



Sponsorship Resources for Chapters

Your members want great educational programs and services. You want to increase revenue to support the chapter's goals. Private sector organizations want to build relationships with your members. How can you satisfy everyone? Sponsorships.

Sponsorships can help you improve educational programs, attract speakers and add amenities at your meetings. In a win-win sponsorship program, sponsors are able to build relationships with members, gain recognition for their contributions to the chapter and draw attention to products and services.

Corporate sponsorship can take on many different forms—it can be used for a specific chapter conference and can offset expenses for that particular event or it can be set up to encompass the entire year (ad in newsletter, speaking opportunity, table top booth, etc).

Like AGA, the private sector is interested in improving the financial health of governments at all levels. These individuals are knowledgeable about the latest industry trends in financial management, technology, auditing and budgeting. Strategies that work well in private companies also may work well in a government setting. The private sector offers services and products that can help government financial managers do their jobs more efficiently and effectively.

Develop a sponsorship program for your chapter today. Don't reinvent the wheel, take a look at the programs that other chapters have already put into place. Also, take a look at the National program—another resource for ideas.

Who Are Potential Sponsors?

- Why not start by looking at your chapter roster. AGA has close to 1,800 members that work for the private sector. Look for public accounting firms, major system integrators, IT companies, management consulting firms, financial services organizations and education & training companies.
- Look at the AGA website for names of Corporate Partners and conference sponsors (www.agacgfm.org/corporate/partners.aspx).
- Look at who is sponsoring at other association conferences, such as ASMC, ASPA, IIA.
- Pull out the yellow pages and go online!

Chapter Programs

Check out these as well as other chapter successful practices in the Members Only section at <https://members.agacgfm.org>

- **Washington, D.C. Chapter**—The chapter has five levels of sponsorship from Level 1 as Diamond to Level 5 as Bronze. Each level has specific benefits attached to it, such as newsletter advertisements and name recognition at chapter events. The chapter also offers sponsorships for its various events including its social hours, baseball game outings, Chinese New Year dinner and Oktoberfest celebration. Most of these are priced at \$275 per sponsorship. Contact **John Cherbini** at jcherbini@kpmg.com.
- **Dallas Chapter**—The chapter has three levels of sponsorship: Contributor (\$100-\$499), PDC Sponsor (\$500-\$999) and Chapter Sponsor (\$1,000 or more). Contributor sponsors (Level I) receive recognition on the chapter's website and in the newsletter. PDC sponsors (Level II) receive Level I benefits as well as a complimentary registration to training events and a table-top display. Chapter sponsors (Level III) receive all Level II benefits as well as one free job posting on the website and a link to the organization from the chapter website. Contact **Jason Arrington** at jason.arrington@ssa.gov.
- **New York Capital Chapter**—The chapter has a color tri-fold brochure listing their sponsorships ranging from the Silver Level (\$500) to the Platinum Level (\$2,000). Benefits include recognition in conference program, verbal recognition during conference, recognition on the chapter website, ad in chapter newsletter, complimentary meeting registrations, opportunity to give welcoming remarks at event. Contact **Ray Harris, CGFM**, at rharris@agacgfm.org.
- **Topeka Chapter**—The chapter ties sponsorship to their annual regional conference charging \$4,000 to be a sponsor - maxing out at 5 sponsors (to make the sponsorship more valuable - i.e. less competition around). Specific benefits of sponsorship include: speaking opportunity, table top display, participation in social events, breakfasts and lunches, handouts and copy of attendee list. Contact **Walt Darling** at walt_darling@hotmail.com.

National Program

- **Marketing Opportunities Catalog**—Includes everything that can be purchased and sponsored by private sector organizations: conference sponsorships and exhibits, advertising in the Journal and weekly newsletters and corporate memberships. (www.agacgfm.org/corporate/marketing.aspx)
- **Corporate Partner Membership Program**—AGA has Professional level Corporate Partners that pay annual dues of \$6,000 and Sustaining level Corporate Partners that pay annual dues of \$3,000. Partners participate in research projects, hear first about sponsorship opportunities, receive premier booth locations at conferences, receive discounts on exhibit booths and advertising, get recognition in AGA publications and on the website and receive member rates for employees registering for national conferences. (www.agacgfm.org/corporate/Corporatedefault.aspx)
- **Conference Sponsorship Program**—Each AGA conference has its own sponsorship program that can include items such as, lunch and break sponsorships, name badge and bag sponsorships, welcome receptions, bag inserts, and golf tournaments. Exhibit booths and table-top displays are also offered at each event.
- **Advertising** is also available in conference programs and on conference websites.

Staff Contacts at the National Office

Feel free to contact us for advice on setting up a sponsorship program and/or to receive private sector contacts.

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