

# Corporate Contributors

## Engagement

Getting in front of your clients can be a challenge. Staying there can be even more difficult. AAPPR offers corporate partners exclusive opportunities to reach out to our members and raise awareness of your organization:

- Email access to AAPPR members

Exclusive to our Corporate Contributors, AAPPR offers the opportunity to send email messages through AAPPR

- Free ROAR advertising

In addition to being listed in ROAR as a Corporate Contributor, you also receive free advertising in ROAR

- Use of “AAPPR Corporate Contributor” language and logo

Share with your audiences that you are an “AAPPR Corporate Contributor” using a specific branded contributor AAPPR logo as a badge on your website or for any non-solicitation communications you send. Please read policies. (need to update this)

## Recognition

As a collaborating partner, you will have several opportunities to showcase your organization to ASPR members:

- Recognition at AAPPR annual conference

High visibility thanks at our most important event of the year. More than 600 people attend this event and growing!

- AAPPR Website Exposure

Your company name and logo will be featured on our website and If you participate in the Vendor Discount Program (need to update) you will be distinguished by a unique Corporate Contributor icon

## Promotion

Contributor Levels

GOLD (\$8,000)

One-year commitment and a maximum of 12 sponsors at the Gold level which will be reviewed by AAPPR for approval.

Company Recognition (this needs a better layout plan – benefits are merged in with policies and procedures)

- Flexibility

AAPPR will bring an open mindset to customize the best benefits that fit your company’s marketing and brand objectives

- Three broadcast emails to AAPPR members

(does this other stuff belong here? It is policy and not benefit of the program)— Content of emails should be quality information that educates members about developments in the field for which your company is affiliated. All emails must be pre-approved by ASPR not to be unreasonably withheld. No more than two sponsored emails will be sent per week and requested dates will be honored on a first-come first-served basis. Email content must be sent as an .html file two weeks before broadcast date. Ability to send broadcast emails to the ASPR membership is not available to exhibitors or other advertisers.

- Two sets of AAPPR mailing labels as long as mailer is pre-approved by AAPPR.

- AAPPRchat side banner advertisement (approximately 15 emails per day in which your side banner ad will be shown on member chat communications) for one week per year (all days must be concurrent) as availability allows, only one sponsor per week.

Sponsor must design and submit ad following design requirements: Must be a .jpg or .png and 175 w x 125 h. (again, we have policy language mixed in with benefits)

- Connection to AAPPR Affiliate leaders to explore regionalized promotion

- Free premium listing in AAPPR’s Buyers Guide. The AAPPR Buyers Guide is included in the spring edition of ROAR. A premium listing includes your company logo and 50-word description

- Access to the AAPPR Membership Directory to reach members directly

- Recognition as a Corporate Contributor at AAPPR’s Annual Conference in the onsite program book and signage

- A subscription to the bi-annual ROAR publication and a monthly AAPPR Member Pulse e-newsletter

- Use of the AAPPR Corporate Contributor logo

- Your company profile (website link, contact name, address, phone, email, logo, description) on the AAPPR website

Annual Conference

- Two complimentary exhibitor representative registrations to AAPPR’s annual conference. (Exhibit booth is not included but required to use this benefit. Not to exceed total allotment.)

Publications

- Exclusive full-page ad in one issue of ROAR (6 in each issue maximum) Size: 8.5” w x 11” h.

- For additional exposure in ROAR, our twice-a-year publication, all Corporate Contributors are welcome to contact our editors about submitting an original educational 1000-1500-word article. (Articles will be reviewed by the editors and are not guaranteed to be published.)

SILVER (\$3,250) (same problem with layout/policies lingo)

One-year commitment with no limit on the number of Silver level sponsors. All applicants will be reviewed by AAPPR for approval.

Company Recognition

- Two broadcast emails to AAPPR members — Content of emails should be quality information that educates members about developments in the field for which your company is affiliated. All emails must be pre-approved by ASPR not to be unreasonably withheld. No more than two sponsored emails will be sent per week and requested dates will be honored on a first-come first-served basis. Email content must be sent as an .html file two weeks before broadcast date. Ability to send broadcast emails to the ASPR membership is not available to exhibitors or other advertisers.

- One set of AAPPR mailing labels, as long as mailer is pre-approved by AAPPR

- Connection to AAPPR Affiliate leaders to explore regionalized promotion

- Recognition as a Corporate Contributor at AAPPR’s annual conference in the onsite program book and signage

- A subscription to the bi-annual ROAR publication and monthly AAPPR Member Pulse

E-newsletter

- Use of the AAPPR Corporate Contributor logo

- Your company profile (website link, contact name, address, phone, email, logo, description) on the AAPPR website.

Publications

- 1/4-page ad in one issue of ROAR Size: 3.65”w x 4.875”h

- For additional exposure in ROAR, our twice-a-year publication, all Corporate Contributors are welcome to contact our editors about submitting an original educational 1000-1500 word article. (Articles will be reviewed by the editors and are not guaranteed to be published.)

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