

The e-meeting of the SASFAA Executive Board was called to order at 8 am on September 16. This e-meeting was called to vote on the following motion item.

**Motion:**

Sponsorship Chair Erslan moves to add information to the vendor/sponsor options for the Impact and Advocacy Packages to be sent to all potential vendors. As an attempt to prompt some vendors to move to the higher funding levels, the sponsorship chair, Bryan Erslan is presenting the idea to allow vending at the Leadership Symposium. The Leadership Symposium committee is fine with this possibility. Since this is a potential change to the previously presented vendor packages, it is being presented to the board for a vote.

**SASFAA Sponsorship Options**

**SASFAA Training Activities and Advertising Opportunities**

**Sponsorship inquiries may be directed to Bryan Erslan, Sponsorship Chair, at (859)-622-1754 or [sasfaasponsorship@gmail.com](mailto:sasfaasponsorship@gmail.com).**

**Training Packages - Priority Savings Package Choices**

Impact Package	<p>\$5,000</p> <ul style="list-style-type: none"> <li>• Two Conference Exhibit Booths (includes 3 complimentary conference registrations)</li> <li>• Priority Booth Location (by date)</li> <li>• Organization Logo on Conference Information Page</li> <li>• On-line Conference Support Recognition</li> <li>• Web Banner Ad on Web site</li> <li>• 4 SASFAA Nine News Postings for a Year</li> <li>• Full Page Ad in Leadership Symposium Program</li> <li>• 1/2 Page Ad in New Aid Officers Workshop Program</li> <li>• New Aid Officers Workshop Recognition</li> <li>• Mid-Level Pre-Conference Workshop Recognition</li> <li>• Other Scheduled Professional Development Activities</li> <li>• <b>Leadership Symposium Recognition and if Vendor chooses, they can exhibit at the Leadership Symposium</b></li> </ul> <p>By purchasing this package, you will save \$3,500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.</p>
Advocacy Package	<p>\$4,000</p>

	<ul style="list-style-type: none"> <li>• Conference Exhibit Booth (includes 2 complimentary conference registrations)</li> <li>• Priority Booth Location (by date)</li> <li>• On-line Conference Support Recognition</li> <li>• Web Banner Ad on Web site</li> <li>• 3 SASFAA Nine News Postings for a Year</li> <li>• 1/2 Ad in New Aid Officers Workshop Program</li> <li>• New Aid Officers Recognition</li> <li>• Mid-Level Pre-Conference Workshop Recognition</li> <li>• Leadership Symposium Recognition and if Vendor chooses, they can exhibit at the Leadership Symposium</li> </ul> <p>By purchasing this package, you will save \$3,000 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.</p>
Action Package	<p>\$3,500</p> <ul style="list-style-type: none"> <li>• Conference Exhibit Booth (includes 2 complimentary conference registrations)</li> <li>• On-line Conference Support Recognition</li> <li>• Banner Ad on Web site</li> <li>• 2 SASFAA Nine News Postings for the Year</li> </ul> <p>By purchasing this package, you will save \$1,500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.</p>
<p><b>Payment and registration information is available on the <a href="#">Sponsorship Registration</a> page. Select the "Sponsorship: Priority Savings Package Choices" option.</b></p>	

**Training Packages - Standard Package Choices**

Conference Exhibit Booth	\$2,500
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	<ul style="list-style-type: none"> <li>• Booth location determined by Sponsorship Chair, with notable exception outlined below in high visibility booth location policy.</li> <li>• Each exhibitor will receive 1 complimentary conference registration. All other representatives of exhibitors must register for and pay conference registration fees in order to exhibit and attend conference activities.</li> <li>• Recognition of conference exhibitors will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Exhibitors will be given the opportunity to opt out of this at their own discretion.</li> </ul>
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• Additional Conference Opportunities

Priority Location	<p>\$500</p> <ul style="list-style-type: none"> <li>• Must be a conference exhibitor.</li> <li>• Entitles exhibitor to pre-select a booth location based on drayage company blue line layout.</li> <li>• High visibility booth locations will be honored by dollar amount contributed and then in order of date that web-based sponsor form is completed.</li> </ul>
Extra Exhibit Booth	<p>\$500</p> <ul style="list-style-type: none"> <li>• Must be a conference exhibitor.</li> <li>• Entitles exhibitor to a second booth contiguous to original booth.</li> <li>• Additional booths may be purchased at the same rate as the second booth.</li> <li>• Double booths may be limited due to space availability.</li> <li>• Double booths will be honored in order of date that web-based sponsor form is completed.</li> <li>• Extra booths will be available on first come first serve basis and depending upon space available.</li> </ul>
President's Reception	<p>\$1500</p> <ul style="list-style-type: none"> <li>• Must be a conference exhibitor.</li> <li>• Sponsor will be recognized with signage at the entrance to the ballroom</li> <li>• Special recognition will be given at the event- Possible table tents or other promotional material</li> <li>• Co-sponsorship will be limited to two vendors on a first come, first signed up basis</li> </ul>
Continental Breakfasts-	<p>\$500</p> <ul style="list-style-type: none"> <li>• Must be a conference exhibitor</li> </ul>

Monday and Tuesday	<ul style="list-style-type: none"> <li>• Sponsor will be recognized with signage where food is being served</li> <li>• Additional special recognition will be given at any general sessions offered each day</li> <li>• Co-sponsorship will be limited to two vendors on a first come, first sign up basis</li> </ul>
Luncheon and Business Meeting	<p>\$1,000</p> <ul style="list-style-type: none"> <li>• Must be a conference exhibitor</li> <li>• Sponsor will be recognized with signage at the entrance to the ballroom</li> <li>• Special recognition will be given at the event</li> <li>• Co-sponsorship will be limited to two vendors on a first come, first sign up basis</li> </ul> <p><b>Payment and registration information is available on the <a href="#">Sponsorship Registration</a> page. Select the "Sponsorship: Standard Package Choices" option.</b></p>
External Marketers Booth	<p>\$500</p> <ul style="list-style-type: none"> <li>• Exhibitors that do not have financial aid, post-secondary education, or higher education at the core of their mission.</li> <li>• All External Marketers must be approved by the Sponsorship Chair, who has the authority to determine if the organization meets the criteria for this category.</li> <li>• The SASFAA Board reserves the right to refuse an External Marketer's request to exhibit at the conference.</li> <li>• External Marketers are not permitted to be SASFAA members.</li> <li>• External Marketers may not attend conference functions without paying an additional fee, which will be determined by the board.</li> <li>• Booth location will be at the discretion of the Sponsorship Chair, with priority consideration being given to exhibitors with financial aid, post-secondary education, or higher education at the core of their mission.</li> <li>• External Marketers are responsible for any costs associated with vending.</li> <li>• Exceptions to this policy must be approved by the Vendor/Sponsor Chair and President.</li> </ul> <p><b>Payment and registration information is available on the <a href="#">Sponsorship Registration</a> page. Select the "Sponsorship: Standard Package Choices" option.</b></p>

<b>Additional Sponsorship/Advertising Opportunities</b>	
Friends of SASFAA	<ul style="list-style-type: none"> <li>• Recognition on SASFAA Website denoting "Friends of SASFAA"</li> </ul>

Leadership Symposium	\$500 <ul style="list-style-type: none"> <li>• Half-page ads will be black and white and content is provided by the advertiser.</li> <li>• Placement of ads will be at the discretion of the Vice President.</li> <li>• Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed.</li> </ul>
New Aid Officers Workshop Ad	\$500 <ul style="list-style-type: none"> <li>• Half-page ads will be black and white and content is provided by the advertiser.</li> <li>• Placement of ads will be at the discretion of the Vice President.</li> <li>• Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed.</li> </ul>
Banner Ad for Web Site and SASFAA Nine News	\$2,000 for Year (March of one year to February of the next year) <ul style="list-style-type: none"> <li>• Ads will be in color and content is provided by advertiser.</li> <li>• Placement of ads will be at the discretion of the Electronic Services Chair</li> <li>• SASFAA Nine News Posts can include professional, education-based content on products, services, or trainings offered by a contributor. Posts may not be longer than 500 words and may include appropriate graphics, such as logos and links. Content and editorial discretion to approve SASFAA Nine News submissions shall be vested in the SASFAA Communications and Outreach Chair. Additional SASFAA Nine News Postings within the March to February year are available for \$200 per posting.</li> </ul> <p><b>Payment and registration information is available on the <a href="#">Sponsorship Registration</a> page. Select the "Sponsorship: Advertising Opportunities" option.</b></p>

**Rational:**

The prior two years, Management Institute/ Leadership Symposium did not have any sponsorship. As well, there was only one vendor in the top two categories this past year. This change is an attempt to prompt some vendors to move to the higher funding levels and generate additional funding for SASFAA.

**Roll Call:**

The following board members responded present with no discussion:

Wayne Kruger  
Jody Darby

Ron Day  
Felicia Ailster  
Tarik Boyd  
Bryan Erslan  
Amy Berrier  
Joan Bailey  
Angie Black  
Christen Neher  
Chad Sartini  
Kelly D'eath  
Sharon Oliver  
Jennifer Hammett  
Kevin Perry  
Carolyn Sparks  
Celena Tulloss  
Andrea Simpson

The following board member responded present with discussion:

Jenelle Handcox  
Karen Hauser

Discussion items were clarified by Chair Erslan.

**Quorum and vote:** President Dill with confirmation from Secretary Kruger stated that a quorum has been achieved and is declared.

**Call for A Vote**

A vote was call with those in favor, responding “Yes” and those opposed, responding – “No”.

All voting member present responded with a “Yes” vote, motion passed

\*a full recap of all emails is retained in the secretary's files