



AFLA 2019-2020

SPONSORSHIP BROCHURE

ARIZONA GRAND RESORT & SPA



2019-2020 AFLA SPONSORSHIP OPPORTUNITIES

What Makes AFLA Unique?

AFLA is dedicated to improving networking and communication between all segments of the corporate fleet industry, founded upon the invitation for all members, including those from industry segments that support corporate fleet managers, to participate on task forces and run for office throughout our leadership ranks. We recognize this equal relationship is important for building a true partnership between all segments of our industry.

AFLA Membership

AFLA is made up of more than 600 fleet professionals from many different expertises throughout fleet.

	Membership %	Companies %
Allied Service Provider	31%	32%
Corporate Buyer	23%	42%
Dealer	3%	5%
Fleet Management Company	25%	10%
Manufacturer	14%	8%
Remarketer	3%	4%
Alumni	1%	N/A

Who Attends The AFLA Annual Conference?

AFLA has seen record attendance three years in a row, and continued growth is projected over the next two years. The AFLA Membership Task Force has a renewed focus on increasing fleet manager participation in the corporate buyer membership category and in conference attendance.

	Attendee %	Companies %
Allied Service Provider	29%	33%
Corporate Buyer	21%	40%
Dealer	3%	5%
Fleet Management Company	23%	11%
Manufacturer	16%	8%
Remarketer	3%	3%
Alumni	1%	N/A



2019-2020 AFLA SPONSORSHIP BENEFITS



 SPONSOR BENEFITS		 Diamond \$20,000	 Platinum \$10,000	 Gold \$7,500	 Silver \$5,000	 Bronze \$2,500	 Copper \$1,000
CONFERENCE	AFLA Conference Attendee List	X	X	X	X	X	X
	Company Name Listed Between Conference Sessions	Logo	Logo	Listing	Listing	Listing	Listing
	Recognition on Conference Signs	Logo	Logo	Listing	Listing	Listing	Listing
	Recognition in Conference Program	Logo	Listing	Listing	Listing	Listing	
	Gift or Promotion in Registration Bag	X	X	X			
	Custom:	Pick Three: <ul style="list-style-type: none"> • Video Between Sessions* • Giveaway Set at Tables • Table Display • Golf Hole Sponsorship* • Floor Graphic Logo (Foyer) 	Pick Two: <ul style="list-style-type: none"> • Golf Hole Sponsorship* • Table Display • Floor Graphic Logo (Foyer) 				
	Logo Projected on Center Stage Between Sessions	X					
	Logo Promotion as a Premier Sponsor Prior to, During, and After Conference	X					
YEAR-ROUND	Recognition on AFLA Website	Logo	Logo	Logo	Listing	Listing	
	Complimentary Individual Memberships	4	2	1			
	Email to AFLA Members	2	1	1	1		
	Recognition During AFLA Webinars	Logo	Logo	Listing	Listing		
	Recognition in AFLA Webinar Promotions	Logo	Logo	Listing			
	Recognition in AFLA Electronic Communications	Logo	Logo	Listing			

**First-come, first served until all availability filled.*





2019-2020 AFLA YEAR-ROUND & CONFERENCE PROMOTIONS



DIAMOND \$20,000

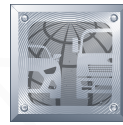
Year-round Promotion

- Priority in suggesting webinar speakers to the Education Task Force
- Four complimentary individual memberships
- Company logo prominently displayed on the AFLA website
- Two emails to AFLA members on your company's behalf
- Level-sized company logo on all webinars, including promotion and presentation
- Company logo displayed in electronic *Fleet Insight* Newsletter and conference communications

Diamond Conference Promotion

- Choice of Three: Educational video to use between sessions, Giveaway set at tables, Golf Hole Sponsorship, Floor Graphic Logo, or Table Display
- Potential to include gift in all attendee registration bags
- Promotion prior to, during and after the conference as a premier sponsor
- Level-sized company logo in the program
- Level-sized company logo prominently displayed
- Level-sized company listing between sessions
- Annual AFLA conference mailing list of registered attendees, provided prior to conference
- A table for your company to include literature, display, and collateral material
- Logo projected on stage center between conference sessions

AFLA diamond sponsors are invited to work with us to identify extra visibility opportunities that help enhance the conference experience.



PLATINUM \$10,000

Year-round Promotion

- Two complimentary individual memberships
- Company logo prominently displayed on the AFLA website
- One email to AFLA membership
- Level-sized company logo on all webinars, including promotion and presentation
- Company listing displayed in electronic *Fleet Insight* Newsletter and conference communications

Platinum Conference Promotion

- Choice of Two: Golf hole sponsorship, Table Display, Floor Graphic Logo
- Potential to include gift in all attendee registration bags
- Level-sized company logo in the program
- Level-sized company logo prominently displayed
- Level-sized company listing between sessions
- Annual AFLA conference mailing list of registered attendees, provided prior to conference
- A table for your company to include literature, display, and collateral material



2019-2020 AFLA YEAR-ROUND & CONFERENCE PROMOTIONS



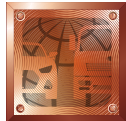
GOLD \$7,500

Year-round Promotion

- One complimentary individual membership
- Company logo prominently displayed on the AFLA website
- One email to AFLA membership
- Level-sized company listing on webinars
- Listing included in webinar promotions
- Company listing displayed in *Fleet Insight* newsletter and conference communications

Gold Conference Promotion

- Potential to include gift in all attendee registration bags
- Level-sized company listing in the program
- Level-sized company listing prominently displayed
- Level-sized company listing between sessions
- Annual AFLA conference mailing list of registered attendees, provided prior to conference



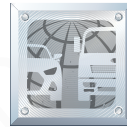
BRONZE \$2,500

Year-round Promotion

- Company listing prominently displayed on the AFLA website

Bronze Conference Promotion

- Level-sized company listing in the program
- Level-sized company listing prominently displayed
- Level-sized company listing between sessions
- Annual AFLA conference mailing list of registered attendees, provided prior to conference



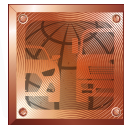
SILVER \$5,000

Year-round Promotion

- Company listing prominently displayed on the AFLA website
- One email to AFLA membership
- Level-sized company listing on webinars

Silver Conference Promotion

- Level-sized company listing in the program
- Level-sized company listing prominently displayed
- Level-sized company listing between sessions
- Annual AFLA conference mailing list of registered attendees, provided prior to conference



COPPER \$1,000

Year-round Promotion

- Level-sized company listing between sessions
- Annual AFLA conference mailing list of registered attendees, provided prior to conference





ADDITIONAL CONFERENCE ITEMS

Conference Items

Dinner (1 per day) - \$15,000

Signage will be placed on each table during dinner, plus an announcement will be made during the dinner recognizing the sponsor.

Monday sold to VW

Lunch (1 per day) - \$5,000

Signage will be placed on each table with the boxed lunches, plus a sticker with the sponsor's logo will be placed on each box lunch. An announcement will also be made recognizing the sponsor.

Tuesday sold to Toyota
Available Monday

Breakfast (2 max per day) - \$3,750

Signage will be placed on each table during breakfast, plus an announcement will be made during the breakfast recognizing the sponsor.

Tuesday sold to VW
Available Wed.

President's Reception Bar - \$5,000

At reception there will be a sign at the bar, plus an announcement will be made during the reception recognizing the sponsor. At the bar will say "Drinks compliments of [Sponsor Name]"

Hold for FCA

President's Reception Appetizers - \$3,750

At reception there will be a sign, plus an announcement will be made during the reception recognizing the sponsor. With the appetizer will say "Appetizers by [Sponsor Name]"

Hold for FCA

Coffee/Snack Break - \$2,975

Signage will be placed on snack table during break, plus an announcement will be made recognizing sponsor.

Hold for LeasePlan

Room Keys - \$5,000

Hotel room keys with sponsors logo will be distributed to guests at the time of check-in.

Sold to ARI

WIFM: Founding Sponsors - \$2,500

Annual Sponsors - \$1,000

Listing in program, WIFM session promotions, on mobile app and verbal thank you at event. Listing at all WIFM programmatic events and promotions throughout year.

WiFi Access - \$5,000

Sponsor will pay for the WiFi access for the conference. The sponsor will be listed in the program with the password for WiFi access during the conference.

Sold to VW

Floor Graphics - \$1,500 - Logo floor graphics will be displayed in the main lobby area outside of the main ballroom entrance.

Mobile App - \$5,000

See your company logo on every page of the app viewed on everyone's smartphone and other social media tools of your choice.

Hold for Donlen

Notepads/Pens - \$5,000

Notepads will be distributed for the main ballroom tables with the Sponsor's name and the AFLA logo and conference theme for participants to be used during the conference.

Program Ad - \$1,000

Full page color ad in the AFLA conference program.

Onsite Branding

Contact AFLA Office for Pricing

Wall and window cling branding, pricing varies dependent upon size and location chosen.

LinkedIn Headshot Lounge - \$3,500

Sold to ARI

Padfolio Sponsor - \$12,000

Neoskin padfolio with AFLA and sponsor graphics for each attendee.

Recharge Table

Sold to Fleet Street Remarketing

Do Not Disturb Hotel Door Hanger Sponsor

Contact AFLA Office for Pricing

Airport Shuttle (Pricing based off of mode/style)

Contact AFLA Office for Pricing

Golf

• Title sponsorship - Contact AFLA Office for Details

• Hole sponsor - \$750

• Drink Cart - At Cost

• Hole in One (Sponsor provides Insurance) - \$500
- Listing in program

• Ditty Bag - At Cost

Ditty bag to be distributed to golf participants.



SPECIAL 50TH ANNIVERSARY SPONSORSHIPS



AFLA kindly request that you renew your annual sponsorship at or above the previous year's level before adding on one of these special anniversary sponsorships.

50th Anniversary Polo Shirts (exclusive) - \$20,000

- Logo on shirt sleeve
- Logo recognition in special 50 Years of AFLA Program
- Recognition from stage at Gala by AFLA Executive Director
- Logo recognition on signage at the gala
- Logo recognition on signage in the 50 Years of AFLA Museum

Visibility Package / 50th Anniversary Boots & Bowties Gala Co-Host Sponsor (exclusive) - \$15,000

- Sponsor to work with planning task force to identify ways to enhance sponsor visibility and presence at Boots & Bowties Gala to elevate attendee experience
- Logo recognition in special 50 Years of AFLA program
- Logo on all print, email and web advertising for the Gala
- Recognition from stage at Gala by AFLA Executive Director
- Logo recognition on signage at the gala
- Logo recognition on signage in the 50 years of AFLA Museum

Giant 50 Years of AFLA Wall Sponsor 50th Anniversary Boots & Bowties Gala Co-Host Sponsor (exclusive) - \$12,500

- Logo prominently on display on giant wall in high traffic museum area highlighting the 50 years of AFLA throughout the duration of the AFLA Conference
- Logo recognition in special 50 Years of AFLA Program
- Logo on all print, email and web advertising for the Gala
- Recognition from stage at Gala by AFLA Executive Director
- Logo recognition on signage at the gala
- Logo recognition on signage in the 50 Years of AFLA Museum

Fireworks Sponsor / 50th Anniversary Boots & Bowties Gala Co-Host Sponsor (exclusive) - 10,000

- Logo on all print, email and web advertising for the Gala
- Logo recognition in special 50 Years of AFLA Program
- Recognition Sold to Wheels A Executive Director
- Logo recognition on signage at the gala
- Logo recognition on signage in the 50 Years of AFLA Museum

Decade of AFLA Sponsor (5 max) - \$5,000

The AFLA team is designing a small display for each of our decades that will be placed in the 50 years of AFLA for the duration of the conference.

- Select 1970's, 1980's, 1990's, 2000's, 2010's on first come, first served basis 80's Sold to ARI
- Logo included on leaderboard sign (optional - use your logo from that decade!)
- Opportunity to incorporate company artifacts / history into display
- Name listed on signage in the 50 Years of AFLA Museum
- Name listed in special 50 Years of AFLA Program

Snacks and Refreshments Sunday at Registration Desk / 50 Years of AFLA Museum (exclusive) - At Cost

- Sponsor involved in choosing items to be served
- Logo on special sign bear refreshment stand(s)
- Name listed on signage in the 50 Years of AFLA Museum
- Name listed in special 50 Years of AFLA Program

AFLA 50th Anniversary Boots & Bowties Gala Supporter (non-exclusive) - \$3,000

- Name listed on signage in the 50 Years of AFLA Museum
- Name listed in special 50 Years of AFLA Program





2018-2019 AFLA DIAMOND & PLATINUM SPONSORS



THANK YOU TO OUR 2018-2019 DIAMOND SPONSORS



GENERAL MOTORS FLEET



THANK YOU TO OUR 2018-2019 PLATINUM SPONSORS



2018-2019 AFLA GOLD, SILVER, BRONZE & COPPER SPONSORS



THANK YOU TO OUR 2018-2019 GOLD SPONSORS

**Auto Driveaway
Institute for Supply Management (ISM)**

THANK YOU TO OUR 2018-2019 SILVER SPONSORS

**Bestpass
Fleet Response
Flexco Fleet Services
Hyundai Motor America**

**Kia
Knapheide
Signature Graphics
Sirius XM**

THANK YOU TO OUR 2018-2019 BRONZE SPONSORS

**ABS Tag & Title
ADESA Auctions
Adrian Steel company
Dejana Truck & Equipment**

**Fleet Street Remarketing, LLC
Innovative Funding Services, LLC
Masterack
Napleton Fleet Group**

THANK YOU TO OUR 2018-2019 COPPER SPONSORS

**Innovation Group
Lyft for Business
National Auto Auction Association**

**Superior Chevrolet
Sutton Leasing**



2018-2019 ANNUAL SPONSORSHIP & CONFERENCE AGREEMENT



Conference sponsorship opportunities are available first to annual diamond sponsors down to the copper level.

If interested, please complete this form and return it with payment to AFLA.

Payments must be received with this form in order to secure the sponsorship. If your conference sponsorship selection is taken by a sponsor at a higher level than yours, you will be given the opportunity to select an alternative or request a refund. Please note that the annual sponsorship packages are non-refundable.

Contact Name: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

1. Annual Sponsorship Package:

(An annual sponsorship is required in order to purchase a conference, golf or 50th Anniversary add-on)

☐ Diamond - \$20,000
☐ Platinum - \$10,000

☐ Gold - \$7,500
☐ Silver - \$5,000

☐ Bronze - \$2,500
☐ Copper - \$1,000

2. Conference and Golf Add-Ons:

- ☐ Dinner - \$15,000 One sponsor per event
- ☐ Lunch - \$5,000 One sponsor per event
- ☐ Breakfast - \$3,750 Two sponsors per event
- ☐ President's Reception Bar - \$5,000
- ☐ President's Reception Appetizers - \$3,750
- ☐ Coffee/Snack Break - \$2,975
- ☐ Room Keys - \$5,000
- ☐ WiFi Access - \$5,000
- ☐ WIFM Annual Sponsor - \$1,000
- ☐ WIFM Founding Sponsor - \$2,500 Two sponsors
- ☐ Logo Floor Graphics - \$1,500 per day
- ☐ Mobile App - \$5,000
- ☐ Notepads/Pens - \$5,000
- ☐ Program Ad - Full Page - \$1,000
- ☐ Onsite Branding
- ☐ LinkedIn Headshot Lounge - \$3,500
- ☐ Recharge Table Stations - \$2,500
- ☐ Airport Shuttle

- ☐ Golf Title Sponsorship
- ☐ Golf Hole - \$750
- ☐ Golf Drink Cart - At Cost
- ☐ Golf Hole-in-One - \$500
- ☐ Golf Ditty Bag (provide bag or items for bag)

- ☐ AFLA 50th Anniversary Polo Shirts - \$20,000
- ☐ Visibility Package / 50th Anniversary Boots & Bowties Gala Co-Host Sponsor - \$15,000
- ☐ Giant 50 Years of AFLA Wall Sponsor 50th Anniversary Boots & Bowties Gala Co-Host Sponsor - \$12,500
- ☐ **SOLD** Fineworks Sponsor/50th Anniversary Boots & Bowties Gala Co-Host Sponsor - \$10,000
- ☐ Decade of AFLA Sponsor - \$5,000
 - ☐ 1970s ☐ 1980s ☐ 1990s ☐ 2000s ☐ 2010s
- ☐ Snacks & Refreshments Sunday at Registration Desk/50 Years of AFLA Museum - At Cost
- ☐ AFLA 50th Anniversary Boots & Bowties Gala Supporter (non-exclusive) - \$3,000



3. Method of Payment

- ☐ Check ☐ Visa ☐ MasterCard
- ☐ Discover ☐ American Express

Cardholder Name: _____

Card #: _____

Security Code: _____ Exp. Date: _____

Billing Address (if different from above): _____

Signature: _____

4. Return This Form To:

Automotive Fleet & Leasing Association • N83 W13410 Leon Road • Menomonee Falls, WI 53051
Email: belliot@afila.org • Fax: 414.359.1671

