

SASFAA Vendor Sponsor



GUIDE BOOK

VERSION 1.0

JUNE 10, 2019

Presented by
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Guide Book

Purpose:

To provide a resource outlining duties, responsibilities, and scheduling events throughout the year prior to the annual conference to promote and obtain sponsorship from vendors in support of SASFAA and its mission.

Outline:

- Responsibilities of the Sponsor Committee Chair
- Expectations of the Sponsorship Committee
- Definition of a Sponsor
- Sponsorship Guidelines of Conferences & Events
- Setting Goals and Objectives for the Year/Budget for special projects
- Structuring levels of Sponsorship & A-La-Carte Sponsorship Items
- Obtaining contacts for Sponsors
- Working with Conference Chair and hotel/drayage company
- Sponsorship Chair - Timeline of Activities
- Sample Email Invitation Inviting Sponsors to Support SASFAA
- Sample Exhibitor Form from Hotel/Drayage

Responsibilities of the Sponsorship Chair

The committee chair works in conjunction with the president to select committee members considering experience, ethnicity, state member representation, sector interests and gender for approval at the first Board meeting of the new fiscal year. The Board may recommend other committee members for approval by the Board during the course of the fiscal year, as appropriate.

Each committee chair will:

1. Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee;
2. Submit articles to the Communications and Outreach Chair and submit monthly updates of activities to the Webmaster for publication on the Web site;
3. Prepare and submit reports to the secretary and make reports and submit action items at Board meetings;
4. Submit by April 1 an end-of-the-year report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities;
5. Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management;
6. Establish a list serve, as appropriate, to foster electronic communications among members;
7. Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days; and
8. Perform other duties as requested by the president and provide copies of correspondence to the president.

Expectations of the Sponsorship Committee:

The sponsorship committee conducts all solicitations for advertising, Sponsor or space, and direct or indirect sponsorship of training events and activities, and selected publications of the Association.

As part of the solicitation, the committee will:

- (1) develop a list of potential sponsors including contact names, email addresses and phone numbers;
- (2) identify activities and events for sponsorship opportunities including SASFAA Nine News and directory advertisements, the annual conference, the New Aid Officers' Workshop, other training events and Board meetings;
- (3) prepare and email solicitations of sponsorship opportunities to potential sponsors;
- (4) serve as the liaison to the conference committee for sponsorship needs and effective use of Sponsor or spaces;
- (5) publicly recognize the contributions of all sponsors unless an individual sponsor chooses to opt out of said recognition;
- (6) review and recommend, with assistance from the budget and finance chair, the standard advertising rates as well as any discounts offered to sponsors;

- (7) review the policies affecting sponsorship and make recommendations when appropriate;
- (8) contract with a drayage company and design a booth floor plan layout for the designated area;
- (9) email special instructions regarding booth space, conference registration, shipping information and storage of materials to sponsors in advance of the conference; and
- (10) coordinate all sponsor activities and benefits.

Definition of a Sponsor:

A potential sponsor is a company or organization whose activities either supports or is closely related to those of the financial aid community. A sponsor provides resources to be used by SASFAA in accordance with the purposes of the Association. Sponsors may display their products and services at the annual conference for the purpose of soliciting business.

All sponsored activities must be coordinated through the Sponsorship Chair

Sponsorship Guidelines of SASFAA Conferences & Events:

Prospective sponsors must agree to the rules and procedures outlined below. A prospective sponsor who does not agree to these rules and procedures will not be permitted to utilize a booth space. A sponsor who violates any of these rules must promptly cease any such action, and, at the discretion of SASFAA, may be required to remove his or her booth. The conference chair will attempt, provided adequate space is available, to ensure that conference breaks and/or continental breakfasts will be held in the sponsorship area.

Sponsors must agree to abide by the following rules and procedures in conjunction with the Annual Conference:

- 1 - Sponsors are expected not to organize, sponsor or conduct any social activities directed towards Annual Conference attendees, SASFAA leadership personnel and/or workshop/training activity participants during planned conference sessions/meals.
- 2 - Sponsors may organize, sponsor or conduct non-social events, such as focus, advisory or user groups. Only non-alcoholic beverages and light snacks may be served. Those sponsors will work in conjunction with the SASFAA Sponsorship Chair to arrange accommodations with the conference hotel for such events that occur within the scope of the conference dates.
- 3 - Gifts or giveaways must be of nominal value (i.e. less than \$10 fair market value). All prize drawings, including scholarships, are prohibited. Sponsors may not offer conference participants the opportunity to sign up for or enroll in any contests or to receive gifts or giveaways at a later time in excess of the stated nominal value.
- 4 - Sponsors may sell their products and services; however, such sales may include only products and services that are normally marketed by the sponsor.
- 5 - All representatives of sponsors must register for the conference even if they are the designated complimentary registrant(s). Those who are not designated comp registrants must pay conference registration fees in order to attend conference activities and be present in their booth area.

Setting Goals and Objectives for the Year/Budget for Special Projects

Prior to the SASFAA Transition Retreat, that takes place in June each year, it is recommended that the Sponsorship Chair reach out to the incoming President, their Conference Chair, Vice President, and Communications and Outreach Chairs to get an understanding of what their intended goals are for the upcoming year as far as training events, and communications. This will help to develop a list of items that could be sponsored for the year prior to the retreat.

At the annual transition retreat the monetary goal for amount of sponsored dollars will be set. This amount should not be a standard amount but one that is based upon past sponsorship commitments as well as the climate of intended sponsorship and participation for the next year.

The actual items/events/etc. to be sponsored should be set no later than the August Conference Committee meeting. The Sponsorship Chair is also on the Conference Committee and at this meeting additional ideas and needs for this event may come to light that can be listed as “a la carte” items on the sponsorship list.

Structuring levels of Sponsorship & A-La-Carte Sponsorship Items

After the transition retreat and the first conference committee meeting the list of available sponsored events, items, and specific needs should be complete. Once this information is gathered it is then time to establish sponsorship levels including these items. Sponsorship levels should be designed to encourage greater benefits for those that participate at higher levels. These levels are not a standard from year to year but should be flexible as the training events and needs of events and conferences change from year to year. A Sample of Sponsorship Tiers and a-la-cart items is listed below:

SASFAA Sponsorship Options Sample:

Leadership Level \$5,000

- Two Exhibit Booth Spaces - Priority Placement by date of receipt of commitment
- Must be paid SASFAA Members
- Two Complimentary Conference Registrations
- Exhibit Table and Recognition at the Management Institute (October 8-9, 2018)
- Lunch & Learn Session Room at the Annual SASFAA Conference (space is limited to the first 6 commitments)
- Organization Logo on Conference Information Page
- On-Line Conference Support Recognition
- Web Banner Ad on Web Site
- Full Page Ad in Management Institute Program
- Full Page Ad in New Aid Officers Workshop Program
- Recognition at all SASFAA Workshops and Professional Development Activities
- List of Registrants 2 weeks prior to Annual Conference

Advocacy Level \$3500

- Conference Exhibit Booth - Priority Placement by date of receipt of commitment
- Must be paid SASFAA Members
- Two Complimentary Conference Registrations
- Exhibit Table and Recognition at the Management Institute (October 8-9, 2018)
- Organization Logo on Conference Information Page
- On-line Conference Support Recognition
- Web Banner Ad on Web Site
- 1/2 Page Ad in Management Institute Program
- 1/2 Page Ad in New Aid Officers Workshop Program
- List of Registrants 2 weeks prior to Annual Conference

Support Level \$2500

- Conference Exhibit Booth - Priority Placement by date of receipt of commitment
- Must be paid SASFAA Members
- One Complementary Conference Registration
- Organization Logo on Conference Information Page
- On-line Conference Support Recognition

Friends of SASFAA \$1000 Minimum

- General Support, No booth
- Must be a paid SASFAA Member
- Online Conference Support Recognition

A-La-Carte Sponsorship Opportunities Sample:

SASFAA Management Institute Exhibitor \$500

- Exhibit Table
- Recognition during the Management Institute

Lunch & Learn Session at the Annual Conference \$750

- Held at the Annual Conference - Space limited to the first 6 commitments.
- Those wishing to purchase this opportunity will be honored in order of the date the webbased sponsor form is completed.
- Must be a conference exhibitor

Advertising Combo Package \$600

- Web Banner Ad on SASFAA Website
- Includes 1/2 page ad in Enrollment Management Forum Program Includes 1/2 page ad in New Aid Officers Workshop Program

President's Reception \$1500

- Must be a conference exhibitor
- Sponsor will be recognized with signage at the of event
- Special recognition will be given at the event – possible table tents or other Promotional material
- Space limited to the first 2 commitments. Those wishing to purchase this opportunity will be honored in order of the date the web-based sponsor form is completed.

Continental Breakfasts \$500

- Must be a conference exhibitor
- Sponsor will recognized with signage where food is being served
- Additional special recognition will be given at any general sessions offered each day
- Space limited to the first 2 commitments. Those wishing to purchase this opportunity will be honored in order of the date the web-based sponsor form is completed.

Tuesday's Award Luncheon \$1,000

- Must be a conference exhibitor
- Sponsor will recognized with signage where food is being served
- Special recognition at the event • Space limited to the first 2 commitments. Those wishing to purchase this opportunity will be honored in order of the date the web-based sponsor form is completed.

Obtaining contacts for Sponsors:

During the transition retreat the previous Sponsorship Chair will work with the incoming Chair to ensure a smooth transition of information and expectations for this position. At this time the incoming Sponsorship Chair will be provided a list of expenditures for the past year as well a listing on the past year's sponsors with contact information. This is a good starting point to build the list of potential sponsors for the upcoming year.

The next step to potentially add additional contacts and sponsors is to obtain a listing of sponsors that are attending the annual NASFAA Conference. NASFAA will not provide this list of contacts but a list will be on the NASFAA website of participating sponsors. If attending the NASFAA Conference it is suggested that the Sponsorship Chair (or a designated person in their absence if not attending the NASFAA conference) go through the Exhibit area at this conference, introduce themselves as the SASFAA Sponsorship Chair, invite each vendor personally to the SASFAA Conference and collect their business cards noting the correct contact person for the SASFAA region.

At this time the Sponsorship Chair will want to create an Excel list of all potential sponsors with the contact information for each business. This list will be used from this point forward for outreach.

Working with Conference Chair, Hotel & Drayage Company

The Conference Committee Meeting is typically held at the location of the Annual Conference. During this meeting it will be crucial to meet the hotel contact to establish a relationship and outline the needs of the sponsors. At this meeting the Sponsorship Chair in conjunction with the Conference Committee Chair will want to determine the space that will be used for the Sponsors. The space needs to be in an area that will allow for maximum exposure to conference attendees. The space will need to be large enough to hold the sponsors (typically 30-40 tables) and allow for breaks to be held in the same area.

When meeting with the hotel contact be sure to ask if the hotel requires the use of a Drayage Company. If this is a requirement they will be able to provide contact information for the companies they use and it will be the responsibility of the Sponsorship Chair to determine which company will be used (based upon price and setup) and work with the chosen company to provide shipping and handling instructions to SASFAA's sponsors.

If the hotel does NOT require the use of a Drayage Company, this is the desired situation. This lowers the cost to the Association and its sponsors and is the easier option of the two. In this case the Sponsorship Chair will work directly with the hotel contact and together with the Conference Chair will determine the layout of the exhibit area. The hotel contact will also provide shipping and handling instructions that will need to be shared with the sponsors attending the conference.

Sponsorship Chair Timeline of Activities:

June

- Attend SASFAA Transition Retreat
- Work with incoming President, Conference Chair, Vice President, and Communications & Outreach Chair to coordinate events, needs, and opportunities for sponsorship
- Obtain list of the past year's sponsors with contact information
- NASFAA Conference – visit Exhibit area to personally invite sponsors to attend the SASFAA Conference and collect business cards contact information for the person of each company that covers the SASFAA Region
- Create Excel Spreadsheet of Sponsors with contact information (business name, contact name, contact email and phone #, invitation sent, response, level of sponsorship, any added purchases of a-la-carte items)
- Work with Conference Chair to determine if sponsors will be given the opportunity to present ideas for sessions for the Annual Conference and be sure to send the “call for session proposals” to all SASFAA members prior to July 1

August

- Attend the SASFAA Board meeting and Conference Committee Meeting
- Work with Conference Chair to see what items (lanyards, name badge holders, events, etc.) that could be potentially sponsored
- Work with Conference Chair to determine the best way to drive conference attendees to sponsor's booths (this may be a game, scavenger hunt, etc.) Encourage engagement!
- Meet hotel contact and determine if a Drayage Company is needed or not. It is best to work directly with the hotel if possible. If a Drayage Company will be used, solicit quotes from Drayage companies with assistance from hotel contact and Conference Committee Chair
- Send first communication to list of potential sponsors. Include the following:
 - Letter of Invitation
 - Sponsorship Tiers
 - A-La-Carte Items
 - Sponsorship Guidelines of SASFAA Conferences & Events

September

- Finalize contract with Drayage company outlining specific dates of shipping, applicable charges, etc.
- Send contract to the President for signature and return to the drayage company
- Work with drayage company to determine the layout of the Exhibit area and send to hotel contact for approval per the contract
- Obtain form needed for completion by each sponsor for shipping information and charges of handling of boxes, booths, electrical needs, etc.
- Send 2nd Invitation to those sponsors that did not respond to the first invitation

November

- Prepare and submit Board Report
- Attend SASFAA Board meeting
- Review expenditures and budget to date
- Send email to those sponsors who have committed to sponsorship requesting:
 - list of attendees from their business and which ones will be complimentary (if any)
 - Ads and Logos if being placed in the conference program or website

December

- Work with Electronic Services Chair to ensure the all sponsor ads, banner ads, and logos are placed on SASFAA Website
- Send Conference information to sponsors including the following:
 - Note of thanks for sponsorship
 - Any available conference information (agenda, activities, etc)
 - Drayage Company Exhibit Kit/Package
- Send preliminary list of sponsors to Drayage company (if using one)
- If not using a drayage company – outline when, where, and how boxes are to be addressed for shipping purposes to the hotel – get this information or hotel contact
- Submit report or article to the SASFAA Nine News
- Send final invitation to sponsors that have not responded

January

- Continue to send sponsors exhibit information and conference information as the sponsorships come in
- Continue to work with the Electronic Services Chair to make sure all sponsor ads, banner ads, and logos are on the SASFAA website
- Assign booth locations according to level of sponsorship and timing of commitment to sponsorship
- Send Conference details to sponsors:
 - Agenda
 - Exhibit Hours/Setup/Breakdown times and instructions
 - Events that sponsors will be recognized
 - Invitation to Sponsor Appreciation Event (if having one)
 - Any last minute details sponsors should know

February

- Two weeks prior to conference send current registration list to sponsors
- Prepare Thank You Notes to the sponsors – signed by the Sponsorship Chair and President
- Prepare gift bags for all sponsors attending the conference (one for each attendee)
- Prepare and submit Board Report
- Attend SASFAA Board Meeting
- Review Budget and Expenditures
- Attend SASFAA Conference
- Recognize each sponsor verbally at a General Session

March

- Send Thank You emails to all sponsors
- Submit Report to SASFAA Nine News
- Prepare materials, lists, ideas while still fresh in memory to be handed over to the incoming Sponsorship Chair

April

- Submit GAP Summary Report to the President by April 1

June

- Prepare and submit Board report
- Attend SASFAA Transition Retreat
- Review final budget and expenditures



Invites You
to be a sponsor for 2017-2018

**Sponsorship opportunities are available for training
events and other activities**

starting as early as October 2017

so don't miss out!

**Visit the SASFAA Sponsorship Site TODAY
to see what is available this year!**

Thank You!

Biz Daniel, SASFAA Sponsorship Chair 2017-18

sasfaasponsorship@gmail.com

Sample Exhibit Form from Hotel

HILTON ALEXANDRIA MARK CENTER

EXHIBIT SERVICE & SHIPMENT

ORDER FORM

PLEASE NOTE:

1. PLEASE ATTACH ANY INFORMATION, DIAGRAMS, ETC. THAT WILL ASSIST OUR STAFF IN SETTING UP YOUR NEEDS.
 2. PAYMENT MUST BE ENCLOSED OR A CREDIT CARD AUTHORIZATION COMPLETED BELOW.
- ELECTRICAL**

Charges Are One Time Installation, Per Day

| QUANTITY | description | ADVANCE ORDER | FLOOR ORDER | TOTAL CHARGE |
|----------|----------------------------------|---------------|-------------|--------------|
| | 120V 20AMP FOURPLEX SINGLE PHASE | \$65.00 | \$105.00 | |
| | 208V 20AMP SINGLE PHASE | \$95.00 | \$115.00 | |
| | 208V 30AMP SINGLE PHASE | \$100.00 | \$120.00 | |
| | 208V 50AMP SINGLE PHASE | \$140.00 | \$180.00 | |
| | 208V 100AMP THREE PHASE | \$155.00 | \$195.00 | |
| | 208V 200AMP THREE PHASE | \$305.00 | \$345.00 | |

BANNER HANGING

THERE IS A CHARGE OF \$25 TO HANG EACH BANNER, WHICH MUST BE DONE BY OUR STAFF ONLY.

| Qty | Size of Banner | Date & Time Needed, Location | Standard Charge | Total Charge |
|-----|----------------|------------------------------|-----------------|--------------|
| | | | | |

| | | | | |
|--|--|--|------------|--|
| | | | \$25.00 ea | |
|--|--|--|------------|--|

PHONE SERVICES**

| Number of Lines | Install Date | Removal Date | Total # of Days x | Daily Exhibitor Rate | Total Charge |
|-----------------|--------------|--------------|-------------------|--|--------------|
| | | | | \$125.00 each per day (<i>Direct Dial</i>) | |
| | | | | \$60.00 each per day (<i>Dial 9</i>) | |

- All prices subject to change without notice.
- All requests for Electrical & Internet Service must be received by the Hotel at least 2 weeks prior to event.
- Although we will make every attempt, we cannot guarantee service on late requests. There will be an additional charge of \$50 on all late requests.

NAME OF EVENT:

Date of event _____ booth number _____

FIRM NAME _____

ON-SITE CONTACT: _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER _____

AUTHORIZED BY _____ TITLE _____

| |
|----------------|
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SHIPPING AND DRAYAGE INFORMATION

We want to ensure that your meeting/conference materials are expedited in an efficient manner to you, your attendees and/or exhibitors. To do this, please make sure that the following information appears on the shipping label:

Name of Person Receiving Box at the Hotel

Name of Company Exhibiting

HILTON ALEXANDRIA MARK CENTER

5000 Seminary Road

Alexandria, VA 22311

Name of Meeting/Conference

Dates of Meeting/Conference

The customer is responsible for the arrangements and all expenses of shipping materials, merchandise, exhibits or any other items to and from the Hotel. The Hotel's shipping and receiving hours of operation are from 6:30AM - 3:00PM Monday through Friday

Storage of boxes and delivery to your booth/ event location incur a fee of thereof.

SERVICE DELIVERY HANDLED FEES

Packages/Boxes are \$6.00 ea.

Pallets are \$150.00 ea.

Cases and Crates are \$150.00 ea.

ALL RETURN SHIPPING MUST BE ARRANGED BY CLIENT OR THE EXHIBITION COMPANY CONTRACTED. THE HILTON ALEXANDRIA MARK CENTER is not responsible for any shipment that is delivered to the hotel and reserves the right to refuse any shipment. Materials, which are perishable or flammable, will not be accepted.

PAYMENT & INDEMNIFICATION-

ORDERS WILL NOT BE PROCESSED WITHOUT THIS COMPLETED SECTION

CREDIT CARD NUMBER: _____EXP _____

In order to remit payment with a credit card, please complete this form and return to The Hilton Alexandria Mark Center. You may return this via E-mail, return mail or fax. Final payment must be received no later than 3 business days prior to service date. Checks must be sent 5 business days prior to the attention:

Hilton Alexandria Mark Center
C/o Torre Newman Convention Services
(Include your company name)
5000 Seminary Rd
Alexandria, VA 22311

Indemnification

To the extent permitted by law, you agree to protect, indemnify, defend and hold harmless the **Hilton Alexandria Mark Center**, Hilton, and the Owner, and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of or connected with your function, except those claims arising out of the sole negligence or willful misconduct of the hotel.

AUTHORIZING SIGNATURE: _____

PLEASE RETURN TO:

TAMERA TAYLOR, CONVENTION SERVICES

HILTON ALEXANDRIA MARK CENTER

5000 SEMINARY ROAD

ALEXANDIA, VA 22311

(T) 703-845-2634

(F) 703-845-2610

TTAYLOR@HILTONALEXANDRIAMC.COM