

Government Finance Officers Association of Texas

Sponsorship Information
And
Renewal Package

- **Invitation**
- **Sponsorship Form**
- **Benefits Updated for FY 2016-17**

Contact:

Becky L. Brooks

GFOAT, Director of Resource Development

817.308.5189

blbrooks@gfoat.org

GFOAT Sponsorship Invitation

Our Government Finance Officers Association of Texas (GFOAT) sponsors are a very important part of its revenue base from which programs are provided to its membership of about 1000. By Board policy, all sponsorship efforts are consolidated and sponsors are contacted annually. Sponsors are recognized in two significant ways:

- 1) On the GFOAT Web site
- 2) In person, at the Spring Institute and Fall Conference, as well as at the GFOAT booth at TML

There are four levels of sponsorship based on the contribution amount. These are:

- Platinum \$5,000;
- Gold \$2,500;
- Silver \$1,000;
- Bronze \$500 (See new changes for this year!)

If your organization has been a generous sponsor of GFOAT in the past, we want to express our appreciation and hope that you will continue your support. We would even like to ask for you to consider increasing your sponsorship level to assist GFOAT in efforts to better serve its membership. In any case, we appreciate your participation as a sponsor of GFOAT and ask that you indicate that level on the attached form and send your contribution to: GFOAT, Attn: Administrative Services at the address shown on the remittance form or APPLY/RENEW online at <http://www.tml.org/gfoat-sponsorship-application>.

If you are not currently a GFOAT sponsor, we would invite you to consider the benefits of financially supporting our vibrant organization dedicated to education, communication and professionalism. Check out our Web site at www.gfoat.org today for additional information about the business and leadership of GFOAT.

Again, thanks for your financial support. On behalf of GFOAT, I extend my personal appreciation and look forward to hearing from you soon. Please feel free to call me or drop me a note if you have any questions.

Sincerely,
Becky L. Brooks
Director of Resource Development

2016-2017 GFOAT SPONSORSHIP PLEDGE
For The Period July 1 through June 30

My organization wishes to participate or continue participation in the contribution category indicated below.

Level of Participation (check one):

- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500 (see eligibility requirements)

Form of Payment:

Online payment option visit: <http://www.tml.org/gfoat-sponsorship-application>.

check enclosed

Firm Name: _____

Contact Person: _____

Title: _____

Mailing Address: _____

City/State/Zip Code: _____

Phone Number: _____

Fax _____

E-Mail Address: _____

Signature: _____

Remit by September 07, 2016 or process accompanying invoice:

GFOAT
1821 Rutherford Lane, Suite 400
Austin, TX 78754-5128

Sponsors whose payments or pledges are received by **September 07, 2016** will be able to take advantage of recognition and exposure opportunities at the fall conference, as well as the other benefits enumerated in the attached policy. Due to eligibility changes, this deadline will be strictly enforced this year.

GFOAT Sponsorship Benefits Policy Updated For 2016-2017

NEW FOR 2016-17: In January 2016, the GFOAT Board of Directors decided that Bronze level participation would be restricted. The Board has not updated sponsor fees for almost 20 years and did not want to adjust them for this year. However, due to the increasing costs of conference out-of-pocket expenses for meals and events, the existing level of sponsor support does not cover costs of individuals attending our events.

The new eligibility requirements to be a BRONZE sponsor are:

- First-time sponsor – offered as an entry-level opportunity to get to know our organization and to decide if it is a good business case for the company;
- Non-profit organizations – Coops, University, etc
- Single owner/employee companies – one-person businesses

All BRONZE sponsors **MUST SUBMIT** payment or pledge by **September 07** so we can hear if you wish to continue. Any Bronze sponsor not eligible can either express interest in an upgrade to SILVER level or to discontinue support.

Introduction: GFOAT offers a number of benefits for our sponsors as outlined in this policy. Since our sponsorship follows a ‘pooled funds’ approach, sponsorships do not cover specific events, but provides general association support to minimize conference costs and maintain the administrative functions of the organization.

GFOAT Membership: It is a requirement that every sponsor organization have at least one member of GFOAT. Membership will be reviewed annually to ensure that sponsors are current. Notifications of programs and events occur through membership database distribution. It is the SPONSORS’ responsibility to make sure their membership is current and that the registered member distributes information to the remaining persons in the company.

CONFERENCE OPPORTUNITIES

Packet Item – FOR PLATINUM ONLY:

To increase visibility of Platinum sponsors to our members, we are again allowing packet stuffers for the fall conference. You may submit both or either of the following:

- 1) Single sheet OR tri-fold brochure with company information
- 2) A small insert to be pre-approved
- 3) You must request this from Becky Brooks at blbrooks@gfoat.org by **September 07** and have 425 copies of them delivered to TML for stuffing by **October 1, 2016** (for fall).
Shipping address: GFOAT, 1821 Rutherford Lane, Ste. 400, Austin, TX 78754-5128

Recognition at Conferences:

GFOAT typically holds two conferences per year, at which signage informs members of our various sponsors, by support level. Verbal recognition during a general session or luncheon offers members the opportunity to acknowledge our sponsors as a group. In addition, where logistically feasible, 'resource tables' allow sponsors to set out informational items about their company, products, and/or services. In addition, GFOAT typically hosts a booth at the annual Texas Municipal League convention, at which our sponsor signage is again displayed.

The expected conference opportunities pending are:

- October 4-7 –GFOAT Exhibition Booth TML Annual Convention – Austin
- October 26-28 – Fall Conference, Arlington Convention Center
- April 9-11, 2017 – Spring Institute, Renaissance, Austin

Resource Tables

We do not host exhibit space, but we provide space on shared resource tables. These tables are intended to be non-staffed areas where information is displayed or offered for any interested participant. We do not intend to rent additional exhibit space for these events, or provide any utility or service other than tables set up in an accessible location. The venue of conferences changes from year to year and we will make the best decision we can to offer the sponsors maximum exposure while supporting a good conference flow and floor plan. Also, the level of sponsor participation varies from one conference to the next, so we do not plan to structure space on the tables. Preference and sizing will be determined by sponsor support level, to provide the most visibility and space to the highest level sponsors. Vertical presentations, banners, or other materials that take up additional space or distract from others will be removed.

Special/Hospitality Events

Due to conflicting schedules, GFOAT will not assist with extra sponsor publicity for the conferences. We ask sponsors not to compete with our programming if they decide to host a private event.

Sponsor Ads

Placement and order is at OUR discretion based on the layout of the program, but will emphasize your level of sponsorship. Ads not sized appropriately will compromise their quality. All ads must be high resolution (300 dpi) and print-ready. Acceptable file formats are pdf, jpeg, and tiff. To get an ad in both conferences, send in the art work by **September 07**, as follows:

- Platinum – full page (7.5 x 10)
- Gold – half page (horizontal only) (7.5 x 5)
- Silver – quarter page (vertical only) (3.75 x 5)
- Bronze – biz card (horizontal only) (3.5 x 2)

Conference Credits:

Sponsors are allowed to send participants to the conference. All conference credits expire at the end of each fiscal year, which is June 30.

- Platinum Sponsor – 8 conference credits for the fiscal year
- Gold Sponsor – 4 conference credits for the fiscal year
- Silver Sponsor – 2 conference credits for the fiscal year
- Bronze Sponsor – 1 conference credits for the fiscal year

WebPages:

The web pages include a listing of our sponsors. Our web pages and ad work are updated approximately quarterly, based on new submissions. Our HOME Page includes a sponsor section that highlights the following:

- LOGO Scrolling for PLATINUM and GOLD sponsors
- GRAPHIC section for PLATINUM only (pixels 199wx337t RGB or jpg format)

Training Notifications:

We will post on our calendar any events that we feel are timely and useful to the membership. With a new calendar feature, we will use our best judgment to determine what to include and exclude based on: relevance to the member, timeliness, and sponsor participation.

Conclusion

It is our intent at GFOAT to offer our sponsors a good value for their support. We view the agreement as an on-going relationship and hope to continue to find ways to improve the benefits to the sponsors and the members. Occasionally, we will solicit formal sponsor feedback, but ideas are always welcome. Please contact Becky Brooks, Director of Resource Development, at blbrooks@gfoat.org with any questions, concerns or ideas.

Our Sponsors as Resources and Friends

By Lewis F. McLain, Jr., GFOAT Executive Director

Published in *Texas Government Finance*, October 2001

Introduction

It doesn't take long for the finance official to realize there is more work to be done than seems to be possible. You survey your human resources and work toward mastering the dual tasks of having enough bodies available to you and then training your staff to become more proficient at the assigned tasks. You add to your staff resources all of the reasonable computational and analytical tools, the entire array of robust tech-tools justified on the basis of improved performance and superior products. But the work keeps on coming. There is rarely a moment to take a breath.

The resources available to finance officials extend beyond the internal circles. There are, in fact, concentric circles of resources available to all governments large and small. They are especially important to entities with small staffs. These external resources include your auditors, bank depository, local government investment pools, investment advisors, bond advisors and bond counsel. They include software and hardware vendors. Insurance advisors are also important resources as well as the insurers themselves. Consultants of every variety assist in many of the financial management responsibilities, including cost allocations, utility rate studies, fee studies and performance evaluation. The list is almost endless.

There is a large group of very important folks that are directly involved in the professional support and development business upon which finance officials draw. Many are actually direct service providers as well as key advisors and resources. We resort to our alphabet soup to enumerate just a few of them: GFOAT, GFOA, TML, TMRS, NCTCOG, ICMA, TCMA and others. Add to this group the critical role of our university resources, especially the University of North Texas, Texas Tech and the University of Texas at Austin. There are many others. We are richly blessed in Texas.

The purpose of this article and of this issue of the newsletter is to salute the private sector resources that go beyond direct fee-based work they provide various government agencies. There is a large group of supporters that contribute to GFOAT in both financial ways as well as lending their expertise to the organization. Many are on committees that help shape our programs and communicate with our membership. Some of our older members in GFOAT are, in fact, from our group of sponsors. I think it is particularly noteworthy that we have formed good relationships with our sponsors and view them as friends and in partnership with us as we bring professionalism to government finance.

Sponsorships vs. Exhibitors

We also want to use this newsletter to explain a policy set by the GFOAT Board a number of years ago. We receive many calls from vendors asking for information about being able to have an exhibit booth at one of our conferences. We don't have exhibitors nor do we have vendors sponsoring a particular meal or event for several reasons.

Regarding the exhibit booths, we simply do not have the space at our conferences for exhibits. We are approaching a level of attendance at our conferences that exceeds the meeting room and foyer capacity of most hotels. Our ability to find adequate hotels has been challenged by the GOOD NEWS of our increased conference capacity. To add the needed space for exhibits isn't entirely impossible but is increasingly difficult.

But we have decided against exhibits and the individual sponsorship for a meal or social event for other reasons. We find it much more of a collegial setting for the sponsors to be in attendance at our sessions and meals. Our more casual atmosphere has promoted our objectives to mentor, socialize and learn. Our sponsors have blended into the fabric of our conferences, both contributing and receiving valuable information. The ultimate goal of sponsorships has been achieved in the eyes of the GFOAT leadership - an exchange of information, a forging of friendships and a continual renewal of professionalism.

To accomplish the goals of the GFOAT Board, we also pooled all of the financial contributions instead of the testy dilemma of deciding which sponsor got to be assigned to a particular event or meal. The fact is that our sponsorship program has grown, and all are considered valuable colleagues in the business of the GFOAT organization. It is for that reason that we list sponsors by level of giving but recognize all of them as special contributors to the social events, meals and overall program benefits to the GFOAT membership.

The GFOAT Board approved a new policy to recognize our sponsors in the October newsletter each year beginning with this issue. We depart from one of our policies of not allowing direct advertising in our newsletter by, in fact, inviting all of our sponsors to place a short promotional piece in the newsletter. You will find these brief descriptions of our sponsors on the next few pages along with our normal listing of sponsors published each month in our newsletter. Take the opportunity to say "THANKS" to our sponsors whenever you can. Their generosity reduces the amount we would otherwise have to provide through fee and conference increases. LFM.