



# 2019 SPONSORSHIP PROGRAM

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## DIAMOND LEVEL - \$15,000

### Benefits for Diamond Level Sponsorship

- PASAE Membership
- Sponsor level ribbons on name badges
- Logo on lanyards worn by attendees (sponsor to provide lanyards)

### PASAE Resource Catalog:

- Premium placement of full color, full page advertisement
- One full-page advertorial
- Enhanced listing
- Clickable banner on digital version
- Pop-up ad on digital version (video option available)
- Sponsorship-level recognition

### Monthly Insider:

- *Clickable side-bar advertisement for 12 months in monthly Insider*

### Professional Development Sessions

- Registration for up to three attendees at all meetings
- Tabletop display at all meetings (if requested)
- Logo on table tents and/or signage (where applicable)
- Sponsorship-level recognition

### Educational Summit & Expo/Laurel Awards Gala

- Two exhibit tables in a premium location (side by side)
- Three-minute presentation at meeting
- Registration for up to four attendees
- Full-page ad in program – outside back cover placement\*
- Sponsorship-level recognition in program

### Bi-Annual Open House

- Table at each Open House
- Sponsorship-level recognition at event program

### Foundation Fundraising Event

- Registration for up to four attendees
- Full-page ad in the program – outside back cover placement\*
- Sponsorship-level recognition in program

\*Exclusive benefits are reserved in the order of commitment.

## PLATINUM LEVEL - \$10,000

### Benefits for Platinum Level Sponsorship

- PASAE Membership
- Sponsor-level ribbons on name badges

### PASAE Resource Catalog

- Premium placement of full color, full-page advertisement
- Enhanced listing
- Clickable banner ad for digital version
- Pop-up advertisement for digital version
- Sponsorship-level recognition

### Monthly Insider:

- *Clickable side-bar advertisement for six months in monthly Insider*

### Professional Development Sessions

- Registration for up to two attendees at all meetings
- Logo on table tents and/or signage (where applicable)
- Sponsorship-level recognition

### Educational Summit & Expo

- Two exhibit tables in a premium location (side by side)
- Three-minute presentation at meeting
- Registration for up to two attendees
- Full-page ad in program – premium placement
- Sponsorship-level recognition in program

### Bi-Annual Open House

- Table at each Open House
- Sponsorship-level recognition at event program

### Foundation Fundraising Event

- Registration for up to three attendees
- Full-page ad in the program – premium placement
- Sponsorship-level recognition in program

“We find much value in PASAE’s sponsorship program. We are pleased with everything it offers, including exposure in publications, the website and at various events throughout the year.” – Randy Byler, Hershey Resorts

## GOLD LEVEL - \$7,500

### Benefits for Gold Level Sponsorship

- PASAE Membership
- Sponsor-level ribbons on name badges

### PASAE Resource Catalog:

- Full color, full-page advertisement
- Enhanced listing
- Clickable banner ad for digital version
- Sponsorship-level recognition

### Professional Development Sessions

- Registration for up to two attendees at all meetings
- Logo on table tents and/or signage (where applicable)
- Sponsorship-level recognition

### Educational Summit & Expo

- One exhibit table in a premium location
- Three-minute presentation at meeting
- Registration for up to two attendees
- Full-page ad in program
- Sponsorship-level recognition in program

### Bi-Annual Open House

- Table at each Open House
- Sponsorship-level recognition at event program

### Foundation Fundraising Event

- Registration for up to two attendees
- Full-page ad in the program
- Sponsorship-level recognition in program

## SILVER LEVEL - \$5,000

### Benefits for Silver Level Sponsorship

- PASAE Membership
- Sponsor-level ribbons on name badges

### PASAE Resource Catalog

- Full color, half-page advertisement
- Enhanced listing
- Sponsorship-level recognition

### Professional Development Meetings

- Registration for up to two attendees at all meetings
- Sponsorship-level recognition

### Educational Summit & Expo

- One exhibit table
- Registration for up to two attendees
- Half-page ad in program
- Sponsorship-level recognition in program

### Bi-Annual Open House

- Table at one(1) Open House of your choice
- Sponsorship-level recognition at event program

### Foundation Fundraising Event

- Registration for up to two attendees
- Half-page ad in the program
- Sponsorship-level recognition in program

“Our sponsorship with PASAE has been a rewarding one. Our agency analyzes the value of any opportunity when considering sponsorship and we determined the ROI to be fantastic with PASAE. Their sponsorship offers a full complement of marketing strategies from banner placement, e-blasts, advertising, podium time during functions, logo placement, social media mentions, complimentary registrations & tradeshow exhibit booths.” – Joe Holody, Visit Erie

## BRONZE LEVEL - \$3,500

### Benefits for Bronze Level Sponsorship

- PASAE Membership
- Sponsor-level ribbons on name badges

### PASAE Resource Catalog

- Full color, quarter-page advertisement
- Enhanced listing
- Sponsorship level recognition

### Professional Development Sessions

- Registration for one attendee
- Sponsorship-level recognition

### Educational Summit & Expo

- One exhibit table
- Registration for one attendee
- Quarter-page ad in program
- Sponsorship-level recognition in program

### Bi-Annual Open House

- Table at one(1) Open House of your choice
- Sponsorship-level recognition at event program

### Foundation Fundraising Event

- Registration for one attendee
- Quarter-page ad in program
- Sponsorship-level recognition in program

## PATRON LEVEL - \$1,500

### Benefits for Partner Level Sponsorship

- PASAE Membership
- Sponsor-level ribbons on name badges

### PASAE Resource Catalog

- Enhanced listing
- Sponsorship-level recognition

### Professional Development Meetings

- Sponsorship-level recognition

### Educational Summit & Expo

- Sponsorship-level recognition in program

### Bi-Annual Open House

- Sponsorship-level recognition at event program

### Foundation Fundraising Event

- Registration for one attendee
- Sponsorship-level recognition in program

## INDIVIDUAL EVENT SPONSORSHIPS

Individual event sponsorship opportunities are available. Sponsorships range from \$500-\$2,000 and are available for our Annual Educational Summit & Expo, Open Houses, and Foundation Event & Silent Auction. Details on these sponsorships will be provided closer to the dates of each meeting.



Contact Alexis Kierce for  
additional sponsorship opportunities  
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Contact PASAE's office for Event and Marketing  
questions, info@pasae.org or 717-614-4270