



Arkansas
Society of
Association
Executives

P.O. Box 23034 Little Rock, Arkansas 72221
ph: 501.223.9188 fax: 501.224.0988

August 22, 2016

Dear Valued Associate Member:

The Arkansas Society of Association Executives (ASAE) would like to invite you to join with ASAE by becoming a Partner with our association. Being a Partner with ASAE makes it easier for planning and budgeting purposes plus it gives you more opportunity to promote your company. The Partnership Program has been created to promote communication among all members of the association community. A Partnership would give you the opportunity to better showcase your company to the association executives of Arkansas.

Enclosed is a sheet that describes the Partnership Program and the many ways your company can be highlighted and promoted. We have created a program with three different levels of participation to choose from in order to meet your particular marketing needs. We listened to your comments and have made some modifications for the 2017 year.

If you want to take advantage of the 2017 Partnership Program to communicate your message to the association executives, just complete the enclosed application and return it to:

ASAE
P. O. Box 23034
Little Rock, Arkansas 72221

We'll be happy to work with you to meet your needs. The Partnership can be paid on a quarterly basis (Jan.1st, April 1st, July 1st, Oct. 1st). All Add-ons will be billed separately and due at the time of event.

If you have any questions, please feel free to call Marilyn at the ASAE office at (501) 244-0621.

Thank you again for your continued support of ASAE!

Sincerely,

Karen Hutchins, JD, CAE
President

Marilyn Porterfield
Executive Director

2017 Premier Partner – Value \$ 8800 Your cost only \$6500

Includes (Item and value):

- Associate dues (\$150 each) for two (*Additional memberships: \$100*)*
- 2 Lunches Paid Annually
- 2017 ASAE Membership Directory Ad, full page (materials due Nov.1, 2016)
- Help distribute directories to association executives (*Only available to Premier Partners*)
- Recognition page in the 2017 Directory as well as Partner icon on your listing
- Recognition at Trade Show by displaying Partner icon
- Two Trade Show Booths (*Additional booths: \$350*)*
- Convention Registration for **2** from your company
- Convention Sponsorship, Full page ad in Convention Brochure (*materials due by Feb.15, 2017*)
- Christmas Party Sponsorship
- Christmas Party Tickets (4)
- Host a monthly luncheon (or other event)
- Help at event registration desk, welcome attendees
- Newsletter Profile

2017 Preferred Partner – Value \$ 4500-Your cost only \$3,200

Includes (Item and value):

- Associate dues (\$150 each) for two (*Additional memberships: \$100*)*
- 1 Lunch Paid Annually
- 2017 ASAE Membership Directory Ad, full page, (materials due Nov.1, 2016)
- Recognition page in the 2017 Directory as well as Partner icon on your listing
- Recognition at Trade Show by displaying Partner icon
- Trade Show Booth (*Additional booths: \$350*)*
- Convention Registration for 1 from your company,
- Convention Sponsorship, Half page ad in Convention Brochure (*materials due by Feb.15, 2017*)
- Christmas Party Sponsorship
- Christmas Party Tickets (2)

2017 Patron – Value \$ 1750 Your cost only \$1400

Includes (Item and value):

- Associate dues for one (*Additional memberships: \$100*)*
- 2017 ASAE Membership Directory Ad, ½ page, (materials due Nov.1, 2016)
- Recognition page in the 2017 Directory as well as Partner icon on your listing.
- Recognition at Trade Show
- Trade Show Booth (*Additional booths: \$350*)*
- Convention Registration for 1 from your company,
- Christmas Party Tickets (2)

****All add-ons must be paid in full and will be billed separately***

2017 ASAE Partnership Contract

Yes, my company, _____, would like to become a partner with ASAE by choosing the following partner level:

- Premier Partner, \$ 6500
- Preferred Partner, \$3200
- Patron, \$1400

2017 ASAE Membership Directory Listing & Ad: As a partner I will submit the name (s) and photo for my membership listing by November 1st. I will also provide the ad materials (camera ready) for my directory ad by November 1st.

Newsletter Profile-As a Premier Partner, I agree to provide the photograph, two headshots of my company ASAE Members and a two-paragraph (approx.. 90-100 words total) for one of the monthly newsletters* by the 25th, prior to the distribution of the newsletter on the 1st, the following month.

*Month selected will be mutually agreeable between ASAE and the Partner

I choose to pay for my partnership by one of the following methods:

- I will provide a check for the total amount by January 15, 2017
- I choose to be invoiced quarterly*, 25% of total amount**
- I choose to pay by credit card*** quarterly*, 25% of total amount**

*Quarterly payments will be due on Jan.1st, April 1st, July1st and Oct. 1st

All "add-ons" will be due January 15

Partner

I, _____ will serve as the main contact for supplying ad materials and information as needed as well as payment for the partnership.

Signature: _____

Direct line/cell #: _____

Email: _____

Today's Date: _____

ASAE

Marilyn Porterfield is the partner's contact at ASAE regarding questions about ASAE's responsibilities to the Partner.

Signature: _____

(501) 244-0621

office@arksae.net

Today's Date: _____