



Dallas/Fort Worth  
Association Executives

2023-24

DFWAE Partnership  
Opportunities



Dallas/Fort Worth Association Executives  
***MOVING FROM INSIGHT TO IMPACT***

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## DFWAE Partnership Opportunities 2023 - 2024

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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
- Generate more leads by reaching decision makers with buying power for products, services, or meetings
- Building connections and strengthening networks with Association professionals
- Engage with current and future leaders through the CEO Forum or CAE Program support
- Create goodwill in the association community
- 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 connect!

Andrea Ball, DFWAE Executive Director

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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 whom we represent:

**100+**

Organizations

**72**

Professional  
Associations

**50%**

of Association Members  
Represent a  
National Organization

**25**

CEOs

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

Suppliers are individuals or businesses providing services and/or products in the association or hospitality industry.

## DFWAE Events

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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**

# DALLAS FORT WORTH ASSOCIATION EXECUTIVES

## INVEST IN DFWAE

Connect with association leaders dedicated to advancing their professional development and touching thousands of collective association members by utilizing your products and showcasing your destinations!

DFWAE attendees come seeking professional development, as well as, new opportunities to extend and strengthen the reach and power of association connections.

DFWAE provides a unique opportunity for conference sponsors and partners to enhance their brand recognition, engage with attendees about their services and provide collateral for continued post-conference engagement.

Let's grow professionally and connect with DFWAE colleagues!

- 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.
- **Senior Manager Forums**
  - Expanded in 2023, the Senior Manager Forums brings together C-suite executives and senior managers to connect and collaborate. Educational and social events are held four times per year, virtually or in person. Attendance is strictly limited to senior managers and Forum sponsors.
  - Attendance is 10- 15 association CEOs.
  - Audience: 50+ CEOs
- **Half-Day Workshops**
  - Half-Day Workshops are held on the third Wednesday of the month four 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.
- **Awards Luncheon**
  - Engage with attendees by announcing one award winner recognizing excellence in association management.
  - Two representatives can sit at VIP table with DFWAE leaders and award winners
  - Company logo on Awards 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.

## Executive Partner - \$3,500

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- 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).
- Host an annual educational webinar on mutually-agreed upon content.
- 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.*

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

## Foundational Partner - \$2,000

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- 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

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- 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
- Opportunity to briefly address the CEOs at quarterly meetings once a year.
- 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

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*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.

## CAE Study Group Partner - \$500 per study group

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- 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

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*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 events.
- 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.

## Awards Ceremony - \$1,500

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*Expected/Average attendance: 100 - 200*

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

- Engage with attendees by announcing one award winner recognizing excellence in association management.
- Two representatives can sit at VIP table with DFWAE leaders and award winners
- Company logo on Awards 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.

## In-Kind and Cash Partner Opportunities

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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

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- 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

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

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# Association Day Partnerships

## Exclusive Association Day Title Partner - \$5,000

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- Company logo prominently displayed at Association Day as a Title Partner (*artwork provided by sponsor*).
- Present “Association Executive of the Year” award.
- An exclusive industry session at Association Day that is presented by the Title Partner with association-related content mutually agreed upon by DFWAE.
- 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

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- 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.

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

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- 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.

## Association Day Community Connector Partner- \$1,000

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- 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

## Association Day Exhibitor Packages (set up inside a ballroom)

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### **Exhibitor Package: \$500**

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



# Invest in DFWAE

DFWAE is excited to offer a limited number of exclusive opportunities to sponsor high-level events and special areas at the **DFWAE Association Day**.

We've created innovative programs to position your organization within this vibrant and growing industry.

Not only will these opportunities offer your organization access to more than 200+ conference attendees before, during, and after the event you will also have year-round exposure to leaders at our members, partners, and other influential decision makers.

Whether your objective is increased recognition, thought leadership, or targeted attendee engagement, DFWAE has a sponsorship opportunity to make your message visible in new and dynamic ways to our community of key decision makers

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# DFWAE SPONSOR/PARTNER COMMITMENT FORM

*Please complete and returned to your DFWAE representative or to [info@dfwae.org](mailto:info@dfwae.org). Sponsorships can also be processed on our website or via phone. Once your payment is processed, you will receive an email with additional details and logo requirements.*

## **Please complete this form:**

Name \_\_\_\_\_  
Company \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ E-Mail \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## **Sponsor Opportunities:**

Executive Partner	\$3,500	_____
Foundational Partner	\$2,000	_____
CEO Forum Partner	\$2,000	_____
Half-Day Workshop Sponsor	\$1,000	_____
CEO Forum Partner	\$2,000	_____
CAE Study Group Partner	\$500	_____
Social Event Sponsor	\$250	_____
Awards Ceremony	\$1,000	_____
In-Kind and Cash Partner Opportunities		_____
Digital-Only Partner Options		_____
Exclusive Association Day Title Partner	\$5,000	_____
Association Day Bridge Builder Partner	\$2,500	_____
Association Day Breakfast or Lunch Partner	\$1,500	_____
Association Day Community Connector Partner	\$1,000	_____
Exhibitor Package	\$500	_____

Please contact me to discuss a customized sponsorship. \_\_\_\_\_

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**Total Amount: \$**\_\_\_\_\_

You may pay via credit card (with an additional 4% processing fee OR by mailing a check.

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Total amount enclosed \$\_\_\_\_\_

**Please complete and return this form or visit us online at [www.dfwae/sponsor](http://www.dfwae/sponsor)**

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