



**2021** | **SPONSORSHIP PROGRAM**





# MISSION

AAFAME is the largest organization in Texas dedicated to the education & advancement of building and operating engineers.



As the COVID-19 pandemic continues its global spread, associations were called on to think creatively and act swiftly to continue to provide member benefits. AAFAME pivoted to an online format swiftly to continue momentum in planning activities beneficial to our members. Due to the uncertainty of when we can start meeting in-person again—we will remain virtual until further notice. Our virtual committee meetings & events are well attended—join us online to learn how to get more involved with AAFAME and meet our engineer members. We are proud of the following accomplishments achieved during a pandemic!

We ended the year with 584 members which includes 351 building & facility engineers!	We held (27) in-person & virtual programs with over 2,100 attendees.	Conducted over (62) committee meetings with 75% being held online creating a 50% increase in engineer participation!	Our Incentive Program & ARCH Award has helped to increase overall participation by engineer members by 17%.
Our Social Media presence continues to explode with a 22% increase in followers from previous year.	Our newsletter is sent to over 1,000 emails with a 40% read rate. AAFAME on Air continues to generate views.	Our printed directory is distributed to over 600 members along with an online search for vendor services.	We postponed our Annual Chili Slam & EXPO to a future date when large gatherings are acceptable.
The Adventure Fest has generated a grand total of \$54,910 donated to charities over the last 11-years.	AAFAME has awarded \$37,680 in scholarships since 2009.	Our Taco Tuesday Engineer Appreciation Event was a hit with over 80 engineers driving thru for schwag.	Community Services projects: Texas Ramp Project, Salvation Army & We are Blood resulting in 99 members volunteering over 330 hours.

SPONSOR BENEFITS RECEIVED	GOLD \$6,000	SILVER \$4,500	BRONZE \$3,000	SUPPORT \$1,500
Recognized year round as a supporting partner of AAFAME (VALUE = Pricele\$)	X	X	X	X
Rotating logo on home page of AAFAME Website year round (VALUE \$1,000)	X			
Sponsor Video to be created by AAFAME to highlight sponsor in newsletters & social media (VALUE \$1,500)	X	X		
Logo on Sponsor specific webpage with contact info AND link to company website (VALUE \$750)	X	X		
Logo on Sponsor specific webpage with link to company website (does not include contact info) (VALUE \$500)			X	
Company name only listed on Sponsor page of AAFAME Website (VALUE \$250)				X
Sponsor recognition by way of verbal mention at all virtual & in-person events (VALUE \$500)	X	X		
Logo displayed on slide deck shown during virtual & in-person events (VALUE \$250)	X	X	X	X
Featured sponsor of Bi-monthly newsletter video called "AAFAME on Air" (VALUE \$750)	X			
Recognized as sponsor of our ARCH Award (AAFAME Recognition of Champions) to be held virtually in 2020 - to include video with sponsors participating in award presentation (VALUE \$1,000)	X			
Recognized as sponsor of our Professional Series (quarterly events featuring leadership topics) (VALUE \$500)	X	X		
Receive team of choice at Annual Chili Slam (VALUE \$500)	X	X	X	X
Receive preferred placement at Annual Chili Slam (VALUE \$1,000)	X	X	X	
Featured Sponsor of our Annual Engineer Appreciation event - June 2021 (VALUE \$1,500)	X			
Able to present topic of interest to engineer members via virtual platform (VALUE \$750)	X	X		
Deluxe 10x20 Booth @ Vendor EXPO - April 2021 @ Palmer Event Center (VALUE \$1,250)	X	X		
Standard 10x10 Booth @ Vendor EXPO (VALUE \$750)			X	
Table provided at Luncheons when we start having them in person again (ETA June 2021) (VALUE \$1,500)	X			
Listed as Sponsor of our Annual Holiday Party (anticipated in-person event December 2021) (VALUE \$1,000)	X	X	X	
Support our Adventure Fest, annual charity fundraiser & family event - Fall 2021 (VALUE \$500)	X	X	X	X
Cover advertisement in printed membership directory (first 5 to respond receive this benefit) (VALUE \$1,250)	X			
Full page advertisement in printed membership directory (VALUE \$500)	X	X	X	X
Featured Partner of Community Services Project (VALUE \$500)			X	X
Featured Partner of Career Center on AAFAME website (VALUE \$500)			X	X
(1) One person allowed to attend all events both in person & virtual at no charge (VALUE \$500)	X			
Includes Membership (VALUE \$250 EACH)	4	3	2	1
<b>TOTAL VALUE OF PACKAGE</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$6,500</b>	<b>\$4,250</b>



# THANK YOU FOR YOUR SUPPORT!

AAFAME relies on sponsorships to continue to offer quality programs for our engineers members!



## INSTRUCTIONS:

1. Select the annual package that best meets your needs & budget
2. Fill out the online sponsorship form (click on icon to right)
3. Sign up before 12/31/2020 for discounts (when applicable)
4. Invoice will be generated after form is filled out
5. Payment is due by 1/31/2020 for discounts to apply
6. We do not accept payment plans at this time
7. Please note we prefer to receive checks for sponsorship payments to avoid credit card processing fees



<https://bit.ly/aafame2021>

## WHAT TO EXPECT:

Due to COVID-19 and other restrictions, some programs will be held virtually and benefits may change accordingly. AAFAME will endeavor to keep the benefits within the selected program.

**QUESTIONS? Email Amy Ables [amy@aafame.org](mailto:amy@aafame.org)**