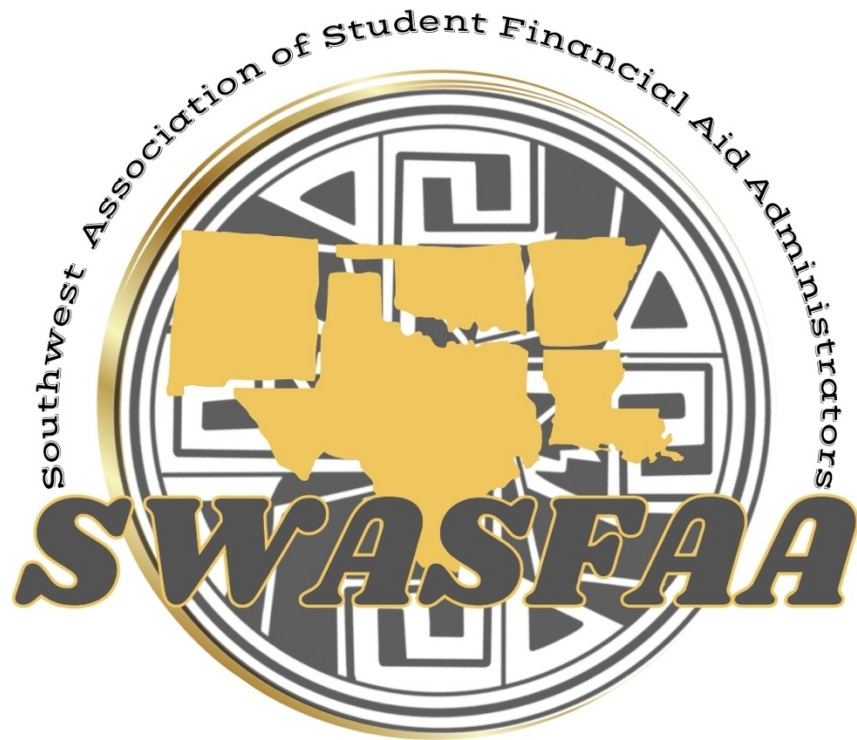


2024



Sponsor Opportunities

Our mission is to enhance the professional development of financial aid administrators.

The **Southwest Association of Financial Aid Administrations (SWASFAA)** board of directors are excited for the upcoming year. Under the leadership of 2024 **SWASFAA** President, Audra Main, FAAC®, we are planning several events and opportunities for **SWASFAA** to fulfill our mission to enhance the professional development of financial aid administrators.

This is a critical time for financial aid administrators and we hope to provide the resources to our members need through Audra’s mantra of networking, learning and fun.

SWASFAA is making plans for 2024 to be filled with networking opportunities that will bring our members together.

SWASFAA members will learn much needed information in our multiple training events that will speak to our advanced FAAs as well our mid-level and new FAAs.

SWASFAA knows that 2024 will be challenging, so we want to make sure that our members have fun while we work through the numerous changes to regulations and processes.

2024 SWASFAA Board of Directors

<i>President</i>	<i>Representatives At-Large</i>	<i>State Presidents</i>
Audra Main, FAAC®		
<i>President-Elect</i>	<i>Arkansas</i>	<i>Arkansas – AASFAA</i>
Elizabeth Amador, FAAC®	Erin Wooldridge	Marla Bush
<i>Past-President</i>	<i>Louisiana</i>	<i>Louisiana – LASFAA</i>
Ben Montecillo, FAAC®	Brad Meyers	Sharmain Lazard-Talbert
<i>Secretary</i>	<i>New Mexico</i>	<i>New Mexico – NMASFAA</i>
Eddie Salazar, FAAC®	Andrea Jimenez	TBD
<i>Treasurer</i>	<i>Oklahoma</i>	<i>Oklahoma – OASFAA</i>
Cindy Perez	Shannon Taylor	Neesha Herring
<i>Access & Opportunity Officer</i>	<i>Texas</i>	<i>Texas – TASFAA</i>
TBD	Melet Leafgreen, FAAC®	Denise Welch

The **SWASFAA** Board and the members are extremely grateful for the support received from our Sponsors. We look forward to your continued support in 2024. This helps us network, learn and have fun!

What's coming to SWASFAA in 2024?

<i>WHAT</i>	<i>WHERE</i>	<i>WHEN</i>	<i>WHO</i>
Leadership & Management Institute	Great Wolf Lodge, Dallas, Texas	February 24 th – 26 th	Experienced Financial Aid Administrators (AVPs, Directors, Associate & Assistant Directors)
FAAC® Pre-Exam Workshops	Various Locations throughout Arkansas, Louisiana, New Mexico, Oklahoma & Texas	Multiple events throughout 2024	Experienced Financial Aid Administrators who are preparing to take NASFAA's Financial Aid Certification Exam. These events are limited to 25 attendees.
Monthly Webinar / Online Trainings	Zoom	Monthly	SWASFAA will hosts trainings and townhalls for our various membership populations to come together and learn.
Spring Events / Partnerships with SWASFAA State Associations	Albuquerque, NM NMASFAA Spring Conference & SWASFAA	April 1 st – 4 th	NASFAA is attending NMASFAA's annual spring conference event. SWASFAA will be there to support NMASFAA and provide training opportunities. <i>We hope to set a new attendance record in ABQ!</i>
	OASFAA Spring Conf & SWASFAA	April	SWASFAA will be there to support OASFAA and provide training opportunities.
	TASFAA Regional Trainings & SWASFAA	March / April	SWASFAA will help to provide FAAC Pre-Exam Workshops in coordination with select TASFAA Regional Training Sites.
Boot Camp	Little Rock, Arkansas	November 11 th – 13 th	New Financial Aid Administrators who are coming to learn the basics of financial aid.
Fall Joint Conference	Little Rock, Arkansas	November 13 th – 15 th	All members of SWASFAA and AASFAA. <i>We hope to set a new attendance record in Little Rock!</i>

How to support SWASFAA in 2024?

Join / Renew Annual Membership

- 2024 Associate Member Rate \$250
- Listed as a member for 2024
- Logo recognition on www.swasfaa.org website
- Access to **SWASFAA** Directory
- Opportunity to list services on Corporate Sponsorship Directory
- Opportunity to sponsor **SWASFAA** Events and Trainings

Event Sponsorship Opportunities

- Sign up at www.swasfaa.org
- Access will go live on January 10th, 2024
- Event Sponsorship Opportunities are first come, first served

LEADERSHIP & MANAGEMENT INSTITUTE

Date(s): February 24 th – 26 th	Location: Great Wolf Lodge, Dallas, Texas
Attendees: Experienced Financial Aid Administrators (AVPs, Directors, Associate & Assistant Directors)	
Estimated Attendees: 60 attendees + trainers/ speakers	
\$750 per activity below: <ul style="list-style-type: none">○ Sponsor Break (number available TBD)○ Sponsor Wifi○ Sponsor a meal (number available TBD)○ Send promotional items	Sponsor Benefits: <ul style="list-style-type: none">○ Recognition○ List of attendees○ Opportunity to Exhibit in-person/ Possible virtual option

FAAC EXAM PREPARATION WORKSHOPS

* Sponsorships are for each separate event but each event will offer the same sponsorship activities and benefits.

** As new events are added, Associate Members will be notified for when registration and sponsorship sign up is available

Date(s): Multiple Events	Location: Multiple Locations
Attendees: Experienced Financial Aid Administrators who are preparing to take NASFAA's Financial Aid Certification Exam. These events are limited to 25.	
Estimated Attendees: 25 attendees + trainers/ speakers	
\$400 per activity below: <ul style="list-style-type: none">○ Sponsor Break (number available TBD)○ Sponsor WIFI○ Sponsor a meal (number available TBD)○ Send promotional items	Sponsor Benefits: <ul style="list-style-type: none">○ Recognition○ List of attendees

WEBINAR SPONSORSHIP

Date(s): Multiple webinars throughout the year	Location: Virtual / Zoom
Attendees: Open to all financial aid administrators. Topics will serve different populations, sectors and administration levels.	
Estimated Attendees: 50-200 attendees per event	
\$300 per activity below: <ul style="list-style-type: none"> ○ Sponsor event <ul style="list-style-type: none"> ○ Example “Company A Presents SWASFAA Professional Development Training” ○ Send promotional items as door prizes 	Sponsorship Benefits: <ul style="list-style-type: none"> ○ Recognition ○ List of attendees ○ Opportunity to assist with welcome and closing remarks.

BOOT CAMP

Date(s): November 11 th – 13 th	Location: Little Rock, Arkansas
Attendees: New Financial Aid Administrators (generally less than 3 years in financial aid)	
Estimated Attendees: 60 attendees + trainers/ speakers	
\$600 per activity below: <ul style="list-style-type: none"> ○ Sponsor Break (number available TBD) ○ Sponsor WIFI ○ Sponsor a meal (number available TBD) ○ Send promotional items 	Sponsorship Benefits: <ul style="list-style-type: none"> ○ Recognition ○ List of attendees

EXHIBIT AT ANNUAL FALL CONFERENCE

**** Joint Conference Partnership with AASFAA In Fall 2024**

Date(s): November 13 th – 15 th	Location: Little Rock, Arkansas
Attendees: Financial Aid Administrators representing all levels of office/ campus leadership and years of experience.	
Estimated Attendees: 250-300 attendees	
<ul style="list-style-type: none"> ○ \$800 – Early Bird Exhibitor Registration <i>Available January 10th Through April 30th</i> ○ \$1000 – Exhibitor Registration <i>Available May 1st through November 1st</i> 	Exhibitor Benefits: <ul style="list-style-type: none"> ○ One (1) Complimentary Conference Registration ○ One (1) Exhibiting Space/Table ○ Opportunity to moderate one (1) conference session and provide a 2 min introduction of your organization <i>*First Come First Serve paid (Based on availability)</i> ○ Promotion of your organizations ○ Registration list available two weeks prior ○ Whova Booth Activity Report from the 2024 SWASFAA/AASFAA Conference will be provided to you after the conference.

Fall Conf. A la Carte Sponsorship Opportunities

- The following sponsorship opportunities are in addition to 1) Associate Membership, 2) Conference Exhibitor Sponsorship.
- These opportunities help to keep conference registration rates as low as possible for attendees thus making conference attendance more affordable and increasing our conference registration numbers.
- Access will go live at www.swasfaa.gov on January 10th, 2024
- Event Sponsorship Opportunities are first come, first served

FALL CONF. BREAKOUT ROOM SPONSORSHIP

Concept:	This is a new and exclusive sponsorship opportunity that will provide sponsors with close access to attendees during the breakout session portion of the agenda. It also provides an opportunity for sponsors to host their own product/promotional session during a time that does not conflict with any general or breakout session during the conference.
Rate:	<ul style="list-style-type: none"> ○ \$1000 per breakout room ○ limit one per company ○ Expect 3-4 breakout rooms to be available at the fall conference
Break Out Room Sponsorship Benefits:	<ul style="list-style-type: none"> ○ Naming Rights/ Recognition on both agenda and signage for the sponsored breakout room <ul style="list-style-type: none"> ○ <i>Example: “The City Mayor’s Room” would be listed as “Company A in The City Mayor’s Room”</i> ○ Opportunity to brand and/or decorate the room <ul style="list-style-type: none"> ○ <i>Examples: Company Signs, balloons, decorations, etc.</i> ○ Opportunity to host either a pre-conference event <ul style="list-style-type: none"> ○ <i>(Tentatively 11am-1pm on first day of conference) and/or an end of day event (tentatively 4pm-5pm at end of first day).</i> ○ <i>This time can be used for a meet and greet or a product demo presentation</i> ○ If registered as an exhibitor, then Exhibit Space will be located as close to the sponsored room as possible ○ Opportunity to moderate their breakout room ○ No alcohol can be provided

BOOT CAMP & FALL CONF. MEAL SPONSORSHIPS

Boot Camp Rates <ul style="list-style-type: none"> ○ \$175 Breakfast (2 available) ○ \$625 Lunch (2 available) (BC + BOD) ○ \$450 Dinner / Evening Event (2 available) ○ \$150 Breaks (total number available TBD) 	Fall Conf. Rates <ul style="list-style-type: none"> ○ \$650 Breakfast (2 available) ○ \$1,100 Lunch (1 available) ○ \$850 Dinner / Evening Event (2 available) ○ \$550 Breaks (total number available TBD)
Meal Sponsorship Benefits:	<ul style="list-style-type: none"> ○ Recognition ○ List of attendees ○ Opportunity to assist with welcome and closing remarks at start of group meals

