, 2023.*

☐ **Diamond Sponsorship \$15,000**

☐ **Platinum Sponsorship \$10,000**

☐ **Gold Sponsorship \$7,500**

☐ **Silver Sponsorship \$5,000**

☐ **Bronze Sponsorship \$3,500**

☐ **Patron Sponsorship \$1,500**

Acceptance of Terms of Sponsorship

- PASAE sponsorship contract must be completed
- 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.
- Net due 30 days. Contact admin@pasae.org if you require an invoice or receipt.
- PASAE reserves the right to refuse or to edit any advertisement for any reason it deems necessary
- No refunds will be granted for benefits included in sponsor packages that are not utilized
- The sponsor is responsible for submitting content by stated deadlines and contacting PASAE headquarters to redeem benefits

☐ *I agree to the above Sponsorship Terms*

Signature: _____

Payment Information

Total Amount: \$ _____

Method of Payment: ☐ Check (payable to PASAE) ☐ Visa ☐ MasterCard ☐ Discover

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ 3-Digit Security Code: _____

Signature: _____

Billing Address (if different from above): _____

City: _____ State: _____ Country: _____ Zip: _____

For questions about PASAE, please email ads@pasae.org.

Please return this contract to:

PASAE, 2207 Forest Hills Harrisburg, PA 17112 or 717-238-9985 (fax) or admin@pasae.org.

Please visit www.pasae.org for PASAE's full refunds and returns policy.