



AAFAME 2019 Sponsorship Program

“One Stop Ask!”

Austin Association of Facility & Maintenance Engineers

“AAFAME is the largest organization in Texas dedicated to the education & advancement of building and operating engineers.”



About AAFAME



- The primary goal of the AUSTIN ASSOCIATION OF FACILITY AND MAINTENANCE ENGINEERS otherwise known as AAFAME (pronounced A-fame) is to promote professionalism for maintenance engineers. Today, more than ever, education is critical to the proper maintenance and operation of modern buildings.
- AAFAME programs assist facilities, maintenance or building engineers to become better qualified and more valuable to their employers. This, in turn, assures management that their people are knowledgeable and capable of operating their buildings efficiently, economically and, above all, safely.
- We rely on our vendors to support these programs by sponsoring AAFAME and in turn gaining exposure in the industry your services are valued & needed.
- Our membership is represented by over 550 individuals which includes over 225 companies in the Austin and surrounding area. Our members include chief, lead, intermediate and entry level engineers including industry related vendors to help service their building needs.
- AAFAME is certified as a 501(c) (6) by the IRS (trade organization) and is volunteer based with a board of directors, committees and administrators who follow written by-laws as voted on by our members.



Thanks to our 2018 Sponsors!

BRONZE:

Air Performance Service, Inc.
 Anchor-Ventana Glass
 Austin Generator Service
 Building Diagnostics
 Carrier Corp
 Empire Roofing
 Facility Solutions Group
 ICBS LLC
 Jim Whitten Roof Consultants, LLC
 KENTEX Roofing Systems
 Lone Star Commercial Glass, LLC
 SERVPRO of Hyde Park/Central Austin
 Sunsational Solutions

Annual Sponsor Program

Step #1

Select the annual sponsorship program that best meets your needs & budget.

GOLD \$5,000
SILVER \$4,000
BRONZE \$2,750

Step #2

Review the opportunities listed in this brochure and choose benefits that total the dollar value assigned to your sponsor level.

GOLD \$5,500
SILVER \$4,250
BRONZE \$3,000

Example

XYZ Company decides to be a Silver sponsor at their cost of \$4,000. XYZ will chose items from the menu of benefits totaling \$4,250.

Rotating Ad \$750
Luncheon \$1,500
EXPO Booth \$750
Finger Lickin \$1,250
= \$4,250 value

Step #3

Sign up online for the annual program by 12/31/2018

Full payment is due by
1/31/2019

Link to sign up is on last page
of this brochure

Act Fast!

The sooner you sign up the better chance you have of getting what you want.

After 12/31/2018 all sponsorships will go back up to full price and individual items will be available for sale.

Just in Case

In the event appropriate funding is not acquired, events or categories described in this program may be cancelled at AAFAME's sole discretion. If an event or category is cancelled, benefits shall be re-allocated to other benefits.

Gold Level - \$5,000

BEST VALUE!

- ❑ **Choose \$5,500 in Sponsor Benefits from list of opportunities on commitment form (Savings of \$500)**
- ❑ Includes membership dues for 3 individuals from company (does not include prepaid luncheons)
- ❑ Several options are made available to Gold sponsors only, such as

❑ **First Come First Serve! The sooner you sign up the better chance of getting one of these**

- Title sponsorship for the Chili Slam – SOLD @ October 2018 luncheon to CertaPro Painters
 - T-shirt & Bag sponsorships for the Chili Slam
 - BOMA Joint Luncheon
 - Holiday Luncheon Snowman Sponsor
 - NEW this year: Engineer Appreciation Event
 - Membership Directory Covers
 - Grand Prize at EXPO
- ❑ Logo displayed at top of full color banner at all events (see page #3 for example banner)
 - ❑ Logo posted on AAFAME's website, with link

Silver Level - \$4,000

- ❑ **Choose \$4,250 in Sponsor Benefits from list of opportunities on commitment form (Savings of \$250)**
- ❑ Includes membership dues for 2 individuals from company (does not include prepaid luncheons)
- ❑ Logo displayed on full color banner at all events (see page #3 for example banner)
- ❑ Logo posted on AAFAME's website, with link to sponsor's website
- ❑ First choice on annual program the next year

Bronze Level - \$2,750

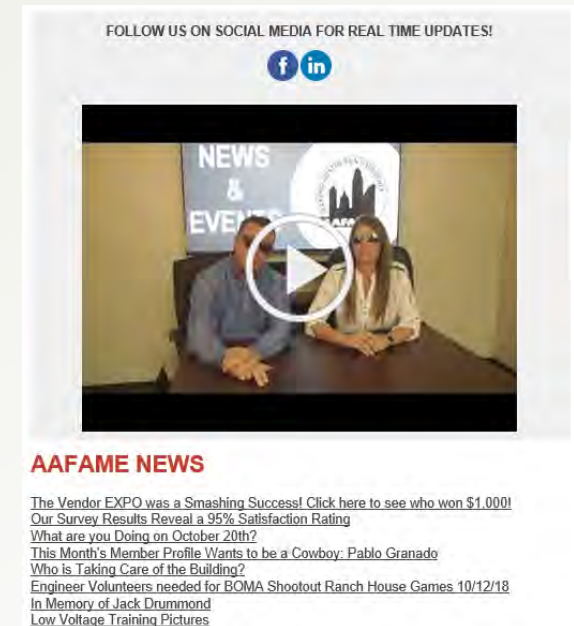
- ❑ **Choose \$3,000 in Sponsor Benefits from list of opportunities on commitment form (Savings of \$250)**
- ❑ Includes membership dues for 1 individual from company (does not include prepaid luncheons)
- ❑ Company name posted on AAFAME's website, with link to sponsor's website
- ❑ First choice on annual program the next year
- ❑ *Please note that logo will not be printed on banner displayed at events, this is reserved for Gold & Silver sponsors only*

Advertising Opportunities *New Item*

Live in 55 Newsletter

\$500 per month (8 available)

- Be the featured sponsor in our new & exciting “Live in 55” video intro for our monthly newsletter
- Logo will be displayed during video as the featured sponsor
- Distribution to 1,200+ emails in database with a 36% read rate
- Average “view” rate for video is 400+
- Sample newsletter shown at right
- Sponsor is encouraged to submit an article of interest



Advertising Opportunities

Career Center

\$500 per quarter (4 available)

- ❑ Only 1 company logo posted on home page of [Career Center](#) per quarter
- ❑ Our career center gets the most hits of any page on our website! Average of 347 hits per month as per Google Analytics
- ❑ By sponsoring, the career center allows us to keep the service free to our members and other companies seeking to find qualified engineers
- ❑ Company logo will also be located on the page where jobs are posted typically by property managers and the hiring professional

Rotating Banner on Website

\$750 per month (12 available)

- ❑ 12 available – 1 per month
- ❑ A color banner ad provided by sponsor shall rotate on [home page](#) with other images regarding association events & news
- ❑ Only one ad per month will be posted
- ❑ Banner size will be provided based on customized website dimensions
- ❑ The rotating ad will link to company website
- ❑ Average website traffic includes 1,393 active users per month and each user is on site for average 3.14 minutes (confirmed by Google Analytics)



Advertising Opportunities

Membership Directory

Advertisements printed in our annual membership directory delivered to over 650+ industry professionals. Engineers use these on a daily basis to find an AAFAME vendor for products/services. Having an ad in the publication allows you stand out above other vendor members. The directory is distributed to all attendees at the annual Vendor Expo held in September.

Cover(s) Reserved for “Gold Sponsor”:

- ❑ Back Cover – Color (1 Available) **\$1,500**
- ❑ Inside Covers – Color (2 Available) **\$1,000**
- ❑ Inside Covers – Black & White (2 Available) **\$750**
- ❑ ***Gold Sponsors have first choice on Cover Ads Listed Above***

Inside ads:

- ❑ Black & White Full Page Ads **\$500**
- ❑ All ads are 5” x 8”
- ❑ Unlimited available



Advertising Opportunities

ARCH Award

\$750 for one sponsor (1 available)

- The AAFAME Recognition of Champions Award (ARCH) has become very well received by the property management industry & has even been featured in the Austin Business Journal.
- This year we are offering an opportunity for a company to be the sole sponsor of the award.
- The award is presented at the annual Joint Luncheon with BOMA Austin in March. (Building Owners & Managers Association.
- This years program will be held on March 5th, 2019 @ the Hyatt Regency on Barton Springs
- Recognition in AAFAME newsletter as partner for the award
- Assist in the award ceremony during the program.
- Company name announced at the event where presentation is made as partner for the award.
- Be included in the photo opportunity with the winners after the event.



Event Sponsorships

**New VIP
Event!**

Engineer Appreciation

\$750 per vendor

- ❑ ***Reserved for Gold Sponsors Only!***
- ❑ New event to be held in April 2019 in place of our regular monthly luncheon
- ❑ Trendy & fun location to be determined
- ❑ The intent is to give the Engineers & Property Managers an event they can attend for team building & appreciation
- ❑ Only GOLD sponsoring vendors will be allowed to attend this VIP event!
- ❑ In lieu of display tables with promotional items, instead we will be providing goody bags to include items donated by sponsoring vendors
- ❑ Vendors who do not sponsor the event will have an opportunity to donate to the goody bags only
- ❑ Company logo will be included on website event page & on emails sent to over 1,000 email addresses in database

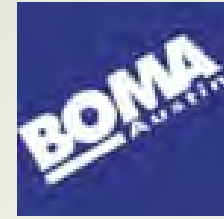
Event Sponsorships

Luncheon Programs - \$1,500 per month (8 available) ***MOST POPULAR!***

- ❑ 8 months Available: January, February, May, June, July, August, October & November (typically held the second Tuesday of the month with few exceptions).
- ❑ Approximately 170+ attendees with a mix of engineers, property managers & vendors
- ❑ Company representative able to speak from podium for 2 minutes about company service at the beginning of the program
- ❑ Table provided at registration area for marketing materials
- ❑ Basket for door prize drawing located at table to collect business cards
- ❑ Sponsor can bring their own banner/signage to display at the event
- ❑ Logo to be submitted for event webpage and event notice sent by email to 1,200+ addresses
- ❑ Two representatives can attend at no charge
- ❑ Assist with door prize drawings at the end of the event
- ❑ Keep the business cards from the drawing for follow up
- ❑ **** Starting in 2019 we will ask that sponsors provide a minimum of one door prize valued at \$50+***



Event Sponsorships



Joint Luncheon with BOMA Austin

\$1,750 (1 Available for AAFAME + 1 Sponsor from BOMA Austin)

- ❑ ***Reserved for Gold Sponsor!***
- ❑ First joint luncheon with BOMA will be held in March 5th, 2019 @ the Hyatt on Barton Springs
- ❑ Program will include presentation of the annual ARCH award recognizing property management company for their involvement in AAFAME
- ❑ Average attendance of 300+ engineers, property managers & vendors
- ❑ Company representative able to speak from podium for 2 minutes about company service during the program
- ❑ Table provided at luncheon for marketing materials
- ❑ Sponsor can bring their own banner/signage to display at the event
- ❑ Logo to be submitted for event webpage and event notice sent by email to 1,200+ addresses not including BOMA Austin's mailing list
- ❑ One representative can attend at no charge
- ❑ Assist with door prize drawings at the end of the event (sponsor responsible for providing door prize valued at \$50+)
- ❑ Receive attendance list after event is over



Event Sponsorships

Holiday Luncheon



The AAFAME Holiday Luncheon is always a hit with an average attendance of 300 engineers, property managers & vendors. It will be held in place of a regular monthly luncheon on December 4th, 2019 @ The Crowne Plaza. The event features fun games, board recognition, community service efforts and team building for companies who attend. Sponsoring event allows us to keep the costs down to the attendees and cover our expenses.

Snowman Level - \$1,750

- ❑ ***Reserved for our Gold Sponsor!***
- ❑ Top event sponsor! Only (1) Sponsorship Available
- ❑ Your company logo on all AAFAME holiday email invitations, website & signage at luncheons
- ❑ Company representative able to speak from podium for 2 minutes about company service during the program
- ❑ Tabletop in ballroom reserved for your organization's marketing materials
- ❑ Ability to provide promo item with company logo to attendees (approx 300 items)
- ❑ Includes 2 attendees to event at no charge

Event Sponsorships

Holiday Luncheon

Gingerbread Level - \$750

- ❑ Your company name on all AAFAME holiday email invitations, website & signage at luncheon
- ❑ Only (2) Sponsorships Available
- ❑ Tabletop in ballroom reserved for your organization's marketing materials
- ❑ Includes 2 attendees at no charge

Candy Cane Level - \$250

- ❑ Your company name on all AAFAME holiday email invitations, website & signage at luncheon
- ❑ Unlimited sponsorships Available
- ❑ Recognized during program as sponsor
- ❑ Includes 1 attendee at no charge



17th Annual Expo

The 2019 EXPO will be held on September 18th, 2019 — Palmer Event Center

AAFAME Vendor EXPO is an event where building engineers & managers can network with AAFAME's vendor members & other engineers in a trade show environment.

\$750 for a Vendor Booth

- ❑ Booths are 10 foot x 10 foot and includes one table with cloth/skirt & two chairs
- ❑ Our goal is to have 400+ attendees including building engineers & property managers
- ❑ Only 75 vendor tables available
- ❑ The 2019 theme is to be determined at this time
- ❑ Event time runs from 10:00 am to 2:00 pm
- ❑ Grand prize drawing of \$1,000 & \$500 cash is provided by AAFAME
- ❑ Vendors are encouraged to donate additional door prizes for attendees to win
- ❑ Vendors will receive an excel spreadsheet of attendees with contact info after the event
- ❑ Marketing exposure includes our own members and in addition BOMA, IREM and others

ADDITIONAL SPONSORSHIP OPPORTUNITIES LISTED ON NEXT PAGE!



17th Annual Expo

Grand Prize Sponsor - \$2,000 (1 Available)

- ❑ ***Reserved for Gold Sponsors***
- ❑ * Please note we are not doing the vendor card this year, all attendees will be eligible for grand prize!
- ❑ Will receive recognition as Grand Prize sponsor & assist with award ceremony
- ❑ Grand Prize collection box will be located near the vendors booth
- ❑ Company Logo included in all event announcements & website
- ❑ Signage at the event provided by AAFAME (example at right)
- ❑ 10x10 Booth included with sponsorship
- ❑ First option on booths when registration is open

Refreshment Sponsor - \$1,750 (1 Available)

- ❑ Company Logo included in all event announcements & website
- ❑ Signage at the event provided by AAFAME (example at right)
- ❑ 10x10 Booth included with sponsorship
- ❑ First option on booths when registration is open

Registration Sponsor - \$1,500 (1 Available)

- ❑ Registration sponsor will have ability to provide goody bags for all attendees!
- ❑ Able to provide volunteers to register attendees upon arrival and wear company shirts
- ❑ Signage at the event provided by AAFAME (example at left)
- ❑ First option on booths when registration is open
- ❑ 10x10 Booth included with sponsorship



27th Annual Chili Slam

Our annual Chili Slam is our biggest event of the year with over 200 teams & 1,000 anticipated attendees consisting of engineers, managers & their co-workers. Next year will be our 27th annual event featuring volleyball, horseshoes, washers, tug of war, chili, brisket and jack-pot cook-offs. The tentative date is April 26th, 2019 @ Krieg Field.

We are asking for your generous support this year as we have in the past. Our team registration income is less than it costs to have this great event and we make up the difference with sponsorships from our vendors. In return, we are committing to insuring that every engineer & building manager is aware of your support of AAFAME.

The following pages list the sponsorship opportunities.



VISTI WWW.CHILISLAM.COM FOR MORE DETAILS ABOUT OUR SPECIAL EVENT!

27th Annual Chili Slam

Top Chili Pepper – Title Sponsor - \$3,500 (1 Available)

- ❑ **RESERVED FOR GOLD SPONSORS! HIGH EXPOSURE OPPORTUNITY**
- ❑ Name incorporated on the event logo (as shown below)
- ❑ Event/Company logo will be added to all event marketing materials, including flyers, registration forms, emails, website, etc.
- ❑ Event/Company logo will be printed on the front of the tournament shirts (shirts) to be given to team participants.
- ❑ Top sponsor will receive 6 event shirts
- ❑ Recognition at the May 2017 luncheon as the Top Chili Pepper! You will have one minute at the podium at the May Luncheon to talk about your company prior to the award ceremony.
- ❑ Assist with award ceremony held at the May 2017 luncheon.
- ❑ Ability to set up tent in prominent area of the tournament field. VIP parking!
- ❑ Team registration fee included for each event of choice including volleyball, chili, BBQ, Jack Pot, horseshoes or washers.
- ❑ Notification sent to all AAFAME engineers announcing your commitment to the association.
- ❑ The esteem pleasure of being the title sponsor of one of the most successful association events in Austin!

SOLD!

CertaPro Painters®
Residential, Commercial, Interior, Exterior.



27th Annual Chili Slam

T-Shirt Sponsor - \$2,500 (1 Available)

RESERVED FOR GOLD SPONSORS

- Logo printed on sleeve on event t-shirts to be given to all team participants.
- Average 400+ shirts to be distributed.
- Includes one team registration fee of your choice.

Team Bag Sponsor - \$2,500 (1 Available)

RESERVED FOR GOLD SPONSORS

- Logo printed on team bags given to teams with event logo.
- New this year, duffel bags instead of drawstring/insulated bags.
- 300 team bags to be printed.
- Includes one team registration fee of your choice.

Wristband Sponsor - \$750 (1 Available)

- Logo printed on wristbands to be provided to over 900 attendees.
- Includes one team registration fee of your choice.



****Sponsors on this page do not receive their logos on back of event shirt*** 19

27th Annual Chili Slam

Finger Lickin' Sponsor - \$1,500 (8 Available)

- ❑ Preferred placement in cook-off area along Sponsors Row.
- ❑ Signage with company logo located in the cook-off area.
- ❑ Logo located on the Chili Slam event page with Cook-off details.
- ❑ One team entry for either chili/brisket/jackpot & one event shirt.

Pit Boss Sponsor - \$1,250 (8 Available)

- ❑ Signage with company logo located at horseshoes & washers area.
- ❑ Logo located on the Chili Slam event page with event details.
- ❑ Includes one horseshoe or washer team registration fee & two event shirts.

Spike Sponsor - \$1,250 (6 Available)

- ❑ Signage at event with company logo at the volleyball courts.
- ❑ Logo located on the Chili Slam event page with event details.
- ❑ Includes one volleyball team registration fee & six event shirts.

Tug of War Sponsor - \$1,250 (1 Available)

- ❑ The most fun event to watch by far is Tug Of War!
- ❑ Sponsors will receive signage at the event
- ❑ Ability to referee/judge the participants.



****Sponsors on this page will receive their logos on back of event shirt***

27th Annual Chili Slam



Photo Sponsor - \$1,000 (1 Available)

The photo sponsor will have their logo watermarked in the lower right hand corner of all the pictures published after the event. We post over 200 pictures that are viewed by all members of AAFAME. Last year received over 800 views!

Registration Sponsor - \$1,000 (1 Available)

Prominent signage at the registration tent where all teams check in. You can provide volunteers to register team participants and pass out shirts day of event (optional). Includes team registration for event of choice.

Music Sponsor - \$1,000 (1 Available)

The company that sponsors the DJ will have prominent signage at the music tent. Includes team registration for event of choice.

Shuttle Sponsor - \$1,000 (1 Available)

Company logo displayed on the shuttle that will be used to transport attendees from parking lot to event area. Approximately 700 folks will be exposed to your logo. Representative allowed to ride on shuttle to meet and greet with riders (Optional).

Judging Sponsor- \$750 (4 Available)

Signage at event with company logo at the judging area located near cook-off. Logo located on the Chili Slam event page with Cook-off details. Sponsor can provide judges as needed for the contest. Receive special shirt for being a judge.

****Sponsors on this page do not receive their logos on back of event shirt***



Adventure Fest

- The “Adventure Fest” is a carnival style family event typically held in the Fall.
- The event will feature fun activities & goodies with additional exciting things such as inflatables, magician, carnival games, face painting & more.
- Being involved in the community is important to AAFAME members therefore we will continue our work with charities where our volunteers can make the most impact both personally & financially.
- In the past we have partnered with the Helping Hand of Austin & Big Brothers Big Sisters of Central Texas with total donations of \$26,600 over the last 5 years.
- We will continue our efforts in providing an event that all members of the family can participate in with flexible schedules.
- Your financial support will allow us to pay for the expenses to have the event as well as donate a portion of the proceeds to charity.



*** Please be advised that payments will be made to AAFAME a 501(c)6 organization and is considered a business expense. After completion of the event AAFAME will send document identifying what portion of the can be used as a charitable donation to Big Brothers Big Sisters a 501(C)3 organization. For example: A sponsorship level of \$500 after races expenses may result in a \$400 chartable donation.*

Adventure Fest Levels

Gold- \$1,000 (6 Available)

- ❑ Company logo with link to website on event website & flyer
- ❑ Logo printed on large scale in event program
- ❑ Able to set up booth at event to promote services
- ❑ Ability to provide volunteers to assist day of festival

Silver- \$750 (8 Available)

- ❑ Company logo with link to website on event website & flyer
- ❑ Logo printed on medium scale in event program
- ❑ Able to set up booth at event to promote services
- ❑ Ability to provide volunteers to assist day of festival

Bronze - \$500 (10 Available)

- ❑ Company logo on event website only
- ❑ Name recognition in event program
- ❑ Able to provide marketing materials at registration desk
- ❑ Ability to provide volunteers to assist day of festival

Supporting Partner - \$250 (Unlimited Available)

- ❑ Ability to provide volunteers to assist day of festival
- ❑ Recognition in event program



How to Sign Up

FILL OUT THE ONLINE FORM TO SIGN UP FOR THE ANNUAL PROGRAM & BENEFIT OPTIONS

bit.ly/aafame2019partner

- ❑ Deadline to sign up is 12/31/2018 - full payment due by 1/31/2019
- ❑ You can elect to include prepaid luncheons at discounted rate - dues are included
- ❑ Once form is filled out we will send you an invoice to pay from
- ❑ Categories chosen are not guaranteed until confirmed by administrator
- ❑ We will announce final assignments in January 2019

Questions?

CONTACT AMY ABLES @ amy@aafame.org



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