

2021 Premier Business Partnership Program

AFSA's Premier Business Partnership Program

provides Business Partner members with an opportunity to plan their marketing programs in advance by bundling their participation from a list of association opportunities such as, but not limited to, membership, exhibits, sponsorships, advertising, webinars and donated services. Depending on the size of the total Partnership amount, companies may qualify for quarterly billing - minimum of \$15,000 annual amount - and extra bonus opportunities. Enrollment for the 2021 Program will begin in November 2020.

BENEFITS INCLUDE

- o AFSA online Resource Directory listings with your Premier Level Logo.
- o Premier Partners-Only Resource Directory listings.
- o Customized Membership Lists with e-mails in Excel format.
- o Premier Partner logo for use in your marketing materials.
- o Special recognition at conferences and in publications.
- o Exclusive direct marketing to AFSA Board members and Finance members supporting the Premier Partners.
- o Pre-selection opportunities for exhibits at the Independents and Vehicle Conference and premium sponsorships.

EXTRA BONUSES:

(Based on Participation Level)

- o Complimentary Conference Attendee Registrations.
- o Complimentary Conference Website and Newsletter advertising as well as bonus webinars.
- o Bonus category listings on the online Resource Directory.

PREMIER BUSINESS PARTNER LEVELS



8 STAR LEVEL
\$70,000-\$100,000 +



7 STAR LEVEL
\$75,000-\$69,999 +



6 STAR LEVEL
\$30,000-\$49,999 +



5 STAR LEVEL
\$25,000-\$29,999 +



4 STAR LEVEL
\$20,000-\$24,999 +



3 STAR LEVEL
\$15,000-\$19,999 +



2 STAR LEVEL
\$10,000-\$14,999 +



1 STAR LEVEL
\$7,500-\$9,999 +

Each level has an individual star-level logo which can be used on company marketing materials. Badge ribbons and exhibitor plaques have been developed to showcase Premier Partners at our conferences.