



AAAFAME 2024 SPONSORSHIP PROGRAM



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

MISSION

Austin Association of Facility & Maintenance Engineers - AAFAME is the largest organization in Texas dedicated to the education & advancement of building and operating engineers.



MEMBERSHIP

We maintained a membership of

568

Individuals that consist of chief, lead, intermediate and entry level engineers as well as industry related vendors to service their building needs.

ATTENDANCE

Our events are well attended by

1,638

Building maintenance professionals & supporters of the industry. We meet on a regular basis through events & meetings to allow for networking & exposure.

CONTACTS

Our mailing list consists of

979

Contacts including members & like-minded individuals exposed to AAFAME by way of attendance or referral with a high read rate of 46%.

ANNUAL SPONSOR PROGRAM

STEP #1

Select the annual sponsorship program that best meets your needs & budget.

NEW! PLATINUM \$9,000
GOLD \$7,000 SILVER \$5,000
BRONZE \$3,000

STEP #2

Review the opportunities listed in this brochure and choose benefits that total the dollar value associated with your sponsor level.

EXAMPLE

XYZ Company decides to be a Silver Sponsor at the cost of \$5,000. XYZ will choose items from the menu of benefits totaling \$5,000.

Luncheon \$1,500
Pit Boss Sponsor \$2,000
EXPO Booth \$1,500
Total = \$5,000

STEP #3

Sign up online for the annual program by 12/31/2023

Full payment is due by 1/31/24

Link to sign up is on last page of this brochure.

ACT FAST!

The sooner you sign up the better chance you have of getting what you want.

After 12/31/2023 remaining sponsorships will be available for individual sale. For instance, you can purchase a EXPO booth only for \$1,500.

JUST IN CASE

In the event appropriate funding is not acquired or event is cancelled, categories described in this program may be changed at AAFAME's sole discretion. If an event or category is cancelled, benefits shall be reallocated to other benefits.



ANNUAL SPONSOR PROGRAM

SPONSOR BENEFITS

PLATINUM - \$9,000

GOLD - \$7,000

SILVER - \$5,000

BRONZE - \$3,000

First Come First Serve for High Profile Events such as Chili Slam, EXPO, Engineer Appreciation, Directory and Luncheons	✓	✓	✓	
Company Highlighted on AAFAME Social Media platforms	✓	✓	✓	
Speaker or moderator opportunity to at a Luncheon or Training class	✓			
Receive Preferred Placement at Events such as the Chili Slam & EXPO	✓	✓	✓	
Rotating Logo on Home Page of AAFAME Website	✓	✓		
Logo on Sponsor Page of AAFAME Website & Luncheon Power Points	✓	✓	✓	
Company Name listed on Partner Page of AAFAME Website & Power Points				✓
Logo Published in Weekly email to Mailing list of over 950 email addresses	✓	✓	✓	
First Choice of Annual Program the Following Year	✓	✓	✓	✓
Includes # Prepaid luncheon(s) (Discount Code to be provided)	12	9	6	3
Includes # Membership(s) Valued at \$275	4	3	2	1

ADVERTISING OPPORTUNITIES

COMMUNITY SERVICES

\$500 per quarter (4 available)

- Be listed as a Community Services Partner for our quarterly volunteer opportunities
- Company name on all marketing materials related to a community services project
- The committee picks the volunteer opportunities and will provide ample notice of confirmed activities
- Sponsor able to attend volunteer event for networking opportunities.

CAREER CENTER

\$750 per quarter (4 available)

- Only 1 company logo posted on Career Center page per quarter
- Career Center gets the most hits of any page on our website! Average of 347 hits per month per Google Analytics
- By sponsoring, the career center allows us to keep the service free to members and other companies seeking to find qualified engineers
- Company logo also posted on job submission page.

ARCH AWARD

\$1,750 (1 available)

- The AAFAME Recognition of Champions Award (ARCH) is well received by the property management industry & has been featured in the Austin Business Journal
- This sponsorship is an opportunity for a company to be the sole sponsor of the award.
- Award is presented at the annual Joint Luncheon with BOMA Austin (Building Owners & Managers Assoc.)
- Event will be held on 2/16/23 @ Renaissance Hotel
- Recognition in AAFAME newsletter as partner for the award
- Assist in the award ceremony during the program
- Company name announced at event
- Included in photo opp with winners



MEMBERSHIP DIRECTORY

Advertisements printed in our annual membership directory delivered to over 600+ industry professionals. Engineers use these on a daily basis to find an AAFAME vendor for products/services. Having an ad in the publication allows you to stand out above other vendor members. The directory is distributed to all attendees at the annual Vendor Expo held in September.

Cover(s)

- Back Cover - Color (1 available) **\$1,750**
- Inside Covers - Color (2 available) **\$1,250**
- Inside Covers - B/W (2 available) **\$1,250**
- **Platinum & Gold Sponsors have first choice on Cover Ads**

Inside Ads

- B/W Full Page Ads **\$500**
 - All ads are 5" x 8"
 - Unlimited available



EVENT SPONSORSHIP OPPORTUNITIES

JOINT LUNCHEON - BOMA AUSTIN \$3,500 (1 available for AAFAME & 1 available for BOMA Austin)

Reserved for Platinum & Gold

- **Sponsors!**
- Joint luncheon with BOMA to be held on 2/16/23 @ Renaissance Hotel.
- Program will include presentation of the annual ARCH award recognizing property management company for their involvement in AAFAME Average attendance of 350+ engineers, property managers & vendors
- Company representative able to speak from podium for 2 minutes about company service during the program
- Table provided at luncheon for marketing materials
- Sponsor can bring their own banner/signage to display at the event
- Logo to be submitted for event webpage and event notice sent by email to 900+ addresses not including BOMA Austin's mailing list
- Two representatives can attend at no charge
- Assist with door prize drawings at the end of the event (sponsor responsible for providing door prize valued at \$150+)
- Receive attendance list after event is over

JOINT LUNCHEON Display Table Only \$750 (5 available)

Table & tablecloth provided.
Onsite exposure to 350+ attendees

HOLIDAY LUNCHEON See below

The AAFAME Holiday Luncheon is always a hit with an average attendance of 300 engineers, property managers & vendors. The event will be held on 12/6/23 at the Radisson. It features fun games, board recognition, community service efforts and team building for companies who attend. Sponsoring event allows us to keep costs down & cover expenses.

SNOWMAN LEVEL - \$3,000

- **Reserved for Plat/Gold Sponsor!**
- Top event sponsor! (1) Available
- Company logo on all AAFAME holiday email invitations, website & signage at luncheon
- Company representative allowed to speak from podium for 2 minutes
- Table-top in ballroom reserved for your marketing materials
- Ability to provide promo item with company logo (approx 300 items)
- Includes 2 attendees to event

GINGERBREAD LEVEL - \$1,500

- Company name on all AAFAME holiday email invitations, website & signage at luncheon
- Only (2) sponsorships available
- Table-top in ballroom reserved for your marketing materials
- Includes 2 attendees to event

CANDY CANE LEVEL - \$500

- Company name on all AAFAME holiday email invitations, website & signage at luncheon
- Unlimited sponsorships available
- Recognized during program
- Includes 1 attendee to event

LUNCHEON PROGRAMS \$1,750 per month (6 available)

- 6 months Available: 1/11, 3/8 6/10, 7/14, 10/11, 11/8. Approximately 170 attendees with a mix of engineers, property managers & vendors
- Company representative able to speak from podium for 2 minutes about company service at the *beginning* of the program
- Table provided at registration area for marketing materials
- Basket for door prize drawing located at table to collect business cards
- Sponsor can bring their own banner/signage to display at the event
- Logo to be submitted for event webpage and event notice sent by email to 900+ addresses
- Two representatives can attend at no charge
- Assist with door prize drawings at the end of the event
- Ability to keep business cards from the drawing for follow up
- We ask that sponsors provide a minimum of one door prize valued at \$50+

**ONE OF OUR MOST
ASKED FOR
OPTIONS!**

ENGINEER APPRECIATION \$1,000 per Vendor

- **Reserved for Plat/Gold Sponsors**
- Event to be held 3rd Quarter @ a Trendy & fun location TBD
- Team building & appreciation event for Engineers
- Only sponsoring vendors allowed to attend this VIP event!
- In lieu of display tables with promo items, goody bags will include items donated by sponsoring vendors
- Vendors who do not sponsor the event will have an opportunity to donate to the good bags only
- Company logo included on website event page & on emails sent to over 900 email addresses



EXPO SPONSORSHIP OPPORTUNITIES

21st Annual Vendor Expo

The 2024 Vendor EXPO location & date are pending at the time this publication was created. AAFAME Vendor Expo is an event where building engineers & managers can network with AAFAME's vendor members in a trade show environment. We average 350+ attendees including building engineers & property managers. To encourage attendance, AAFAME offers a Grand Prize of \$1,000 & \$500. We are searching for a new venue other than Palmer Event Center. Our goal is to have approximately 85 booth.

GRAND PRIZE SPONSOR

\$3,000 (1 available)

- **Reserved for Plat/Gold Sponsor**
- No vendor card; all attendees are eligible for grand prize
- Will receive recognition as Grand Prize sponsor & assist with award ceremony
- Grand Prize collection box will be located near the vendor booths
- Signage at the event provided by AAFAME
- Includes 10x10 Booth
- 1st option on booth when registration opens

REFRESHMENT SPONSOR

\$2,500 (4 available)

- Company logo included in all event announcements & website
- Signage at the event provided by AAFAME
- Includes 10x10 Booth
- 1st option on booths when registration opens

REGISTRATION SPONSOR

\$2,750 (1 available)

- Ability to provide goody bags for all attendees
- Ability to provide volunteers to register attendees upon arrival and wear company shirts
- Signage at the event provided by AAFAME
- Includes 10x10 Booth
- 1st option on booths when registration opens

PHOTO SPONSOR

\$2,000 (1 available)

- Company logo watermarked in bottom right corner of all photos published after event
- Over 200 photos are viewed by all members of AAFAME.
- 2019 event received over 800 views

STANDARD BOOTH

\$1,250

- Standard Booths will be 10'x10' & include (1) table with cloth/skirt & (2) chairs
- Includes 4 attendees to work booth
- Vendors are encouraged to donate additional door prizes for drawing
- Will receive contact list of attendees after event

DELUXE BOOTH

\$2,000

- Deluxe Booths will be 10'x20' & include (1) table with cloth/skirt & (4) chairs
- Includes 6 attendees to work booth
- Vendors are encouraged to donate additional door prizes for drawing
- Will receive contact list of attendees after event



CHILI SLAM SPONSORSHIP OPPORTUNITIES

31st Annual Chili Slam

Our annual Chili Slam is our biggest event of the year with over 170 teams & 1,000 anticipated attendees consisting of engineers, managers & their co-workers. Next year will be our 31st annual event featuring volleyball, horseshoes, washers, tug of war, chili, brisket and jack pot cook-offs. The tentative date is April 12 or 19, 2024 at Krieg Field. We are asking for your generous support this year as we have in the past. Our team registration income is less than it cost to have this great event and we make up the difference with sponsorships from our vendors. In return, we are committing to ensuring that every engineer & building manager is aware of your support of AAFAME. This year we will require all participating vendors be paying sponsors with limited attendees.

Top Chili Pepper - Title Sponsorship costs \$5,000 and is reserved for Gold Sponsors only.
First come first serve on is awarded this prestigious benefit – so act fast!

The Top Chili Pepper sponsor will receive these benefits related to the event:

- Company logo incorporated on the event logo as shown below from past events.
- Event/Company logo will be added to all event marketing materials, including flyers, registration forms, emails, website, etc.
- Event/Company logo with will be printed on the front of the tournament shirt (400+ shirts) to be given to team participants.
- Top sponsor will receive 20 event shirts.
- Provided 20 tickets for entry to event.
- Recognition at the May 2024 luncheon as the Top Chili Pepper! You will have one minute at the podium at the May Luncheon to talk about your company prior to the award ceremony.
- Ability to set up tent in prominent area of the tournament field. VIP parking!
- Team registration fee included for each event of choice including volleyball, chili, BBQ, Jack Pot, horseshoes or washers.
- Notification sent to all AAFAME engineers announcing your commitment to the association.
- The esteem pleasure of being the title sponsor of one of the most successful association events in Austin!



CHILI SLAM SPONSORSHIP OPPORTUNITIES



31st Annual Chili Slam



MECHANICAL BULL SPONSOR

- **\$2,500 (1 available)**
- Prominent signage at the location of the bull. Able to man the station
- Includes (1) team registration of choice + 4 additional attendees
- Receives logo on back of shirt

T-SHIRT SPONSOR \$3,000 (1 available)

- **Reserved for Plat/Gold Sponsor!**
- Logo printed on sleeve of event t-shirts to be given to all team participants
- Average 400 shirts to be distributed
- Includes (1) team registration fee of choice + 4 additional attendees

TEAM BAG SPONSOR \$2,500 (1 available)

- **Reserved for Plat/Gold Sponsor!**
- Logo printed on bags given to teams with event logo
- 300 team bags to be printed. Includes
- (1) team registration fee of choice + 4 additional attendees
- Does not receive logo on back of event shirt

GATE SPONSOR \$2,500 (2 available)

- Prominent signage at (2) gates where all 900 attendees will enter to access event area
- Ability to provide volunteers & goodies at entrance
- Includes (1) team registration fee of choice + 4 additional attendees
- Receives logo on back of shirt

A/C TOILET SPONSOR \$2,000 (1 available)

- Prominent signage on the Refrigerated Port a Potties where all 900 attendees will utilize at some pint during the day
- Includes (1) team registration of choice + 4 additional attendees
- Receives logo on back of shirt

WRISTBAND SPONSOR \$1,500 (1 available)

- Logo printed on wristbands to be provided to over 900 attendees
- Includes (1) team registration fee of your choice + 4 additional attendees
- Does not receive logo on back of event shirt

FINGER LICKIN' SPONSOR \$2,500 (20 available)

- Preferred placement in cook-off
- Signage with company logo located in the cook-off area
- Logo located on the Chili Slam event page with Cook-Off details
- (1) team entry registration fee + 4 additional attendees
- Receives logo on back of event shirt

PIT BOSS SPONSOR \$2,000 (10 available)

- Signage with company logo located at horseshoes & washers area
- Logo located on the Chili Slam event page with event details
- Includes (1) horseshoe or washer team registration fee & (2) event shirts + 4 additional attendees
- Receives logo on back of event shirt

SPIKE SPONSOR \$1,500 (10 available)

- Signage at event with company logo at the volleyball courts
- Logo located on the Chili Slam event page with event details
- Includes (1) volleyball team registration fee & (6) event shirts
- Receives logo on back of event shirt

CHILI SLAM SPONSORSHIP OPPORTUNITIES

30th Annual Chili Slam, *continued*

TUG OF WAR SPONSOR \$2,000 (1 available)

- The most fun event to watch, by far, is Tug of War!
- Sponsor will receive signage at the event
- Ability to referee/judge the participants
- Receives logo on back of event shirt
- Includes 2 attendees

PHOTO SPONSOR \$2,000 (1 available)

- Company logo watermarked in bottom right corner of all photos published after event
- Over 200 photos are viewed by all members of AAFAME.
- Includes 2 attendees
- Does not receive logo on back of event shirt

REGISTRATION SPONSOR \$750 (1 available)

- Prominent signage at registration tent where all teams check-in
- Ability to provide volunteers to register team participants & pass out shirts (optional)
- Includes 2 attendees
- Does not receive logo on back of event shirt

MUSIC SPONSOR \$1,000 (1 available)

- Prominent signage at the music tent
- Includes team registration for event of choice + 2 additional attendees
- Does not receive logo on back of event shirt

GOLF CART SPONSOR \$1,500 (4 available)

- Sponsor will receive signage at the event
- Approx 700 folks exposed to your logo
- Does not receive logo on back of event shirt
- Includes 2 attendees



JUDGING SPONSOR \$1,000 (4 available)

- Signage at judging area near cook-off area with company logo
- Logo located on the Chili Slam event website.
- Sponsor can provide judge as needed for the contest.
- Does not receive logo on back of event shirt
- Includes 2 attendees



ADVENTURE FEST SPONSORSHIP OPPORTUNITIES

11th Annual Adventure Fest

The "Adventure Fest" is a carnival style family event with a checkpoint race component. 2024 date is pending at the time of this publication. The event will feature fun activities & goodies with additional exciting things such as ziplines, mazes, carnival games, face painting & more. Being involved in the community is important to AAFAME members, therefore, we will continue our work with charities where our volunteers can make the most impact, both personally & financially.

In the past, we have partnered with the Helping Hand of Austin & Big Brothers Big Sisters of Central Texas with total donations of \$61,910 over the last 10 years.

We will continue our efforts in providing an event that all members of the family can participate in with flexible schedules.

Your financial support will allow us to pay for the expenses to have the event, as well as donate a portion of the proceeds to charity.

GOLD SPONSOR \$1,000

- Company logo with link to website on event website & flyer
- Logo printed on large scale in event program
- Ability to set up booth at event to promote services
- Ability to provide volunteers to assist day of festival

SILVER SPONSOR \$750

- Company logo with link to website on event website & flyer
- Logo printed on medium scale in event program
- Ability to set up booth at event to promote services
- Ability to provide volunteers to assist day of festival

BRONZE SPONSOR \$500

- Company logo on event website only
- Name recognition in event program
- Ability to provide marketing materials at registration desk
- Ability to provide volunteers to assist day of festival

SUPPORTING SPONSOR \$250

- Ability to provide volunteers to assist day of festival
- Recognition in event program



****Please be advised that payments will be made to AAFAME a 501(c)6 organization and is considered a business expense. After completion of the event, AAFAME will send a document identifying what portion of the funds can be used as a charitable donation to Big Brothers Big Sisters a 501(c)3 organization. For example: A sponsorship level of \$500 after event expenses may result in a \$400 charitable donation.**



- *Deadline to sign up is 12/31/2023.*
- *Full payment is due by 1/31/23.*
- *Once the form is submitted we will send you an invoice to pay from.*
- *We prefer to receive checks for payment.*
- *3% fee can be added to total for credit card payments.*
- *Categories chosen are not guaranteed until confirmation by administrator.*
- *We will announce final assignments in January 2024.*

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Maintenance Engineers
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<http://bit.ly/aafame2024>

**SIGN UP
TODAY!**

Questions?
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THANK YOU FOR YOUR SUPPORT!

