



# Sponsorship Information

- **Invitation**
- **Sponsorship Form**
- **Benefits Updated for FY 2019-2020**

**Contact:**

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## 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 Conference App
- 2) In person, at the Spring Institute and Fall Conference

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

Platinum	\$5,000;
Gold	\$2,500;
Silver	\$1,000;
Bronze	\$500

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](#).

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 [website](#) 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.

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**2019-2020 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):

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Platinum Sponsor | \$5,000                              |
| <input type="checkbox"/> Gold Sponsor     | \$2,500                              |
| <input type="checkbox"/> Silver Sponsor   | \$1,000                              |
| <input type="checkbox"/> Bronze Sponsor   | \$500 (see eligibility requirements) |

Form of Payment:

Online payment option visit: <https://gfoat.org/sponsors-archive/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 6, 2019 or process accompanying invoice to:

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

Sponsors whose payments or pledges are received by **September 6, 2019** 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.

# SPONSOR BENEFITS PAGE

2019–2020

**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 will also be 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.

**Recognition at Conferences:** GFOAT typically holds two conferences per year, at which posters and signage promote 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 (see below). Important upcoming dates are:

- November 7-8, 2019 –Fall Conference, Esports Stadium Arlington & Expo Center
- April 6-7, 2020 – Spring Institute, Westin Riverwalk, San Antonio

**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

**GFOAT Website:** GFOAT has a page designated to sponsors of the organization.

**Conference Marketing Benefits:** GFOAT no longer produces a printed final program for the events. We are utilizing a conference app and all of the features it has to offer, see specifics below.

## **PLATINUM BENEFITS: \$5000**

- Push Notifications – Platinum Sponsors will be highlighted at intervals during the event, to be determined by administrators.
- Sponsor Listings-In-app profiles appear for a representative for each sponsor. Content to be provided by sponsor.

- Social Wall – Generates an automatic post that has been previously created by the sponsor to show up in certain intervals during the event (to be determined by administrator).
- Banner Ads – Platinum Sponsors may have a rotating banner at the top of the app screen. Must submit two graphics by September 14: Mobile size 640×150 and Tablet size 552 x 150; PNG file format; No transparent backgrounds.
- CLICK Game Challenges – Members win badges by completing various challenges, to include meeting some of our sponsors.

#### **GOLD BENEFITS: \$2500**

- Push Notifications – Gold Sponsors will be highlighted at intervals during the event, to be determined by administrators.
- Sponsor Listings-In-app profiles appear for a representative for each Content to be provided by sponsor.
- Social Wall – Generates an automatic post that has been previously created by the sponsor to show up in certain intervals during the event (to be determined by administrator).
- Banner Ads – Sponsors must submit logo graphic by September 14. Four logos will be combined to appear at the top of the rotating Submit in an EPS Vector file format and we will size to fit.
- CLICK Game Challenge – Members win badges by completing various challenges, to include meeting some of our sponsors.

#### **SILVER BENEFITS: \$1000**

- Sponsor Listings-In-app profiles appear for a representative for each sponsor.
- CLICK Game Challenge – Members win badges by completing challenges, which will include meeting sponsors.

#### **BRONZE BENEFITS: \$500**

- Sponsor Listings-In-app profiles appear for a representative for each sponsor.
- CLICK Game Challenge – Members win badges by completing challenges, which will include meeting sponsors.

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*Bronze sponsors are restricted to the following categories:*

- 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

**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 at these tables 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 (in our best judgment) 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. THIS FALL – We will host a reception on November 6, 5:00-6:30 p.m. at the Sheraton Arlington and the social event will be dinner and tours on November 7, 5:30-8:30 p.m. at AT&T Stadium. If you wish to entertain clients after that, you can access our online roster once registration is open to learn who is planning on attending. Further, due to our conference app feature, we can push notifications to those delegates who are logged on and let them know of any events you are hosting. The frequency of this notification will be at our judgment and you will provide the script/content based on our limitations of space.

### **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 Martie Simpson, [martie@gfoat.org](mailto:martie@gfoat.org) with any questions, concerns or ideas.