



2015

The Pennsylvania Society of Association Executives

SPONSORSHIP

Opportunities

Sponsorship-levels Offering Value and Year-Long Visibility

The PASAE Sponsorship Program is an easy way to gain targeted exposure in a specialized market that can be planned for on an annual basis.

ANNUAL DIAMOND SPONSORSHIP - \$15,000

Benefits for Diamond Level Sponsorship

- PASAE Membership
- Plaque presentation at Holiday Lunch recognizing Diamond level sponsorship

Website and Social Media

- Company logo with link on the PASAE website all year
- Exclusive ad banner for four months
- Exclusive spotlight feature posted for one consecutive month
- Two posts per month on Facebook
- Two posts per month on Twitter

Direct Marketing

- Four exclusive email marketing blasts to the PASAE listserv (over 1,000 active contacts)
- Opportunity for two Groupon-style deals featured in two issues of weekly Insider

Publications

- Advance! magazine
 - Full-page four-color ad in PASAE Advance! magazine issues – Spring and Fall
 - Full-page advertorial adjacent to Full-page ad – Spring and Fall Issues
 - Logo recognition in each issue
- Monthly e-newsletter – advertisement in each issue

Education and Social Meetings

- Opportunity to give a three-minute presentation at three meetings
- Registration for up to three attendees at all meetings
- Tabletop display at all meetings
- List of attendees provided before meetings
- Logo on table tents and/or signage (where applicable)
- Recognition from the podium
- Logo on scrolling PowerPoint
- Sponsor-level ribbons on name badges

Educational Summit & Expo

- Two exhibit tables in a premium location (side by side)
- Four attendee registrations for the full event
- Choice of sponsored activity or meal
- Logo on lanyards worn by all attendees (sponsor to provide lanyards)
- Full-page ad in program – outside back cover placement*
- Sponsorship-level recognition in program
- Logo on event website
- List of attendees provided before event

Summer Outing

- One exhibit table in a premium location
- Registration for four
- Choice of sponsored activity or meal
- Full-page ad in the program – outside back cover placement*
- Sponsorship-level recognition in program
- Logo on event website
- List of attendees provided before event

Foundation Fundraising Event

- Premium placement of donated item(s)
- Registration for four
- Full-page ad in the program – outside back cover placement*
- List of attendees provided before event

*Exclusive benefits are reserved in the order of commitment.

**Contact Alexis Kierce for additional
sponsorship opportunities
Alexis@thinkgraphtech.com
717-238-5751 x119**



ANNUAL PLATINUM SPONSORSHIP - \$10,000

Benefits for Platinum Level Sponsorship

- PASAE Membership
- Plaque presentation at Holiday Lunch recognizing Platinum level sponsorship

Website and Social Media

- Company logo with link on the PASAE website all year
- Exclusive ad banner for two months
- Exclusive spotlight feature posted for two consecutive weeks
- One post per month on Facebook
- One post per month on Twitter

Direct Marketing

- Two exclusive email marketing blasts to the PASAE listserv (over 1,000 active contacts)
- Opportunity for Groupon-style deal featured in one issue of weekly Insider

Publications

- Advance! magazine
 - Full-page four-color ad in PASAE Advance! magazine issues – Spring and Fall
 - Logo recognition in each issue
- Monthly e-newsletter – advertisement in eight issues

Education and Social Meetings

- Opportunity to give a three-minute presentation at two meetings
- Registration for up to two attendees at all meetings

- List of attendees provided before meetings
- Logo on table tents and/or signage (where applicable)
- Recognition from the podium
- Logo on scrolling PowerPoint
- Sponsor-level ribbons on name badges

Educational Summit & Expo

- Two exhibit tables in a premium location (side by side)
- Two attendee registrations for the full event
- Full-page ad in program – premium placement
- Sponsorship-level recognition in program
- Logo on event website
- List of attendees provided before event

Summer Outing

- One exhibit table in a premium location
- Registration for three
- Full-page ad in the program – premium placement
- Sponsorship-level recognition in program
- Logo on event website
- List of attendees provided before event

Foundation Fundraising Event

- Premium placement of donated item(s)
- Registration for three
- Full-page ad in the program – premium placement
- List of attendees provided before event

ANNUAL GOLD SPONSORSHIP - \$7,500

Benefits for Gold Level Sponsorship

- PASAE Membership
- Plaque presentation at Holiday Lunch recognizing Gold level sponsorship

Website and Social Media

- Company logo with link on the PASAE website all year
- Exclusive ad banner for one month
- One post per month on Facebook or Twitter

Direct Marketing

- One exclusive email marketing blasts to the PASAE listserv (over 1,000 active contacts)

Publications

- Advance! magazine
 - Full-page four-color ad in PASAE Advance! magazine issue – Spring or Fall
 - Logo recognition in each issue
- Monthly e-newsletter – advertisement in six issues

Education and Social Meetings

- Opportunity to give a three-minute presentation at one meeting
- Registration for up to one attendee at all meetings
- List of attendees provided before meetings

- Logo on table tents and/or signage (where applicable)
- Recognition from the podium
- Logo on scrolling PowerPoint
- Sponsor-level ribbons on name badges

Educational Summit & Expo

- One exhibit table in a premium location
- Two attendee registrations for the full event
- Full-page ad in program
- Sponsorship-level recognition in program
- Logo on event website
- List of attendees provided before event

Summer Outing

- One exhibit table in a premium location
- Registration for two
- Full-page ad in the program
- Sponsorship-level recognition in program
- Logo on event website
- List of attendees provided before event

Foundation Fundraising Event

- Premium placement of donation item(s)
- Registration for two
- Full-page ad in the program
- List of attendees provided before event

ANNUAL SILVER SPONSORSHIP - \$5,000

Benefits for Silver Level Sponsorship

- PASAE Membership
- Plaque presentation at Holiday Lunch recognizing Gold level sponsorship

Website and Social Media

- Company listing with link on the PASAE website all year

Publications

- Advance! magazine
 - Half-page four-color ad in PASAE Advance! magazine issue – Spring or Fall
 - Recognition in each issue
- Monthly e-newsletter – advertisement in three issues

Education and Social Meetings

- Registration for up to one attendee at all meetings
- List of attendees provided before meetings
- Recognition from the podium
- Logo on scrolling PowerPoint
- Sponsor-level ribbons on name badges

Educational Summit & Expo

- One exhibit table
- Two attendee registrations for the full event
- Half-page ad in program
- Sponsorship-level recognition in program
- Company listing on event website
- List of attendees provided before event

Summer Outing

- Registration for two
- Half-page ad in the program
- Sponsorship-level recognition in program
- Company listing on event website
- List of attendees provided before event

Foundation Fundraising Event

- Registration for two
- Half-page ad in the program
- List of attendees provided before event

Sponsorship provides a means of broadening your competitive edge and improving your organization's image, prestige, and credibility by supporting events that attract your target market.

ANNUAL BRONZE SPONSORSHIP - \$3,500

Benefits for Bronze Level Sponsorship

- PASAE Membership
- Recognition at Holiday Lunch

Website and Social Media

- Company listing with link on the PASAE website all year

Publications

- Advance! magazine
 - Half-page black and white ad in PASAE Advance! magazine issue – Spring or Fall
 - Recognition in each issue

Education and Social Meetings

- List of attendees provided before meetings
- Recognition from the podium
- Logo on scrolling PowerPoint
- Sponsor-level ribbons on name badges

Educational Summit & Expo

- One exhibit table
- One attendee registrations for the full event
- Quarter-page ad in program
- Sponsorship-level recognition in program
- Company listing on event website
- List of attendees provided before event

Summer Outing

- Registration for one
- Quarter-page ad in program
- Sponsorship-level recognition in program
- Company listing on event website
- List of attendees provided before event

Foundation Fundraising Event

- Registration for one
- Quarter-page ad in program
- List of attendees provided before event

ANNUAL PARTNER SPONSORSHIP - \$1,500

Benefits for Partner Level Sponsorship

- PASAE Membership
- Recognition at Holiday Lunch

Website and Social Media

- Company listing with link on the PASAE website all year

Publications

- Advance! magazine
 - Quarter page black and white ad in PASAE Advance! magazine issue – Spring or Fall
 - Recognition in each issue

Education and Social Meetings

- Recognition from the podium
- Logo on scrolling PowerPoint
- Sponsor-level ribbons on name badges

Educational Summit & Expo

- Sponsorship-level recognition in program
- Company listing on event website

Summer Outing

- Registration for one
- Sponsorship-level recognition in program
- Company listing on event website

Foundation Fundraising Event

- Registration for one

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Alexis@thinkgraphtech.com

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Becoming a sponsor of PASAE presents a unique opportunity for stakeholders to highlight their commitment and support to the industry.

PASAE 2015 Advertising Rates

ADVANCE!

Advance!, published biannually by PASAE, is the only true magazine targeting national, regional and state associations that are based in Pennsylvania. Reach the decision makers responsible for association leadership, member services, meeting planning, communications, technology, and government relations.

Deadlines and Publication Dates:

Spring 2015

Ad and Contract Deadline: March 6, 2015

Publication Date: April 2015

Fall 2015

Ad and Contract Deadline: September 4, 2015

Publication Date: October 2015

Ad Specifications: High resolution JPGs and PDFs, 300 DPI or larger and 100% of the size

Ad Sizes and Rates:

Placement	Dimensions	One Issue		Two Issues	
		Black/White	Four-Color	Black/White	Four-Color
Back Cover	8.5" x 11"	\$1,500	\$2,000	\$2,700	\$3,700
Inside Front	8.5" x 11"	\$1,400	\$1,900	\$2,500	\$3,500
Inside Back	8.5" x 11"	\$1,300	\$1,800	\$2,300	\$3,300
Full Page	8.5" x 11"	\$685	\$1,185	\$1,170	\$2,170
Half Page	7.5" x 4.875"	\$425	\$925	\$800	\$1,800
Quarter Page	3.65" x 4.875"	\$335	\$835	\$530	\$1,530

PASAE CONNECTION MONTHLY E-NEWSLETTER

The Connection is the monthly e-newsletter featuring PASAE news and events, as well as member accomplishments and important dates. The Connection lets association leaders gain knowledge in a fast and manageable way. Advertisements in the Connection include an ad with a link to the advertiser's site and a 250 word description.

Deadlines and Publication Dates:

Ad and Contact Deadline: The 15th of the month before issue (Example: July 15, 2015 for August issue) - Max two issues

Publication on Dates: Monthly, January-December 2015

Ad Specifications: 125 pixels wide x 125 pixels tall

Rate: \$350 per issue

Copy Regulations

1. Ads must be received electronically. Note: Separate charges will be assessed for any artwork prepared by the publisher.
2. PASAE reserves the right to place the word "advertisement" on any ad it believes to resemble editorial material.
3. All ads must match the sizes quoted or PASAE will assess an additional fee.
4. All advertising must meet insertion order and copy deadlines as set by PASAE.
5. In the event of an error on an advertisement for which the publisher is liable, PASAE's liability is to place the advertisement in the next available issue or mailing, or discount such portion of the cost of the advertisement, as publisher deems necessary.
6. PASAE reserves the right to refuse any advertisement which is not in accordance with its publishing guidelines or standards.

Payment Policies

1. Payment must be received prior to going to print.
2. Any approved balance is due within 30 days upon proof of Publication.
3. Repeat advertising will not be carried if payment is not received within 60 days of Publication.
4. Advertisers will be short-rated if, within the calendar year, they do not use the number of advertisements contracted for and upon which their billings have been based. Advertisers will be rebated if, within the calendar year, they have used sufficient additional advertisements to warrant a lower rate than that which they have been billed.
5. Cancellation of cover space is required 90 days prior to closing date. Advertisers who cancel any other space after closing date will be billed for space contracted. (Refer to Copy Regulations #5.)
6. Rates are effective through December 31, 2015.

Contractual Conditions

1. Contract must be fully completed and signed by the client, which assumes full liability for payments due relative to ads placed.
2. If bills are to be sent to agency for payment, authorized signature of advertising agency also required.
3. PASAE will return a contract form acknowledgement.
4. PASAE reserves the right to cancel advertising contract due to nonpayment of accounts 60 days past due.

PASAE 2015 Sponsorship and Advertising Reservation Form

Send completed form, along with your payment to: PASAE, 500 North 12th Street, Suite 110, Lemoyne, PA 17043.

Organization (please print name as you would like it to appear on materials):

Primary contact: _____ Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email of primary contact: _____

Organization website: _____

Indicate the Sponsorship-level your organization has selected.

All sponsorships are active from January 1, 2015 through December 31, 2015.

___ Diamond Sponsorship \$15,000 ___ Gold Sponsorship \$7,500 ___ Bronze Sponsorship \$3,500

___ Platinum Sponsorship \$10,000 ___ Silver Sponsorship \$5,000 ___ Partner Sponsorship \$1,500

Advance! Spring 2015, Fall 2015

Issue	Ad Size/Position	B&W	4C	Price
Fall	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$_____
Spring	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$_____

PASAE Connection E-Newsletter 2015

Frequency/Price	Issue
<input type="checkbox"/> 1 issue \$_____	<input type="checkbox"/> January <input type="checkbox"/> May <input type="checkbox"/> September
<input type="checkbox"/> 2 issues \$_____	<input type="checkbox"/> February <input type="checkbox"/> June <input type="checkbox"/> October
(Max 2 issues/\$350 per issue)	<input type="checkbox"/> March <input type="checkbox"/> July <input type="checkbox"/> November
	<input type="checkbox"/> April <input type="checkbox"/> August <input type="checkbox"/> December

This form constitutes a legally binding contract between the sponsor and PASAE. Sponsorship benefits are not implemented until initial payment is received. PASAE reserves the right to institute collection activity and legal action for failure to pay.

Sponsors will not be credited or refunded monies for benefits included in their package that are not utilized.

Exclusive benefits are reserved in the order of commitment. The first sponsor to commit will receive first choice.

PAYMENT INFORMATION:

Total amount due: \$ _____

A check, made payable to PASAE, in the amount of \$_____ is enclosed.

___ I have enclosed the full amount with this completed and signed registration form.

___ 50% of the sponsorship fee is enclosed. I will pay the balance in March 2015. PASAE to send invoice.

___ 25% of the sponsorship fee is enclosed. I will pay quarterly. PASAE to send invoice in March, June and September.

Contact Alexis Kierce with any questions
Alexis@thinkgraphtech.com
(717) 238-5751 x119



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