



DFWAE Partnership Opportunities 2021-2022

Did you know that DFW is home to more associations than any other city in Texas?

The Dallas/Fort Worth Association Executives (DFWAE) provides valuable networking opportunities between CEOs, association staff, professional meeting planners, hotel professionals, convention and visitors bureaus and those companies who service Associations, non-profits, and professional societies. We are leaders developing leaders; we learn to lead our organizations, professions, and the community and give back by sharing what we have learned.

DFWAE offers opportunities for ongoing or event-based partnerships, including our biggest annual event, Association Day. In these complex times, DFWAE offers in-person and virtual experiences that safely meet the needs of our members.

Benefits of Partnership:

- Increase brand awareness to Association professionals in the metroplex, who represent 100+ unique professions
- Reach decision makers with buying power for products, services, or meetings
- Network with current and future leaders through CEO Forum or CAE Program support
- Generate consumer preference and foster brand loyalty
- Create positive public relations as you support a DFW nonprofit

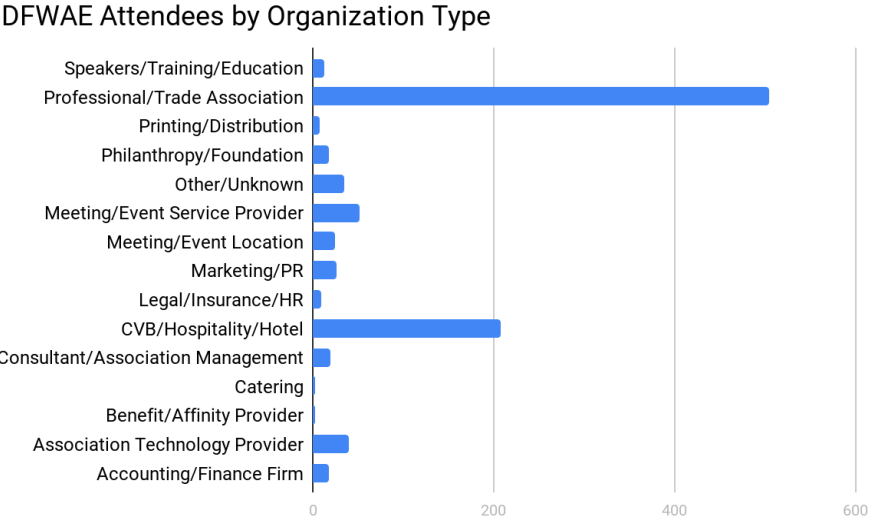
As a partner, you have the opportunity to connect with association executives who are actively growing their careers and applying industry best practices, new technology and proven techniques to make their organizations more successful. Gain access to upcoming educational events, a network of experienced industry peers, discounts on DFWAE's annual Association Day, the latest association news, and more.

Interested in a custom package? Let's talk!

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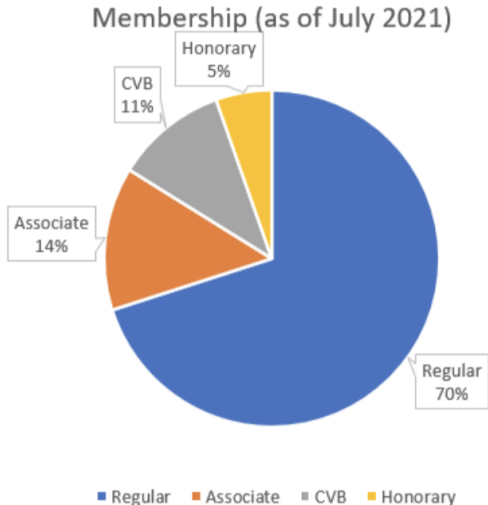
DFWAE Overview

DFWAE holds approximately one [event per month](#) (including Lunch & Learns, Half-Day Workshops, Social/Networking Events, CEO Forums, Webinars, and Association Day) and also provides preparation for the Certified Association Executive credentialing exam. The Association oversees an annual awards program to recognize local individuals and organizations for their contributions to the profession, the community, and to DFWAE. Other member benefits include the [DFWAE Career Center](#), [Member Directory](#), and ongoing news and communications. Here is who we are and who we represent:



Regular members are full-time association staff engaged in the management of voluntary trade, professional, technical, educational, philanthropic, or other similar type organizations.

Associate and CVB members are individuals or businesses providing services and/or products in the association or hospitality industry.



DFWAE Events

DFWAE holds online and in-person events throughout the year. They include:

- **Association Day**
 - Annual flagship event held in the Spring.
 - Tracks include dedicated content for CEOs, Meetings & Events, Association Operations, and more.
 - Attendance is about 100-150 association executives.
- **Webinars**
 - Held during months when there is no in-person program content.
 - Webinars are free to DFWAE members and a small charge is set for non-members to defray the cost of the program and platform.
 - Attendance is 50-60 association executives and industry partners.
- **Social Events**
 - Social events are held at venues across the DFW metroplex and typically offered on weekday evenings.
 - Attendance is 30-40 association executives and industry partners.
- **CEO Forums**
 - Launched in 2020, CEO Forums are held four times per year, virtually or in person. Attendance is strictly limited to Association CEOs/Executive Directors and Forum sponsors.
 - Attendance is 15-30 association CEOs.
- **Lunch & Learns**
 - Lunch & Learns are held on the third Wednesday of the month which do not have half-day programs or Association Day scheduled. They offer one ASAE CAE credit.
 - The July Awards Luncheon and December Holiday Luncheon are considered special events for which attendees pay a higher price.
 - Attendance is historically 40-50 for monthly Lunch & Learns and 50-80 for special events.
- **Half-Day Workshops**
 - Half-Day Workshops are held on the third Wednesday of the month 2-3 times per year. These events typically feature non-local speakers and/or premium content.
 - Attendance is 40-60 association professionals and industry partners.
- **CAE Study Group**
 - The CAE Study Group is a 12-week study group held in the spring to prepare candidates for the ASAE CAE examination.
 - Approximately 5-10 association professionals complete the course each term.

Executive Partner - \$3,500

- Connect with decision makers and industry influencers with one (1) email marketing blast to DFWAE members per year (sent on your behalf to DFWAE members or member segments).
- An exclusive industry session at Association Day that is presented by the Executive Partner with association-related content mutually-agreed upon by DFWAE.
- One Association Day exhibitor booth.
- DFWAE membership for three people.
- Company logo on sponsor recognition page in Association Day mobile app.
- Company logo prominently displayed at Association Day as Executive Partner.
- Free registration for one company representative at all social events.
- Free registration for one company representative to attend all Lunch & Learn events.
- Company logo on DFWAE website for 12 months as Executive Partner.*
- Company recognition at all Lunch & Learns for 12 months.*
- Verbal recognition at one DFWAE event per year.**
- Ability to distribute promotional materials to attendees for one DFWAE event per year.**
- One (1) banner ad included in a monthly Leadership Briefing email blast per year*.
- Free virtual event registration for three representatives.
- Access to online communities as available.

** All sponsorships span a 12-month timeframe. Multi-year sponsorship options are available with savings.*

*** Date choice and distribution method subject to approval by the Programs Committee.*

Foundational Partner - \$2,000

- DFWAE membership for two people.
- Company logo on sponsor recognition page on Association Day web page.
- Free registration for one company representative to attend all social events.
- Free registration for one company representative to attend all Lunch & Learn events.
- Company recognition at all Lunch & Learns for 12 months.*
- Company listed on DFWAE website for 12 months as Foundational Partner.*

** All sponsorships span a 12-month timeframe. Multi-year sponsorship options are available with savings*

CEO Forum Partner - \$2000

- One (1) email marketing blast to area CEOs who opt-in to receive communications.
- Company logo on CEO Forum registration pages on DFWAE website.
- One (1) sponsor representative receives free registration to and may briefly address the CEOs at quarterly meetings annually.
- Sponsor receives one free DFWAE membership with access to the CEO community in DFWAEngage.
- Company will be recognized as a CEO Forum Partner at Association Day.

Half-Day Workshop Sponsor - \$1000 per event

Expected/Average attendance: 50-60

Audience: Association CEOs, HR Directors, Diversity & Inclusion Directors, Membership Directors, Marketing Directors, Education/Event Directors

- Engage with attendees with 5-minute opening remarks.
- Company logo and short blurb on promotional emails to full DFWAE database of 1400+ area executives
- Free registration for two company representatives to attend the event.
- Company logo on event registration page on DFWAE website.
- Company logo on “Know Before You Go” email to each attendee registrant prior to the event.
- Company logo on follow up email sent after the event to attendees.
- Strengthen brand exposure with a table at sponsored in-person events.
- Hand out marketing materials to attendees.

Lunch & Learn Sponsor - \$500 per event

Expected/Average attendance: 30-40

Audience: Association CEOs, HR Directors, Diversity & Inclusion Directors, Membership Directors, Marketing Directors, Education/Event Directors

- Engage with attendees with 3-minute opening remarks.
- Company logo and short blurb on promotional emails to full DFWAE database of 1400+ area executives
- Free registration for two company representatives to attend the event.
- Company logo on event registration page on DFWAE website.
- Company logo on “Know Before You Go” email to each attendee registrant prior to the event
- Company logo on follow up email sent after the event to attendees.
- Strengthen brand exposure with a table at sponsored in-person events.
- Distribute marketing materials to attendees.

CAE Study Group Partner - \$500 per study group

- One (1) email marketing blast to area CAEs who opt-in to receive communications
- Company logo on CAE Study Group registration page on DFWAE website and in promotional marketing campaigns (spring and fall)
- Verbal recognition during CAE of the Year Award at DFWAE Association Day
- Sponsor receives one free DFWAE membership with access to the spring and fall CAE Study Group digital platform to engage with study group participants.

Social Event Sponsor - \$250 (or Cost of Food) per event

Expected/Average attendance: 25-35

Audience: Association CEOs, HR Directors, Diversity & Inclusion Directors, Membership Directors, Marketing Directors, Education/Event Directors

- Engage with attendees with 3-minute remarks during social event.
- Company logo and short blurb on promotional emails to full DFWAE database of 1400+ area executives.
- Free registration for two company representatives to attend the event.
- Company logo on event registration page on DFWAE website.
- Company logo on “Know Before You Go” email to each attendee registrant prior to the event.

In-Kind and Cash Partner Opportunities

DFWAE is open to in-kind donations in which the sponsor is recognized for the monetary value of the goods or services donated. Possible ideas include:

- Virtual Member Benefits (Communities, etc.)
- Association Day Mobile Application
- Association Day Call for Proposals and Exhibit Sales Management
- Wireless Internet at Association Day
- Catering (Lunch & Learns or Half-Day Workshops)
- Facility Rental
- Social Event Host Location
- Printing Services
- Event Photography

Digital-Only Partner Options

- Logo and link on DFWAE.org site for 12 months
 - Home page - \$1000
 - Interior page - \$750
 - Partner Recognition page - \$500
 - Online communities main page - \$1000
 - Online communities single community - \$500
- Banner ad in monthly DFWAE Leadership Briefing for 12 months - \$1250
- Dedicated email blast to DFWAE members only - \$500 per campaign
- Dedicated email blast to DFWAE database - \$1000 per campaign
- Social media post with logo and links via DFWAE social channels - \$250 per post

**All sponsorships span a 12-month timeframe. Multi-year sponsorship options are available with savings.*

Association Day Partnerships

Exclusive Association Day Title Partner - \$5,000

- Company logo prominently displayed at Association Day as a Title Partner (*artwork provided by sponsor*).
- Present “Association Executive of the Year” award.
- Verbal recognition including 1-2 sentence company description during the morning welcome.
- Company logo on sponsor recognition page in Association Day website and App platform.
- Company logo on DFWAE Association Day online registration page.
- One Association Day exhibitor booth.
- Two (2) complimentary guest registrations with full conference access
- Opportunity to present a session at Association Day (must fill out call for proposal form; presentation cannot be construed as advertising)*.
- Recognition in the official event mobile app.
- Recognition at (2) Breakout tracks:
 - Executive/CEO
 - Membership/Marketing/Communications
 - Association Operation/Innovation
 - Meetings/Conferences
- One (1) email marketing blast to Association Day conference attendees on the sponsor’s behalf.
- Company recognition on DFWAE Association Day online registration page.
- Company logo on monthly DFWAE Leadership Briefing for three (3) months.

* *Decision to present a session must be confirmed with DFWAE by December 31 annually*

Association Day Bridge Builder Partner \$2,500

- Company logo prominently displayed at Association Day as Bridge Builder Partner (*artwork provided by sponsor*).
- Verbal recognition including 1-2 sentence company description during the morning welcome.
- Company logo on DFWAE Association Day online registration page.
- One Association Day exhibitor booth.
- Two (2) complimentary guest registrations with full conference access.
- Ability to provide promotional materials within the attendee bags.
- Recognition in the official event mobile app.
- Recognition at (1) Breakout track:
 - Executive/CEO
 - Membership/Marketing/Communications
 - Association Operation/Innovation
 - Meetings/Conferences
- Company logo on monthly DFWAE Leadership Briefing for three (3) months (February - April).

* Decision to present a session must be confirmed with DFWAE by December 31 annually.

Association Day Breakfast or Lunch Partner- \$1,500

- Company logo prominently displayed at Association Day as Breakfast or Lunch Partner (*artwork provided by sponsor*).
- Verbal recognition including 1-2 sentence company description during the pre-event welcome.
- Recognition in the official event mobile app.
- One (1) complimentary guest registration with full conference access.
- Company recognition on DFWAE Association Day online registration page.
- Company logo on monthly DFWAE Leadership Briefing for three (3) months (February - April).

Association Day Community Connector Partner- \$1,000

- Company logo prominently displayed at Association Day as Community Connector Partner (*artwork provided by sponsor*).
- Verbal recognition including 1-2 sentence company description during the morning welcome.
- Recognition in the official event mobile app.
- Company recognition on DFWAE Association Day online registration page.
- Company logo on monthly DFWAE Leadership Briefing for three (3) months (February - April).

Association Day Exhibitor Packages (set up around the perimeter of the pre-function area)

Exhibitor Package: \$350

- Company Name and Logo on Association Day Web page
- Company Description (About Us)
- Table, two chairs and electricity