



DFWAE Sponsorship Opportunities 2020-2021

Did you know that Dallas/Fort Worth is home to more associations than any other city in Texas? 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. In essence, 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 sponsorships, including our biggest annual event, Association Day.

Benefits of Sponsorship:

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

As a sponsor, 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.

For more information or to create a custom sponsorship opportunity, please reach out to:

Dallas-Fort Worth Association Executives
Paulina van Eeden Hill
3305 Steck Ave., Ste. 200
Austin, TX 78757
info@dfwae.org

www.dfwae.org/sponsor

Annual or Event-Specific Sponsorships

Strategic Partner - \$5,000

- DFWAE membership for four people
- Second in line to Association Day Title Partner to choose exhibit booth location in exhibit hall (*If more than one opportunity sells, there will be a drawing for order of selection*)
- One (1) complimentary exhibit booth with two (2) exhibitor registrations with full conference access
- Full-page advertisement in Association Day program (*artwork provided by sponsor*)
- Company logo on sponsor recognition page in Association Day program
- Free registration for one company representative and a guest at all social events
- Free registration for one company representative and a guest to attend all Lunch & Learn events
- Company logo prominently displayed at Association Day as Strategic Partner
- Company logo and link on DFWAE website for 12 months as Strategic Partner*
- Company logo on bi-monthly DFWAE Leadership Briefing for 12 months*
- Company logo on signage at all Lunch & Learns for 12 months*
- Ability to introduce speaker at one DFWAE event per year (excluding Association Day)**
- Ability to set up a table at one DFWAE event per year to distribute promotional materials to attendees**
- One (1) email marketing blast to DFWAE members per year*
- Company recognition at the DFWAE annual Awards Luncheon (July)

* Sponsorship benefits run July through June annually to align to the DFWAE fiscal year.

** Date choice subject to approval by Programs Committee.

Executive Partner - \$3,500

- DFWAE membership for two people
- Advance preference to choose Association Day exhibit booth location (prior to public availability)
- 50% off exhibit booth with two (2) exhibitor registrations with full conference access
- 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 sponsor recognition page in Association Day program
- Company logo prominently displayed at Association Day as Executive Partner
- Company logo on DFWAE website for 12 months as Executive Partner*
- Company logo on signage at all Lunch & Learns for 12 months*
- Verbal recognition at one DFWAE event per year**
- Ability to distribute promotional materials to attendees at one DFWAE event per year**
- One (1) banner ad included in a bi-monthly Leadership Briefing email blast per year*

* Sponsorship benefits run July through June annually to align to the DFWAE fiscal year.

** Date choice subject to approval by Programs Committee.

Foundational Partner - \$2,000

- DFWAE membership for one person
- Advance preference to choose Association Day exhibit booth location (prior to public availability)
- 25% off exhibit booth with two (2) exhibitor registrations with full conference access
- 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 sponsor recognition page in Association Day program
- Company logo on signage at all Lunch & Learns for 12 months*
- Company listed on DFWAE website for 12 months as Foundational Partner*

* Sponsorship benefits run July through June annually to align to the DFWAE fiscal year.

Half-Day Workshop or July Awards Luncheon Sponsor - \$500

- 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 event
- Ability to set up a table and signage at event to distribute promotional materials to attendees
- Verbal recognition at event
- Option to add sponsorship of accompanying CEO dinner the evening before (if applicable, for additional fee)

In-Kind Sponsorship Opportunities

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

- A-Day Mobile Application
- A-Day Call for Proposals and Exhibit Sales Management
- Wireless Internet at A-Day
- Catering (Lunch & Learns or Half-Day Workshops)
- Facility Rental
- Social Event Host Location
- Printing Services
- Event Photography

Association Day Sponsorships

Association Day Title Partner - \$5,000

- Company logo prominently displayed at Association Day as Title Partner – including company logo/banner displayed on stage throughout the event (*artwork provided by sponsor*)
- Present “Association Executive of the Year” award during event luncheon
- Verbal recognition including 1-2 sentence company description during the morning welcome or luncheon
- Full page advertisement on back cover of Association Day program (*artwork provided by sponsor*)
- Company logo on sponsor recognition page in Association Day program
- Company logo on DFWAE Association Day online registration page
- One (1) complimentary exhibit booth with two (2) exhibitor registrations with full conference access
- Two (2) complimentary guest registrations with full conference access
- Opportunity to present a session at Association Day (presentation cannot be construed as advertising)*
- Recognition in the official event mobile app
- One (1) email marketing blast to Association Day conference attendees
- Company logo on bi-monthly DFWAE Leadership Briefing for three (3) months (January through March)

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

Breakfast/Lunch Sponsor - \$2,500

- One (1) complimentary exhibit booth with two (2) exhibitor registrations with full conference access
- Verbal recognition including 1-2 sentence company description during formal plated meal
- Company logo on event signage displayed during meal
- Ability to provide promotional materials to be set out at attendee seats
- Company recognition on sponsor page in Association Day program
- Company recognition on DFWAE Association Day online registration page
- Recognition in the official event mobile app

Attendee Tote Bag - \$1,000

Sponsor provides tote bag w/company logo

- 50% off exhibit booth purchase
- Company logo on event signage displayed at tote bag pickup
- Ability to provide promotional materials within the attendee bags
- Company recognition on sponsor page in Association Day program
- Company recognition on DFWAE Association Day online registration page
- Recognition in the official event mobile app

Attendee Badge/Lanyard - \$1,000

Sponsor provides badge/lanyard w/company logo

- 50% off exhibit booth purchase
- Company logo on event signage displayed at registration
- Ability to provide promotional materials to be set out at registration for attendees
- Company recognition on sponsor page in Association Day program
- Company recognition on DFWAE Association Day online registration page
- Recognition in the official event mobile app

Closing Reception Sponsor - \$750 (if reception is offered)

- 25% off exhibit booth purchase
- Company logo on event signage displayed at closing reception
- Company recognition on sponsor page in Association Day program
- Company recognition on DFWAE Association Day online registration page
- Recognition in the official event mobile app

Breakout Education Sponsor - \$750 each (pick a track)

- 25% off exhibit booth purchase
- Company logo on event signage displayed in selected track
- Company recognition on sponsor page in Association Day program
- Company recognition on DFWAE Association Day online registration page
- Recognition in the official event mobile app

Track Options:

- Executive/CEO
- Membership/Marketing/Communications
- Association Operation/Innovation
- Meetings/Conferences

Dessert/Break Sponsor - \$500

- 25% off exhibit booth purchase
- Company logo on event signage displayed at dessert/break station
- Company recognition on sponsor page in Association Day program
- Company recognition on DFWAE Association Day online registration page
- Recognition in the official event mobile app

CAE Program Sponsor

CAE Study Group Sponsor - \$5000 (two available annually)

- Sponsored Study Group participation fee for first 10 registrants
- CAE Study Guides for first 10 registrants
- CAE pins for successful candidates (presented annually by sponsor at DFWAE A-Day Luncheon)
- Recognition on signage at candidate kick-off luncheon
- Company logo prominently displayed on all website and email marketing collateral related to CAE Program

Sponsor a Candidate - \$1500

- Provide a deserving candidate with a scholarship to cover:
 - CAE Exam application fee
 - New copy of the [CAE Core Resources](#) textbooks
 - DFWAE CAE Study Course registration
- Candidate sponsor logos will be displayed on the DFWAE website for the duration of the session that their candidate is enrolled in the study course*
- Congratulatory email sent from sponsor to the DFWAE membership when the candidate earns their CAE*

**Candidates who fail the exam may take a second study course for free and sponsor benefits will extend until the candidate passes, provided that they remain enrolled and working toward retaking the test.*