



# **GSAE 2021 Sponsorship Brochure**

**Sponsor a GSAE luncheon, event or  
a portion of the Annual Meeting,  
and connect with association  
leaders today!**

**Georgia Society of Association Executives, Inc.  
233 Peachtree Street NE, Suite 751  
Atlanta, GA 30303  
Phone: (404) 577-7850 Fax: (404) 577-7870**

## connecting leaders, advancing associations

**Thank you for your interest in sponsoring the Georgia Society of Association Executives!**

Whether it's hosting a luncheon, sponsoring an event, donating to the silent auctions or exhibiting at the annual tradeshow, a GSAE sponsorship is one of the best ways for corporate supplier members to increase visibility among GSAE association executive members.

Most GSAE sponsorships are *exclusive*, allowing association members to focus solely on your organization. This increased visibility can lead to more networking opportunities, building relationships and increasing business.

Review the various sponsorship opportunities listed in this guide. When you're ready to sign-up for your sponsorship, complete the form at the back of this guide, and return it to GSAE. It's that easy. And, let us know how we can better serve you, our corporate supplier members, along the way!

**\*\*Note: Due to the ongoing COVID-19 pandemic, the listed specifications may change to ensure proper safety protocols and precautions are in effect. We appreciate your flexibility as we all navigate this new environment.\*\***



## Luncheon Sponsorships & Hosting

### Luncheons

Held six times a year, luncheons are the primary venue for networking in GSAE. About 180 members generally attend each luncheon, which is preceded by a 30-minute networking reception. During lunch, a speaker addresses a topic of interest to association executives.

**Luncheon Sponsor (1 per luncheon): \$2,000.**

**Summer Luncheon Sponsor (1 per luncheon): \$1,000.**

Includes exhibit table during networking reception, 2-3 minutes of podium time, rights to leave a brochure or flyer on each seat, luncheon registration for 5 people, recognition in promotional materials and post-event attendee mailing labels.

Exclusive opportunity.

### Hosting a Luncheon

Serving as the host location for a GSAE Luncheon is a great way to showcase your facility. Hosting is especially ideal for properties that have recently undergone renovations.

Hosts are recognized during the luncheon program and have 2-3 minutes of podium time. There is no charge to serve as luncheon host, though hosts must abide by GSAE specifications.

### Holiday Luncheon

The Holiday luncheon is one of GSAE's most popular functions. There's no speaker—just plenty of time to network and catch up with friends.

**Holiday Luncheon Sponsors (2): \$1,400 each.** Each sponsor will receive two registrations. Signage recognizing the sponsors will be placed at the event, and each sponsor may have a table-top exhibit in the pre-function space during the networking reception/Silent Auction before the lunch. Recognition will also be given in promotional materials. Sponsors will have 2-3 minutes of podium time.

**See page 8 for the sponsorship order form.**





## Silent Auctions & Other Opportunities

### Auctions

Donating a silent auction prize is one of the best ways of promoting your organization to association executives, while helping GSAE raise money for educational programming.

GSAE accepts gifts to use as prizes in its two Silent Auctions, held as part of the Holiday Luncheon in December and the GSAE Annual Meeting in late spring. Popular gift items include hotel stays, gift baskets, golf or recreational activities, etc. The donation form is online and on page 7.

### Leadership Academy

GSAE's flagship program for leaders—both emerging and established—has quickly become a sought-after opportunity for GSAE to train the leaders of tomorrow with an eight session course of study. Lunch sponsors have the opportunity to distribute materials, speak to the group briefly and introduce their company to GSAE's best and brightest in an informal, convivial setting. Exclusive opportunity: \$1,000.

### Shared Interest Groups

GSAE's Shared Interest Groups (SIGs) offer one of the best resources for association executives and professionals. These self-directed groups of GSAE members focus on a particular area and delve into various topics within that area. Sponsorships may be sought for hosting a lunch and learn, supporting a cocktail reception, or a number of other events. [Contact a GSAE staff member](#) for more details and costs.



## Annual Meeting

The **Annual Meeting** remains GSAE's top professional development program. We expect a total conference attendance of close to 250 members and guests. The Annual Meeting runs from Wednesday afternoon through Friday afternoon. In 2021 GSAE will be in Chattanooga, Tennessee at The Read House, June 2-4.

### 2021 Exhibit Options

Thur. Morning Tabletop, 1.5 hours: \$659.00 – Limited to 25

Fri. Morning Tabletop, 1.5 hours: \$659.00– Limited to 25

Thur. Lunch Tabletop, 1.5 hours: \$659.00– Limited to 25

### Exhibit Options Include Annual Meeting Registration **PLUS:**

- Exhibit tabletop before selected meal and during corresponding break
- Breakfast exhibitors may serve as a table host during general session
- Lunch exhibitors may serve as a table discussion facilitator during Thursday's luncheon
- All exhibitors will be recognized in print and electronic promotional materials, in the Exhibitor's Interactive Map, and in the annual meeting program

### Overall Meeting Sponsorships Include:

- **Full meeting registration**
- Table in the registration area (or comparable) for the entirety of the conference
- All sponsors will be recognized in print and electronic promotional materials, with hyper-linked logos on the GSAE Annual Meeting page, in the annual meeting program, and onsite signage.

### Meeting Sponsorship Packages **ALSO** include:

- General Session Sponsor: \$2,909.00  
 Exclusive sponsorship of a General Session (Thursday morning or Friday morning) with podium time and the opportunity to place collateral in each seat prior to your session.
- Breakfast Sponsor: \$1,909.00  
 Exclusive sponsorship of a Breakfast (Thursday or Friday) with podium time and the opportunity to place collateral in each seat prior to your session.



### Meeting Sponsorship Packages continued...

- Breakout Sponsor: \$909.00
  - Exclusive sponsorship of a Breakout Session or Pre-conference Workshop (Wednesday afternoon, Thursday, or Friday morning)
  - Introduce your speaker and make short comments before your sponsored session begins
- F&B Break Sponsor: \$1,409.00
  - Exclusive sponsorship of a Break (Thursday morning or afternoon or Friday morning)
  - Podium time
- Chair's Reception Sponsor: \$1,909.00  
 Exclusive sponsorship of the Chair's Reception on Wednesday evening, preceding the Welcome Reception & Dinner. All Board of Directors, Foundation Trustees, Committee and SIG leaders are invited to attend.

\*\*Additional staff from your company may register for \$299\*\*



## *GSAE Advertisement Opportunities & In-kind Donations*

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### **Advertising**

GSAE advertising provides corporate members with significant value for their participation in GSAE. Advertising is just one way we connect our members with decision makers in the association community.

[View the 2020 Media Kit](#)—2021 Media Kit coming soon

### **connections magazine, Update e-newsletter and the GSAE Membership Directory**

Debbi McClanahan  
(352) 333-3490  
[debbim@naylor.com](mailto:debbim@naylor.com)

GSAE sends a monthly e-newsletter, the GSAE Update, providing news about our members, GSAE events and opportunities in the community. GSAE does not sell e-mail addresses or allow corporate members to send broadcast e-mails to the membership.

Advertising in an issue of the GSAE Update or through a sponsored eblast are the only ways corporate members may send a message to all our GSAE members electronically. GSAE Update archives are [available online](#).

### **In-Kind Donations**

GSAE is glad to accept in-kind donations from our Corporate Supplier Members. In appreciation, GSAE will recognize the donor during events, online and/or in print materials. Examples of past donations include printing services, presentation equipment (screens, projectors, etc.) and signage.

### **Thank You To Our 2020 In-Kind Partners**

Expo Auctions  
JSAV  
Lava Post Production  
Linda Minnick Consulting  
Map Dynamics  
MemberClicks  
Naylor Association Solutions  
PMSI Promos  
Shepard Exposition Services

# GSAE Silent Auction Prize Contribution Form

## Section 1: CONTACT INFORMATION

COMPANY \_\_\_\_\_ CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PH. \_\_\_\_\_ E-MAIL \_\_\_\_\_

## Section 2: PRIZE INFORMATION

Detailed Description of Prize for Bid Sheet (use additional sheets, if necessary): \_\_\_\_\_

Prize Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Month/ Day/ Year

**SUGGESTED EXPIRATION DATE for hotel packages: one year from auction (i.e. 6/4/2022)**

**\*PLEASE INCLUDE ANY BLACK-OUT DATES, RESTRICTIONS, ETC:** \_\_\_\_\_

Retail Value of Prize (REQUIRED): \$ \_\_\_\_\_

## Section 3: DELIVERY METHOD

Please indicate your delivery method. If your prize is too large to deliver, please indicate on this form so that the winner can arrange direct delivery.

- Mail— I will send the prize and/or certificate to the GSAE office to be received at least 1 week before the auction
- Deliver—I will deliver the prize and/or prize certificate to the GSAE Registration Desk the day of the event. *I understand that if my prize is not received by that time, the bid sheet for my item will be removed from the auction, and I will not get credit for contributing.*

## Section 4: FORM SUBMISSION

Return this form to GSAE to enter your prize in the silent auction. Please indicate below if the prize is for the Annual Meeting Auction or the Holiday Luncheon Auction.

- Annual Meeting 2021
- Holiday Luncheon 2021

Return this form by mail to:  
GSAE  
233 Peachtree Street NE, Ste. 751  
Atlanta, GA 30303

**OR**

Return this form by fax or e-mail to:  
Fax: (404) 577-7870  
E-mail: gsae@gsae.org

# GSAE 2021 Sponsorship Order Form

Please select your sponsorships and add the total price. Refer to each Sponsorship Opportunities page in this brochure for details on sponsorships and the specific rights and benefits for each sponsorship. Questions? Call GSAE at (404) 577-7850.

We will invoice you for each event. Payment for each sponsorship is due 30 days prior to the event unless other arrangements are approved by GSAE. Please fax this form to (404) 577-7870, email to [gsae@gsae.org](mailto:gsae@gsae.org), or mail to GSAE, 233 Peachtree Street NE, Suite 751, Atlanta, GA 30303.

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## 2021 LUNCHEONS

- February 17, 2021 - \$2,000
- April 21, 2021 - \$2,000—**SOLD**
- July 7, 2021 – \$1,000
- September 22, 2021 – Abit Massey Lecture Series & Luncheon—**SOLD**
- November 10, 2021 – \$2,000—**SOLD**
- December 8, 2021 (\$1,400, 2 available sponsorships) - **1 Sold**
  
- I'd like more information on hosting a GSAE luncheon

## Section 2: 2021 ANNUAL MEETING

June 2-4 at The Read House, Chattanooga, TN

- Annual Meeting Breakfast Sponsor + Reg \$1,909 (2 available) - **1 Sold**
- Annual Meeting General Session Sponsor + Reg \$2,909 (2 available)—**SOLD**
- Annual Meeting Breakout Session Sponsor + Reg \$909 (18 available)
- Annual Meeting Break Sponsor + Reg \$1,409 each (3 available) - **1 Sold**
- Chair's Reception Sponsor + Reg \$1,909.00—**SOLD**

## Section 4: GSAE UPDATE

- Contact Naylor Association Solutions: Debbi McClanahan at (352) 333-3490 or [debbim@naylor.com](mailto:debbim@naylor.com)

## Section 5: MORE INFORMATION

Please send me more information on:

- Making an in-kind donation of a product or service
- Advertising in the magazine or annual directory
- Hosting a quarterly luncheon
- Sponsoring another event (Leadership Academy, Shared Interest Group meeting)
- Other \_\_\_\_\_

## Section 5: FORM SUBMISSION

\$ \_\_\_\_\_ **Total of All Sponsorships Requested**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_