

## **Sponsorship Policy**

As a nonprofit, The Tampa Bay Association for Financial Professionals (TBAFP) gratefully accepts donations from foundations, individuals, and corporations. As a professional and educational organization, the TBAFP has a responsibility to its membership to present fair and unbiased information; and as a nonprofit, TBAFP is governed by IRS regulations on what TBAFP can accept from donors and what it can do in return for those donations. To comply with its educational mandate and IRS regulations, TBAFP welcomes sponsorships subject to the following guidelines.

### **Sponsorship Guidelines**

- TBAFP solicits and gratefully accepts corporate sponsorships as a mutually-beneficial exchange in which TBAFP receives cash or in-kind donation from a sponsor to support its educational work and the sponsor receives acknowledgement for its sponsorship.
- TBAFP chooses which sponsorships it wishes to accept and reserves the right to reject any sponsorship offer.
- Sponsorships may vary by sponsor.
- TBAFP does not accept advertising.
- TBAFP does not endorse—either explicitly or implicitly—any of its sponsors, nor does it endorse those sponsors’ products, services, or ideas.
- TBAFP Board Members and Membership should not receive any substantial benefit from association with sponsors outside of benefits associated with sponsorship activity.
- TBAFP retains full control of its work, programs, and content. Sponsors do not have authority over the operation of what they have sponsored.
- TBAFP retains the right to review and approve all communications in regard to a sponsorship. This includes—but is not limited to—announcements, articles, and press releases about the sponsorship.
- Limit one sponsorship, per year, per event type (Networking Event, Quarterly Meeting, Annual Forum) unless no other sponsors are available.
- If a partial sponsor and a full sponsor both commit to the same meeting, partial sponsor may get moved to the next quarterly meeting or will receive a refund.

## Acknowledgment Guidelines

In return for a sponsorship, TBAFP will acknowledge the sponsor based on sponsorship activity and level as detailed below:

### Meeting Sponsorship:

#### **Location**

(Limit 1)

Sponsoring company will provide location for event

Sponsoring company's logo will be displayed as a Location Sponsor at the meeting and on the TBAFP website

Sponsoring Company will have a 2 minute intro during the business portion of the meeting

#### **Networking Event**

(Limit 1)

Sponsoring company may distribute promotional items at the sign in table prior to event

Sponsoring company's logo will be displayed as Event Sponsor on all Communications, on the TBAFP website and at the networking event

Sponsoring Company will have 2 minute intro during business portion of the meeting

#### **Quarterly Meeting**

(Limit 3)

Sponsoring company(s) may distribute promotional items at the sign in table prior to event

Sponsoring company's logo will be displayed as Meeting Sponsor on all Communications, on the TBAFP website and at the Quarterly Meeting

Sponsoring Company will have a 2 minute intro during the business portion of the meeting

Sponsoring Company can request to be sole sponsor

Annual Forum Sponsorship:

**Silver Level**

Sponsoring company may distribute promotional items in the participant bag

Sponsoring company's logo will be displayed as a BRONZE level at the Forum and on the TBAFP website

**Gold Level**

Sponsoring company may distribute promotional items in the participant bag.

Sponsoring company's logo will be displayed as a SILVER level at the Forum and on the TBAFP website

Link to sponsoring company's website from the TBAFP website

1 paid registration fee for the Forum for 1 member of your organization

**Platinum Level**

Sponsoring company may distribute promotional items in the participant bag.

Sponsoring company's logo will be displayed as a GOLD level at the Forum and on the TBAFP website

Link to sponsoring company's website from the TBAFP website

2 paid registration fees for the Forum for 2 members of your organization

**Diamond Level**

Sponsoring company may distribute promotional items in the participant bag.

Sponsoring company's logo will be displayed as a PLATINUM level at the Forum and on the TBAFP website with a larger font

Link to sponsoring company's website from the TBAFP website

4 paid registration fees for the Forum for 4 members of your organization