

# 2025 Business Partner Program

AFSA's Business Partner Program provides industry vendor members with an opportunity to invest in the association where they think their spend is most impactful. By completing an annual Business Partner Agreement, Partners can plan their AFSA investment in advance and realize the significant benefits detailed below. Enrollment for the following year begins in October. Many benefits are only available with annual agreements.

Four membership levels - **Premier, Platinum, Gold, and Silver** - allow you to select the benefits most important to your organization.



| Level Benefits   | Premier<br>\$75,000+ | Platinum<br>\$75,000 -<br>\$50,000 | Gold<br>\$50,000 -<br>\$30,000 | Silver<br>\$30,000 -<br>\$10,000 |
|--|----------------------|------------------------------------|--------------------------------|----------------------------------|
| Special pre-Expo/meeting cocktail hour with AFSA BoD     | ✓                    |                                    |                                |                                  |
| Featured Business Partner Listing                        | ✓                    |                                    |                                |                                  |
| Eligibility for a Seat on Business Partner Board         | ✓                    | ✓                                  |                                |                                  |
| Priority access to sponsorship opportunities             | ✓                    | ✓                                  |                                |                                  |
| Complimentary website advertising                        | ✓                    | ✓                                  |                                |                                  |
| Priority access to booth/kiosk selection                 | ✓                    | ✓                                  | ✓                              |                                  |
| Access to Small & Medium Business Partner Working Group  |                      |                                    | ✓                              | ✓                                |
| Annual Complimentary Member Contact List                 | ✓                    | ✓                                  | ✓                              | ✓                                |
| Inclusion in AFSA's new "Industry Expertise" web feature | ✓                    | ✓                                  | ✓                              | ✓                                |
| Complimentary Podcast                                    | ✓                    | ✓                                  | ✓                              | ✓                                |
| Complimentary Blog Post                                  | ✓                    | ✓                                  | ✓                              | ✓                                |
| Optional quarterly billing                               | ✓                    | ✓                                  | ✓                              | ✓                                |
| Complimentary Ad runs in AFSA publications               | ✓                    | ✓                                  | ✓                              | ✓                                |
| Comps to AFSA Conferences (outside of other comps)       | 4                    | 3                                  | 2                              | 1                                |
| Sneak peaks at upcoming AFSA products and services       | ✓                    | ✓                                  | ✓                              | ✓                                |
| Access to all AFSA Resources, including AFSA*Track       | ✓                    | ✓                                  | ✓                              | ✓                                |
| Access to AFSA Staff and SMEs                            | ✓                    | ✓                                  | ✓                              | ✓                                |

For more information,  
visit [afsaonline.org/businesspartners](https://afsaonline.org/businesspartners) or contact  
Dan Bucherer at [dbucherer@afsamail.org](mailto:dbucherer@afsamail.org).

