



**2020-21
SPONSORSHIP PROSPECTUS**

October 23, 2020

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ANNUAL CONFERENCE

WHO ARE WE?

Since 1967, The **Florida Association of Student Financial Aid Administrators (FASFAA)** has been a not-for-profit educational corporation and is currently comprised of over 900 financial aid professionals. These individuals represent all sectors of the financial aid community, including post-secondary institutions in Florida, lending institutions, state governmental agencies, loan servicing agencies, and other organizations that support financial aid administration.

WHAT KIND OF SCHOOLS WILL PARTICIPATE?

We expect a variety of schools from private, public, and proprietary colleges, universities, trade, and technical schools throughout the state of Florida.



WHAT KIND OF EXHIBITORS WILL ATTEND?

Participating exhibitors have included banks and financial institutions, software and hardware companies, campus chatbot providers, community associations, college bursars, and state agencies.

You are cordially invited to be a part of it all!

FASFAA's annual conference is the premier event for financial aid administrators in the state! Nowhere will you find an environment more conducive to meaningful interaction between attendees.

Enclosed are materials detailing a variety of ways that your organization can benefit from being a member and joining the conference, along with sponsorship opportunities.

Submit your paid, completed registration and sponsorship forms by December 31, 2020, and receive a 5% discount!

CONFERENCE DATES & INFORMATION

| | | |
|---|-------------------|--------------------------------------|
| Conference Dates June 1- 4, 2021 | December 31, 2020 | Discounted sponsorship payment due |
| | March 1, 2021 | Partner logo and descriptions needed |
| | April 30, 2021 | AV needs due |
| | May 14, 2021 | Conference Sponsorship Due |
| | May 28, 2021 | Conference packet inserts due |

HOTEL

[Hyatt Regency Grand Cypress](#)
One Grand Cypress Blvd
Orlando, FL 32836
T: (407) 239-1234
F: (407) 239-3837

HOTEL RATE

\$159/night
(hotel fee valued at \$35/night is waived for our group)

For hotel and travel information, including a hotel reservation link, visit the conference page.

Make sure you mention you are attending the FASFAA conference. This rate extends three days before the conference dates and three days after. Please make your reservations as early as possible to secure your room and rate.

PARKING

The hotel is providing two options
Complimentary self-parking in the remote lot located across from Grand Cypress Racquet Club.
Discounted self-parking of \$25/day in the Self-parking lot.

Valet parking \$35/day.

SHIPPING INFORMATION

Conference materials and booths should be shipped to the following address:

Hyatt Regency Grand Cypress
One Grand Cypress Blvd
Orlando, Florida 32836
Hold For: FASFAA Conference
<<Representative Name>>
<<Company Name>>

Vendors are responsible for all incoming hotel shipping fees.

The hotel will assess handling charges of \$15.00 per box/container

At the end of the conference, the Business Center must be used to ship exhibitor's materials. A service charge will be added to the shipping charge. Contact them directly by the house phone.



SPONSORSHIP HIGHLIGHTS

See how our various sponsorship levels compare:

| Features | Platinum | Gold | Silver | Bronze |
|---|---------------------------|---------------------------|---------------------------|---------------------------|
| Pricing | \$4000 | \$3000 | \$2000 | \$1000 |
| Booth Space | 2 | 1 | 1 | |
| Priority Placement by date | ✓ | ✓ | ✓ | |
| Complimentary Registrations | 2 | 2 | 1 | |
| Web Ad Banner | ✓ | ✓ | — | — |
| Web Recognition as Sponsor/Logo | ✓ | ✓ | ✓ | ✓ |
| Luncheon Recognition/Conference placement | ✓ | ✓ | ✓ | ✓ |
| 8x11 Flyer in packets | ✓ | ✓ | ✓ | - |
| Electronic attendee list | 3 Weeks before conference | 3 Weeks before conference | 2 Weeks before conference | 2 Weeks before conference |
| Lunch and Learn Opportunity (Space limited) | ✓ | - | - | - |

1. All sponsors and sponsor attendees must be paid, active members of FASFAA during the conference event.
2. Exhibit space includes: 2 chairs, skirted 6' table, and complimentary wi-fi.
3. Food and beverage costs are not included in the sponsorship package price.

Exhibitor participation levels include conference meals, welcome reception, conference materials, and session attendance.






COMPANY LOGO INFORMATION & SPECS

We at FASFAA believe that you, our partners, are vital to the success of our conferences. We express our appreciation by displaying your logo proudly on the conference website and making your company information readily available at the conference, throughout the conference agenda. Please use these guidelines when submitting your materials.

- Company description must be 100 words or less (FASFAA reserves the right to edit for length).
- A .JPG of your logo is required. Please provide full color and single-color versions if available.

SPONSORSHIP OPPORTUNITIES

Sponsorship Packages: A 5% discounted rate applied if paid in full before December 31, 2020

| | |
|--|--|
| Platinum Level  | <p>\$4,000 (*5% discount = \$3,800)</p> <ul style="list-style-type: none"> • Two Exhibit Booth Spaces - Priority Placement by date of receipt of commitment • Must be paid FASFAA Members • Two Complimentary Conference Registrations • Organization Logo on Conference Information Page JPEG format • Luncheon Conference Support Recognition by the level of sponsorship • Please be present at the opening luncheon to be recognized • Lunch and Learn • Web Banner Ad on Web Site • 1 8.5x11 flyer in the conference registration packet • Vendor reception recognition • List of registrants 2 weeks before the annual conference • Lunch and Learn opportunity limited to first come first paid sponsorship (limited to 5 spots) |
| Gold Level  | <p>\$3,000 (*5% discount = \$2,850)</p> <ul style="list-style-type: none"> • Conference Exhibit Booth - Priority Placement by date of receipt of commitment • Must be paid FASFAA Members • Two Complimentary Conference Registrations • Organization Logo on Conference Information Page JPEG Format • Luncheon Conference Support Recognition by the level of sponsorship • Please be present at the opening luncheon to be recognized • Web Banner Ad on Web Site • 1 8.5x11 flyer in the conference registration packet • Vendor reception recognition • List of registrants 2 weeks before the annual conference |
| Silver Level  <p>*5% discount = \$1900</p> | <p>\$2,000 (*5% discount = \$1,900)</p> <ul style="list-style-type: none"> • Conference Exhibit Booth - Priority Placement by date of receipt of commitment • Must be paid FASFAA Members • One Complimentary Conference Registration • Organization Logo on Conference Information Page JPEG Format • Luncheon Conference Support Recognition by the level of sponsorship • Please be present at the opening luncheon to be recognized • 1 8.5x11 flyer in the conference registration packet • Vendor reception recognition • List of registrants 2 weeks before the annual conference |
| Bronze Level  | <p>\$1,000 Minimum (*5% discount = \$950)</p> <ul style="list-style-type: none"> • No exhibit booth • Must be paid FASFAA Members • Organization Logo on Conference Information Page JPEG Format • Luncheon Conference Support Recognition by the level of sponsorship • Please be present at the opening luncheon to be recognized • Vendor reception recognition |
| ** NEW ** General Sponsorship  | <p>\$500 flat rate (no discount available)</p> <p>Must be a paid FASFAA Member (Funds will be allocated to general conference use)</p> |

A-La-Carte

Sponsorship Add-On Options *(no discount available)*

These options require a paid conference sponsorship package. Single sponsorship opportunities such as the webinar platform and mobile app will be granted on a first-come, first paid basis.

| | |
|--|---|
| <p>A-La-Carte (Yearly Support—select one or more)</p> | <ul style="list-style-type: none"> <input type="checkbox"/> *** NEW *** Webinar platform (\$1,300) Multiple available (cost will be reallocated based on the total number of sponsors) <ul style="list-style-type: none"> o Special recognition at the start of each webinar o Web banner ad <input type="checkbox"/> Mobile App (\$250) One sponsorship available <ul style="list-style-type: none"> o Logo displayed inside of the app <input type="checkbox"/> Training webinars (\$250) No sponsorship limit <ul style="list-style-type: none"> o 10-minute introduction of company product/services <input type="checkbox"/> Regional Training Workshops (\$250) No sponsorship limit <ul style="list-style-type: none"> o Logo/Web banner o If attending in person, provide a 10-minute introduction of company product/services o If attending virtually, provide a 10-minute introduction of company product/services <input type="checkbox"/> Clock Hour Workshop (\$1,000) No sponsorship limit <ul style="list-style-type: none"> o Logo/Web banner o Vendor booth space (in person) o If attending in person, provide a 10-minute introduction of company product/services o If attending virtually, provide a 10-minute introduction of company product/services o 1 8.5 x 11 flyer in workshop materials <input type="checkbox"/> New Aid/Intermediate Aid Officer Pre-Conference Workshop (\$1,000) <ul style="list-style-type: none"> o Logo/Web banner o Vendor booth space (in person) o If attending in person, provide a 10-minute introduction of company product/services o If attending virtually, provide a 10-minute introduction of company product/services o 1 8.5 x 11 flyer in workshop materials <input type="checkbox"/> Newsletter (\$100) No sponsorship limit <ul style="list-style-type: none"> o One-half page ad in each issue <input type="checkbox"/> 2nd Annual Director’s Summit (\$1,000) No sponsorship limit (Meeting of Financial Aid Directors, Assistant/Associate Vice-Presidents of Financial Aid/Enrollment Management & other senior financial aid leaders from across the state to discuss and share areas of common interest and advocacy) <ul style="list-style-type: none"> o Vendor table space (in person) o If attending in person, provide a 10-minute introduction of company product/services o If attending virtually, provide a 10-minute introduction of company product/services o 1 8.5 x 11 provided to attendees at check-in or emailed if virtual |
|--|---|

For more information visit the [‘Sponsorship Opportunities’](#) page in the Business Partners menu of the [FASFAA](#) website.

SPONSOR PAYMENTS

Visit the '[Sponsor Payments](#)' page for a specific link to the sponsor registration.

1. *Sponsor discount can only be obtained through December 31, 2020, and must be paid in full to receive a full discount.*
2. *All attending sponsors/vendors must be a registered FASFAA member.*

CANCELLATIONS / SUBSTITUTIONS / REFUNDS

Registration fees are not transferrable.

Sponsors unable to occupy and use the exhibit space contracted will be refunded of all sponsor fees paid, given FASFAA is notified in writing before February 22, 2021.

- No refund of any fees will be made if notice of cancellation is received in writing on or after February 22, 2021.
- No sponsor benefits apply if booth space is canceled.
- No refunds will be honored after the conference or after attendee lists have been distributed.
- Conference partner substitutions may be made before the start of the event if the original registrants cannot attend. The new participant must have a current paid FASFAA membership and register to attend the conference. Please notify Conference Vendor Sponsor Chair.

SPONSOR RULES & REGULATIONS

CANCELLATION OF CONFERENCE

If FASFAA fails to hold its conference as herein provided, or fails to furnish Exhibitor space as stated herein, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such a refund shall be accepted by the Exhibitor in full settlement of any loss or damage suffered or claimed by the Exhibitor.

Upon notification of the cancellation of the conference, partners may select one of the following options:

1. Keep the sponsorship commitment to FASFAA at the same level selected in the sponsorship package; or
2. Reduce a portion of the sponsorship commitment; or
3. Cancel the sponsorship commitment in its entirety. All funds will be refunded to the partner company.

If partners select options 1 or 2, recognition will be provided on the Business Partner page as well as the opportunity to present their services or products as in-person conference sessions are converted to a virtual format.

The FASFAA president and vendor/sponsor chair must be notified in writing of the option selected upon the announcement of the cancellation of the conference.

ATTENDEE REGISTRATION

Once FASFAA has received and accepted the partner sponsorship, FASFAA will generate a confirmation email. The email will confirm sponsor benefits/requirements and the number of registrations based on the space contracted and due dates.

PAYMENT INFORMATION

Payment can be made online via credit card or by check

- If by check: Make payable to FASFAA
- Mail to: 4905 34th Street South, #334, St. Petersburg, FL 33711

THANK YOU FOR YOUR SUPPORT!