



# Association Partnership Value Proposition & Sponsorship Levels

**AzSAE Association Partners provide services and products key to  
the successful management of your organization.**



## Who We Are

**AzSAE** is for all levels of management and all types of nonprofits, from chief executives to staff managers, international trade associations to local philanthropic organizations and suppliers to the association community. We have a variety of educational programs targeted to different position levels and experience - from the "big picture" to specialized sessions.

### **Educational Workshops, Seminars & Luncheons**

- held throughout the year on timely and important topics related to association management.

**Networking Opportunities** - join other association executives at monthly meetings and other events held throughout the state.

**AzSAE Newsletter** - this quarterly e-newsletter provides relevant articles, updates and information on association management.

**Membership Directory** - available electronically on the AzSAE Members Only Website.

**Resource Library** - located at the society's headquarters, this lending library offers literature relevant to association management.

**Surveys** - AzSAE conducts regular surveys on management issues, compensation, benefits and communication.

**CAE Designation** - AzSAE offers support for association professionals working towards their Certified Association Executive (CAE) designation.



**Current AzSAE Key Partners:** *Your Strategic Allies in the Association Industry*

**Sechler Morgan PLLC**  
 Accounting & Tax Preparation  
 Kristina Morgan • (602)  
 230-2700 [www.azcpa.com](http://www.azcpa.com)



**Visit Tucson!**  
 Convention & Meeting Planning  
 Pamela Traficanti (520) 770-2150  
[visittucson.org](http://visittucson.org)



**Become an AzSAE Association Partner and discover the multiple benefits of networking within an influential community of leaders in the association industry!**

As an **Association Partner**, your advertising dollars are directed to a key target market — increasing your company profile as a credible supplier to the association industry. Arizona associations spend millions of dollars annually on facilities, products and services — and in many cases purchasing decisions are made directly by or influenced by our members. This premier program is open to a limited number of Partners annually. Exclusivity is provided to certain industry segments, increasing your visibility with current and potential customers.

**Benefits-at-a-Glance**

The AzSAE Association Partner Program provides comprehensive year-round exposure to the Arizona association community. Many of these benefits are **ONLY** available to Partners, making them priceless:

- Association Partner presence on AzSAE web site and partner feature page with logo and link to your site
- (1) Associate membership
- Signage, “face time” and display space at all member meetings
- Registration (1) and exhibit table at annual Leadership Forum
- Registration for the Annual Executive Getaway
- Registrations (2), logo signage, and event program listing at the Annual Awards Celebration Gala
- Association Partner logo presence in AzSAE electronic newsletter
- And more!

**All available sponsorship opportunities are listed below.**

## 2020 Partnership Opportunities

### Arizona Association Partner - \$10,000

- One premium reserved table for 10 guests at the Annual Awards Celebration.
- Recognition and introduction by the Master of Ceremonies during the Annual Awards Celebration Opening Remarks.
- Full-page ad in the Annual Awards Celebration program; recognition with logo in event slide show; logo on invitation and promotional materials.
- Acknowledgement in AzSAE social media posts on Facebook and Twitter, including logo and website link.
- (2) Associate memberships.
- Sponsorship recognition at AzSAE Executive Getaway.
- Registration for (1) at the Executive Getaway
- One (1) copy of the complete AzSAE membership listing with contact information for respectful use in communicating with members and partners.
- Registration (1) and exhibit table at annual Leadership Forum.
- Presentation opportunity at one Monthly Luncheon including two (2) minute presentation and introduction of speaker with special signage, registration for two staff members, the opportunity to have marketing materials at registration table and verbal recognition during the event.
- Presenting sponsor of one monthly webinar with special recognition, registration for two staff members, the opportunity to have logo displayed during the webinar and verbal recognition during the event.
- Logo and company recognition on all AzSAE
- e-newsletters and e-mail correspondence to the membership.
- Rotating Banner Ad on AzSAE website homepage



**Association Community Partner – \$5,000**

- One reserved table for 10 guests at the Annual Awards Celebration.
- ½ page ad in the Annual Awards Celebration program; recognition with logo in event slide show; logo on invitation and promotional materials.
- Acknowledgement in AzSAE social media posts on Facebook and Twitter, including logo and website link.
- (2) Associate memberships.
- Sponsorship recognition at AzSAE Executive Getaway.
- Registration for (1) at the Executive Getaway
- Registration (1) and exhibit table at annual Leadership Forum.
- One (1) copy of the complete AzSAE membership listing with contact information for respectful use in communicating with members and partners.
- Presentation opportunity at one Monthly Luncheon including two (2) minute presentation and introduction of speaker with special signage, registration for two staff members, the opportunity to have marketing materials at registration table and verbal recognition during the event.
- Logo and company recognition on all AzSAE e-newsletters and e-mail correspondence to the membership.


**AzSAE Key Partner - \$1,500 (most popular option!)**

- Presence on AzSAE web site and partner feature
- page with logo and link to company site.
- (1) Associate membership.
- Signage, “face time” and display space at all member meetings.
- Registration (1) and exhibit table at annual Leadership Forum.
- Registration for two attendees (2), logo signage, and event program listing at the Annual Awards Celebration gala.
- Key Partner logo presence in AzSAE electronic newsletter.



**Social Supporter - \$500**

- Acknowledgement in AzSAE social media posts on Facebook and Twitter, including logo and website link.
- Award Sponsor at the Annual Awards Celebration and opportunity to introduce the award recipient.

 Arizona Society of Association Executives	ARIZONA	COMMUNITY	KEY	SOCIAL
<b>PARTNERSHIP BENEFITS</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,500</b>	<b>\$500</b>
LOGO PRESENCE IN AZSAE E-NEWSLETTER	X	X	X	X
SOCIAL MEDIA RECOGNITION WITH COMPANY WEBSITE AND LOGO	X	X	X	X
AWARD SPONSOR AT THE ANNUAL AWARDS CELEBRATION AND OPPORTUNITY TO INTRODUCE THE AWARD RECIPIENT	X	X	X	X
REGISTRATION FOR 2-PPL, LOGO SIGNAGE AND EVENT PROGRAM LISTING AT ANNUAL AWARDS GALA	X	X	X	
REGISTRATION (1) AND EXHIBIT TABLE AT ANNUAL LEADERSHIP FORUM	X	X	X	
SIGNAGE, 'FACE TIME' AND MARKETING MATERIALS AT ALL MEMBER MEETINGS	X	X	X	
ASSOCIATE MEMBERSHIP(S)	X	X	X	
LISTING ON AZSAE WEBSITE AND PARTNER FEATURE PAGE WITH LOGO AND LINK TO COMPANY WEBSITE	X	X	X	
RECOGNITION WITH LOGO IN AZSAE ANNUAL AWARDS CELEBRATION EVENT SLIDE SHOW, LOGO ON INVITATION & PROMOTIONAL MATERIALS	X	X	X	
REGISTRATION AND SPONSORSHIP RECOGNITION AT THE EXECUTIVE GETAWAY	X	X		
RESERVED TABLE(S) FOR 10 PPL AT AWARDS CELEBRATION	X	X		
ADVERTISEMENT IN ANNUAL AWARDS PROGRAM	X	X		
ONE (1) COPY PROVIDED ANNUALLY UPON SPONSORSHIP RENEWAL OF AZSAE MEMBERSHIP LISTING WITH CONTACT INFORMATION	X	X		
ROTATING BANNER ON AZSAE WEBSITE	X			
PRESENTING SPONSOR OF ONE MONTHLY WEBINAR WITH SPECIAL RECOGNITION, REGISTRATION FOR TWO STAFF MEMBERS, OPPORTUNITY TO DISPLAY LOGO DURING WEBINAR & VERBAL RECOGNITION DURING EVENT	X			

