

2020 California Association of Student Financial Aid Administrators (CASFAA) Virtual Conference Sponsorship Opportunities – October 26-30, 2020

CASFAA is a non-profit all-volunteer organization and we are extremely grateful for the support CASFAA receives from our partners at many levels! The CASFAA Virtual Conference will be held Monday, October 26th to Friday, October 30th. The conference is a great opportunity to network and we expect about 800 attendees! We are proud to provide you with many opportunities for consideration in support of CASFAA and the many benefits we offer to our membership, such as, training, a monthly newsletter called the CASFAA Chronicle, and financial aid advocacy. **We would like to demonstrate the ON24 Conference Virtual booths, please let us know your availability next week, September 24, Thursday at 10:00 am or 11:00 am or September 25, Friday, 10:00 am or 1:00 pm. We'll send you a Hold My Place form, since we don't have conference registration ready yet.**

2020 Partner Packages and Ala Carte Menu

Virtual Exhibit Booth - \$600 regular, \$750 premium

Each Virtual Vendor Booth is going to have a full page with your company information including; your collateral materials may be downloaded by registered CASFAA attendees, Chat room, listing of all your sales/marketing contacts for schools, and your Banner with your logo. With the purchase of the booth you are entitled to one conference registration (valued at \$150.00). You will also receive a CASFAA annual membership (Value \$75.00)

We have a premium option, (\$750) available for those who want both a Virtual Booth and provide a Business Solutions, which is a 1-hour session during the virtual conference. We have a limited number of Business Solutions sessions, therefore these are first come, first serve.

Regular and Premium Booth purchase also includes:

- One complimentary full conference registration (\$150 value)
- Listing of company brand logo, URL, contacts, email Chat, Resources in our conference Engagement Hub as CASFAA 2020 Sponsor/Exhibitor
- Listing on the CASFAA Website as a sponsor and a link to the *Engagement Hub for 1 year*
- Business Solutions session (limited to premium booths, on a first come first serve basis)
- Both Regular and Premium booths will receive a Registration/Attendee contact list prior to conference

CASFAA Conference Partnership Options: Partnerships include the items above and many additional items packaged together for marketing your company at the conference and beyond!

Platinum Package Sponsorship- \$2,000 includes:

CASFAA invites your support as partners who substantially support our organization. Your organization will be truly honored and highlighted throughout the conference. Our Platinum Level package has been developed to further support the goals and mission of your organization as you look to share your services with our community and grow their organization. As a Platinum level sponsor, you can be assured that your company will receive recognition throughout the event.

Platinum sponsors receive all the benefits of the Regular, Platinum and Gold Level Plus:

- Introduction at the Opening Session as a Platinum Sponsor, including your company logo displayed on the screen for all attendees to see during the Opening Session.
- Continued company logo on screen and acknowledgment at all main General Session events, except for Dept. of Ed. sessions.
- One additional (three total) complimentary full conference registrations (\$450 value)
- Banner Ad on CASFAA Website (\$1,000 value) for 1 year
- CASFAA Chronicle Newsletter ad for six months in Top-level placement ad (\$2,000 value)
Sample of August 2020 newsletter: <https://us19.campaign-archive.com/?u=fb495ce1de45db7ee0dd23325&id=a18a00077f>
- CASFAA Institutional membership (\$300 value) gives you access CASFAA Chronicle newsletter and membership database
- **One Business Solutions Session**

Gold Package Sponsorship- \$1,500 includes:

In order to further support our Vendor Partners who are able to take on a larger sponsorship role, our Gold Level package is designed to provide you with some of the most “in demand” opportunities which will help you gain additional visibility for your company.

Gold sponsors receive all of the benefits of the Regular and Premium sponsors plus:

- Logo recognition and special (Gold or Platinum) sponsor designation on the CASFAA Event website
- Logo recognition and Gold sponsor designation at General Sessions, except for Dept. of Ed sessions.
- CASFAA Institutional membership (\$300 value) gives you access CASFAA Chronicle newsletter and membership database; Sample of August 2020 newsletter: <https://us19.campaign-archive.com/?u=fb495ce1de45db7ee0dd23325&id=a18a00077f>
- Banner Ad on CASFAA Website (\$1,000 value) for 1 year
- CASFAA Chronicle Newsletter ad for six months in mid-level placement ad (\$1000 value)
- One additional (two total) complimentary full conference registration (\$300 value)
- **One Business Solutions Session**

Ala Carte Additional Sponsorship Opportunities

For those partners who are interested in having increased name recognition and an increased commitment and support of the CASFAA organization, we are pleased to present you with these additional sponsorship opportunities.

CASFAA Chronicle Newsletter advertising

Conference edition printed & distributed to all attendees; Sample of August 2020 newsletter: <https://us19.campaign-archive.com/?u=fb495ce1de45db7ee0dd23325&id=a18a00077f>

- Banner ads in the Chronicle newsletter are priced based on placement of your ad. These are the following options:
 - 1) \$1,000 for 3 consecutive months - Highest visible, top-placement ad is right after the CASFAA President's message
 - 2) \$500 for 3 consecutive months –Mid-level placement of ad
 - 3) \$300 for 3 consecutive months –Last page placement of ad

Technical Details for Newsletter/Chronicle

Banner Ad

Dimensions: 600 x 100

Resolution (at least 72 ppi, but preferred at least 200 ppi)

File Format: JPG

Ad may have active links

Deadline for graphic submission is 20th of each month.

Training Advertising

Banner ad within the training session presentation –Cost for ad \$500

CASFAA Website Banner advertising

Cost: \$1,000 for a rotating banner ad

Technical Details:

Dimensions: 600 x 100

Resolution (at least 72 ppi, but preferred at least 200 ppi)

File Format: JPG

Ad may have active links

For additional information on the conference, please visit: www.casfaa.org

If you have any questions or ideas for additional sponsorships, please contact:

Thomas Le, CASFAA 2020 Conference Chair
thomas.le@nya.edu

Lori Prince, CASFAA 2020 Conference Co- Chair
lprince2@usfca.edu

Sun Ow
CASFAA 2020 Fund Development
shoreg1@gmail.com