

South Carolina Association of Student Financial Aid Administrators



2020-21 Executive Board Meeting Tuesday, August 11, 2020 E-Meeting

Present

Traci Singleton
Bridget Blackwell
Kim Chalmers
Vanessa Childs
Zachary Christian
Melanie Gillespie
Holly Gilliam

Katie Harrison
Samantha Hicks
Kisha Howze
Augusta Kitchen
Michelle Lodato
Elizabeth Milam
Miracle Mosley

Justin Pichey
Regina Hailey Smith
Carolyn Sparks
Michelle Upchurch
Terria Williams

Meeting

President Singleton called the 2020-21 Executive Board E-Meeting to order at 10:00 AM. The purpose of this meeting was to vote to accept the 2020-21 Sponsorship Opportunities, submitted by Kim Chalmers and Bridget Blackwell, Sponsorship Committee Co-Chairs.

A quorum was established at 10:25 AM with all voting members present and, there being no discussion, a vote was called for on the Sponsorship proposal.

The 2020-21 Sponsorship proposal has been accepted unanimously. Approved Sponsorship Opportunities attached.

Madam President adjourned the E-Meeting at 10:36 AM.

Respectfully Submitted,






Michelle Upchurch
2020-21 SCASFAA Secretary







SCASFAA 2020-2021 SPONSOR/EXHIBITOR OPTIONS

Annual Sponsorship

Tier 1: Valued Friend \$1250 (if registration is received by 9-15-20, after that \$1500)

-  Opportunity to present or highlight your services/products on industry-specific topics with a school testimonial at the conference at the approval of the Conference Committee.
-  Your company's LOGO displayed throughout the session's PowerPoint presentation
-  Your company's advertisement prior to a general session or professional development session
-  Opportunity to present one webinar to the membership during the 2020-2021 year
-  *Virtual Scavenger Hunt*- This will give the attendees a chance to visit each of the sponsor's website and explore their products and services
 - One paid conference registration
 - Opportunity to moderate a general session at the conference
 - Website banner advertisement on SCASFAA webpage and the SCASFAA blog
 - Sponsor must provide artwork for banner ad (361 x 29 pixels, .jpg format, include link)
 - Submit banner ad to Katie or Kisha (katie@sctuitiongrants.org or nhowze@yorktech.edu)
 - Banner ad will run through June 30, 2021
 - Page advertisement in the conference program (electronic)
 - Page advertisement in the association newsletter (electronic)
 - Conference registration/attendee listing two weeks prior to the conference and a final listing after the conference

Tier 2: Exhibitor: \$750 (if registration is received by 9-15-20, after that \$1000)

-  Your company's advertisement prior to a concurrent session
-  Half-Page Advertisement
-  Conference registration/attendee listing two weeks prior to the conference and a final listing after the conference
-  *Virtual Scavenger Hunt*- This will give the attendees a chance to visit each of the sponsor's website and explore their products and services.
 - One paid conference registration
 - Opportunity to moderate and present on industry-specific topics at the conference at the approval of the Conference Committee or Professional Development training sessions

Tier 3: Non-Sponsor \$500



Virtual Scavenger Hunt- This will give the attendees a chance to visit each of the sponsor's website and explore their products and services.

- General Support
- Online Conference Support Recognition
- May Moderate at the request of the Professional Development Committee and the Conference Committee
- Half Page Advertisement (newsletter or conference program)

A-la-carte Advertising Options

For those sponsors who do not wish to take advantage of the Tier Sponsorship Packages, SCASFAA offers the following a-la-carte advertising options. You may purchase advertising options on a standalone basis or as an add-on to the Exhibitor option, which does not include advertising. Please choose only one option below.

- Website banner advertisement on SCASFAA webpage **(\$300)**
 - Sponsor must provide artwork for banner ad (361 x 29 pixels, .jpg format, include link)
 - Submit banner ad to Katie or Kisha (katie@sctuitiongrants.org or nhowze@yorktech.edu)
 - Banner ad will run through June 30, 2019

- Half page advertisement in the conference program **(\$150)**
(made available to members to print prior to arriving)

- Half page advertisement in the newsletter **(\$150)**
(emailed to members)

- Advertising Combo Pack **(\$500)**
 - (includes all three a-la-carte advertising options at a \$100 discount)

Each sponsor will be able to participate in the Virtual Scavenger Hunt

Virtual Scavenger Hunt- You will be asked to identify one thing on your website for the member to identify. This will allow members to visit your website to review your products.

Each member that can identify the items from all the Sponsors website would be entered into a LIVE drawing for one of 3 prizes (\$100, \$75, & \$50). This data will be completed via Dynamic Forms.

Attendance of all Sponsors sessions – All successful participants of the game will be entered into a LIVE drawing for \$100.00

Mail Payment to:

Miracle Mosley
SCASFAA Treasurer-Elect
Sykes House
638 Oakland Ave.
Rock Hill, SC 29733

All funds will go towards state scholarship, overall conference support and professional development programs throughout the year.

**Price reduction for 2020-21 based on virtual conference.*