

## **2011 SPONSORSHIP OPPORTUNITIES**

### **ARIZONA FIDUCIARIES ASSOCIATION**

Thank you for your interest in becoming a sponsor for the Arizona Fiduciaries Association's Spring Conference, scheduled for Thursday, February 17 – Friday, February 18, 2011 at the Radisson Resort in Tucson, AZ.

#### **WHY SPONSOR AN ARIZONA FIDUCIARIES ASSOCIATION EVENT?**

As Arizona continues to be one of the fastest growing states, greater attention will be focused on the services provided to our aging citizens. Certified fiduciaries and those who work in related fields will be at the forefront of these discussions. The goal of the AFA is to provide comprehensive, cutting-edge, and interactive educational seminars and trainings for our members and other professionals who share our commitment to excellence. Our events provide an excellent opportunity to:

- Showcase services and products geared towards an aging population
- Build relationships with industry peers
- Build your corporate reputation
- Increase corporate visibility
- Gain exposure to potentially untapped areas of the market
- Reach over 250 attendees



## **ABOUT THE ARIZONA FIDUCIARIES ASSOCIATION, INC.**

The Arizona Fiduciaries Association, Inc. is a non-profit organization whose purpose is to provide structure, guidance, training and mandated continuing education for certified fiduciaries (CF) in Arizona.

AFA welcomes individual memberships of persons who are fiduciaries or work in the field of probate, including guardianships, conservatorships and other probate proceedings.

The AFA was originally established in the early 1980's as the Arizona Association of Public and Private Fiduciaries and evolved into the Arizona Fiduciaries Association in April 1995 and has enjoyed steady membership growth and recognition since that time. There are currently over 150 members of the AFA. The AFA became a state affiliate of the National Guardianship Association in November 1999.

### **Mission**

The Arizona Fiduciaries Association, Inc. will take a progressive leadership role in ensuring that professional, efficient, compassionate fiduciary and probate services are provided to all Arizona residents in need of such services.

### **Values**

1. We believe that all individuals have the right to dignity and respect.
2. We believe that all individuals are entitled to courteous, competent services from association members.
3. We strive to achieve the highest standards of ethics and integrity in our profession.
4. We maintain the highest level of communication and cooperation among all members.
5. We maintain and support the highest level of knowledge and competency in our profession.

## **Exhibitor Opportunities and Benefits**

### **Platinum Exhibitor - \$1500**

- Recognition as Platinum Sponsor
- Breakout Session Speaking Opportunity (must be educational and approved by AFA Education Committee)
- Full-page ad in program
- Exhibition booth in Prime location at Exhibitor's discretion
- Promotional Item in Conference Bag
- Four complimentary tickets to the Conference
- Recognition in select advertising and/or press releases
- Link to your organization on the home page of the AFA website for three months
- Logo displayed in Power Point slide presentation in Ballroom

### **Gold Exhibitor - \$750**

- Recognition as Gold Sponsor
- Half-page ad in program
- Exhibition booth with Choice placement (request honored on first come, first serve basis, and after Platinum exhibitors booths are placed)
- Promotional Item in Conference Bag
- Two complimentary tickets to the Conference
- Logo displayed in Power Point slide presentation in Ballroom

### **Silver Exhibitor - \$500**

- Recognition as a Silver Sponsor
- Quarter page ad in program
- Exhibition booth
- One Complimentary ticket to conference

## **Sponsorship Opportunities**

<b>Sponsorship</b>	<b>Cost</b>	<b>2011</b>
<b>Evening Reception</b> <i>(includes 15 minute speaking opportunity at reception)</i>	\$3000	Available
<b>Attendee Tote Bags Sponsor</b> <i>Company Logo (plus cost of production)</i>	\$750	Available
<b>Lanyards &amp; Name Tag Badge Inserts</b> <i>Company Logo on Both (plus cost of production)</i>	\$1000	Available
<b>Speaker Gifts Sponsor</b> <i>Company Logo Gifts (plus cost of gifts)</i>	\$500	Available
<b>Business Card Ad</b> <i>Program Placement (non-exclusive)</i>	\$250	Available
<b>Bottled Water</b> <i>Company Logo on Label (plus cost of production)</i>	\$750	Available
<b>Drawing and Raffles</b> <i>Conducted By Sponsor (plus providing 3 – 5 raffle prizes)</i>	\$500	Available
<b>Conference Program Sponsor</b> <i>Logo Placement on Front Cover and Sponsor Choice of Company Ad Placement on Inside Front Cover or Back Cover (plus cost of production)</i>	\$1000	Available
<b>Keynote Speaker Sponsor</b> <i>Introduction of Speaker and Logo Placement on Podium (two opportunities available)</i>	\$1500	Available
<b>Afternoon Break Sponsors</b> <i>Placement of Logo at Break Station (one day of conference; two opportunities available)</i>	\$1000	Available

*\*Note: All sponsors will receive additional recognition in conference program on Sponsorship Page.*



**SPONSORSHIP AND EXHIBITOR COMMITMENT FORM**

***ORGANIZATIONAL INFORMATION:***

**Name of Organization** (exactly as it should appear in the program, attach business card when possible):

\_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Names of Exhibitor or Sponsor Attendees:**

\_\_\_\_\_

***SPONSORSHIP:***

**Sponsorship Category:** \_\_\_\_\_

**Sponsorship Amount:** \$ \_\_\_\_\_

***EXHIBITOR: (Review Exhibitor Benefits for number of attendee tickets)***

**Exhibitor Category:** \_\_\_\_\_

**Exhibitor Amount:** \$ \_\_\_\_\_

**Signature of Authorized Representative:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Thank you for Supporting the Arizona Fiduciaries Association, Inc.!**

## DEADLINES AND SPONSORSHIP POLICIES

### 1. Sponsorship Commitment Forms

Please complete the Sponsorship & Exhibitor Form. Forms may be mailed with a check to:

Arizona Fiduciaries Association, Inc.  
Attention: Charity Taylor-Antal  
P.O. Box 15572  
Scottsdale, AZ 85267

### 2. Deadlines

Sponsorship and Exhibitor offers are accepted on a first come, first serve basis. Please check for availability prior to submitting your Sponsorship Form. **Payment must be received in full, prior to conference.** As soon as exhibitor and/or sponsorship payments are received in full, the AFA will commence the benefits of your chosen package. Additionally, please submit promotional materials (to be placed in conference participant bags) to the AFA by February 1, 2011.

### 3. How to Pay

Checks or money orders should be made payable to the Arizona Fiduciaries Association.

### 4. Corporate Information

In order to take full advantage of your organization's sponsorship entitlements, your organization should provide the appropriate information (such as corporate logo, electronic version of your ad (**JPEG or GIF** Format only please), in appropriate dimensions, web address, etc.) for publication by January 14, 2011.

### 6. Exhibitor Set Up

Set-up, break-down and booth staffing is the sole responsibility of the sponsor. Please set up your booth by 7:30 am on Thursday, February 17. Please dismantle and remove all display equipment immediately following the conclusion of the conference on Friday, February 18 by 4 p.m.

### 7. Miscellaneous

The AFA reserves the right to determine the appropriateness of sponsorship. Sponsorship and exhibitor contributions are voluntary. The AFA does not endorse the products, services or views of the sponsor by accepting the sponsorship fee.

### 8. Questions

Please do not hesitate to call us if you have any questions. You may contact Charity Taylor-Antal at (480) 220-1766 or email her at [charity@azfid.org](mailto:charity@azfid.org). Thank you for your support of the AFA!