



- Association Day 2025
- July Awards Luncheon
- Lunch & Learn Sessions
- Continuing Educational Webinars
- Holiday Breakfast/Luncheon/Speaker
- 501 (c) (3) Social Events
- EngageLive Sessions

Dallas/Fort Worth Association Executives 2024-25 Partnership Opportunities

MOVING FROM INSIGHT TO IMPACT

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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!



Business Strategy

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



Business Opportunity

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.



Impact

Join us in fostering professional growth and connecting with fellow DFWAE members!

DALLAS FORT WORTH ASSOCIATION EXECUTIVES

DFWAE PARTNERSHIP OPPORTUNITIES

2024-2025

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 150+ 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.

Let's connect!

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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, Executive Roundtable Initiative, 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**
- **95 Association Professions**
- **160 +CEOs**
- **50% Association Members Represent a National Organization**

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

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 ranges from 150-200 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.
- **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 1600+ area executives.
- Free registration for two company representatives to attend the event.
- Company logo on event registration page on DFWAE website.

RECOGNITION LEVELS

Executive - \$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).
- Host an annual educational webinar on mutually agreed upon content.
- One Association Day exhibitor booth.
- DFWAE membership for three people.
- 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.
- Full page ad in the digital, interactive A-Day program.
- 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.

Foundational - \$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 listed on DFWAE website for 12 months as Foundational Partner.*
- Half page ad in the digital, interactive A-Day program.

CEO Forum - \$2,000

- 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.
- 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.

** 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.*

EVENT SPONSORSHIP OPPORTUNITIES

Half-Day Workshop Sponsor - \$1,250 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 1600+ 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 - \$1,000 per event

Expected/Average attendance: 40-60

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 1600+ 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

- 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 - \$300 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 events.
- Company logo and short blurb on promotional emails to full DFWAE database of 1600+ 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.

July Awards Luncheon - \$1,500

Expected/Average attendance: 150 - 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 1600+ area executives.
- Free registration for two company representatives to attend the event.
- Company logo on event registration page on DFWAE website.

** 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.*

Calendar of DFWAE Events:

July 2024

- DFWAE Awards Luncheon
- DFWAEngage Live!

August 2024

- DFWAE Study Group Fall
- August Webinar

September 2024

- Tues. Sept 10 Webinar
- Wed. Sept 25 Lunch & Learn

October 2024

- Wed Oct 23, 2024: Immersive Seminar: AI for Association Excellence (Half-Day Workshop)

November 2024

- 501c Games & Happy Hour

December 2024

- Wed Dec 4, 2024: DFWAEngage Live!

January 2025

- January New Year's Seminar/Workshop

February 2025

- February Webinar (Social/Networking)

March 2025

- Wed Mar 5, 2025: DFWAEngage Live! (Social/Networking)

April 2025

- Mon Apr 14, 2025: Association Day 2025

June 2025

- Wed Jun 4, 2025: DFWAEngage Live!

DIGITAL-ONLY SPONSORSHIP OPTIONS

Logo and link on DFWAE.org site for 12 months.

- Home page - \$1,000.
- Interior page - \$750.
- Partner Recognition page - \$500.
- Online communities main page - \$1,000.
- Online communities' single community - \$500.
- Banner ad in monthly DFWAE Leadership Briefing for 12 months - \$1,250.
- Full page ad in the digital, interactive A-Day program \$1,000.
- Half page ad in the digital, interactive A-Day program \$500.
- Dedicated email blast to DFWAE members only - \$500 per campaign.
- Dedicated email blast to DFWAE database - \$1,000 per campaign.
- Social media post with logo and links via DFWAE social channels - \$250 per post.

For best placement submit your ad in PDF format to be included in the DFWAE interactive program book.

Contact info@dfwae.org if you have any questions regarding sponsorships or advertising!

ASSOCIATION DAY SPONSORSHIPS

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.
- 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.
- Full page ad in the digital, interactive A-Day program.
- 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 Awards Sponsor \$2,500

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

- Engage with attendees by giving 3-minute remarks during Association Day lunch and the July Awards Luncheon.
- Registration for up to two representatives to attend and sit at VIP table with DFWAE leaders and award winners at Association Day and the July Awards Luncheon.
- Company logo on promotional emails for Association Day, the July Awards Luncheon, and Award Nominations to full DFWAE database of 1600+ area executives.
- Company logo on event registration page on DFWAE website.
- Company logo prominently displayed at Association Day as the Awards Sponsor (*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.
- Half page ad in the digital, interactive A-Day program.
- Ability to provide promotional materials within the attendee bags.
- 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 Entertainment Sponsor \$2,500

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

- Company logo prominently displayed at Association Day as Entertainment Sponsor (*artwork provided by sponsor*).
- Verbal recognition including 1-2 sentence company description during the pre-event welcome.
- One exhibit package with two (2) badges at Association Day with full conference access.
- Company recognition on DFWAE Association Day online registration page.

Association Day Bridge Builder Partner \$2,500

The Bridge Builder sponsorship is aimed at fostering connections and collaborations.

- 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.
- Half page ad in the digital, interactive A-Day program.
- 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 Sponsor- \$1,500

- Company logo prominently displayed at Association Day as Breakfast Sponsor (*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 Breakfast or Lunch Partner- \$1,500

- Company logo prominently displayed at Association Day as Lunch Sponsor (*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 Sponsor- \$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.
- Company recognition on DFWAE Association Day online registration page.
- Company logo on monthly DFWAE Leadership Briefing for three (3) months.

Association Day Exhibitor Packages

Exhibitor Package: \$800

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

Exhibitor Self Promotion Package: \$1,000

- Half page ad in the digital, interactive A-Day program.
- Company Name and Logo on Association Day Web page.
- Company Description (About Us)
- Table, two chairs, and two badges per booth.

2024-2025 DFWAE COMMITMENT FORM



SPONSOR/SUPPORTER INFORMATION (please print or type):

Company Name (EXACTLY as you wish to appear in printed materials) _____

Primary Contact Name _____

Billing Address _____

Email Address _____ Telephone # _____

To officially secure sponsorship, please return completed form and payment within 30 days of executing an agreement to info@dfwae.org . **PLEASE CHECK ALL THAT APPLY:**

Levels of Recognition:

- Executive Partner - \$3,500
- Foundational Partner - \$2,500
- CEO Forum Partner - \$2,000

Event Sponsorship Opportunities:

- Half Day Workshop Sponsor - \$1,000/event
- CAE Study Group Partner - \$500/study group
- Social Event Sponsor - \$250/event
- Awards Ceremony Luncheon Sponsor - \$1,500

Digital-Only Partnership Opportunities:

- Home Page - \$1,000
- Interior Page - \$750
- Partner Recognition Page - \$500
- Online Communities Main Page - \$1,000
- Online Communities Single Community - \$500
- Banner ad in monthly DFWAE Leadership Briefing for 12 months - \$1,250
- Full page ad in the digital, interactive A-Day Program - \$1,000
- Half page ad in the digital, interactive A-Day Program - \$500
- Dedicated email blast to DFWAE members only - \$500/campaign
- Dedicated email blast to DFWAE database - \$1,000/campaign
- Social Media post with logo and links via DFWAE social channels - \$250/post

Association Day Partnerships:

- Exclusive Association Day Title Partner - \$5,000
- Association Day Exclusive Awards Sponsor - \$2,500 (\$4,000 for the Exclusive Annual Awards Sponsor)
- Association Day Bridge Builder Sponsor- \$2,500
- Association Day Breakfast Sponsor - \$1,500
- Association Day Lunch Sponsor - \$1,500
- Association Day Community Connector Partner - \$1,000
- Basic Exhibitor Package - \$500
- Exhibitor Self Promotion Package - \$1,000
- Additional Donation - \$ _____

Summary of Selections \$ _____ for 2024-2025

Acknowledgement: I commit to the total listed above:

Name _____ Date _____

Signature _____

An initial non-refundable deposit of \$500 is due upon signing the contract. Final payment for the remaining balance can be submitted via check or credit card and must be received no later than 30 days of executing an agreement.

If paying by credit card: Mastercard Visa AmEx

Card number _____ Expiration date ____ CVC_

Name on card _____ Signature (required) _____

Billing address _____ City, State, ZIP _____

Please note: All sponsorship payments are non-refundable in the event the sponsor cancels or is unable to attend.



Learn. Lead. Share.

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.

DFWAE.ORG