

Promote your company and help offset conference costs by becoming a 2021 CASFM Annual Conference sponsor! This year, the conference is virtual. Sponsorships are offered at three levels, \$500, \$750, and \$1000, with commensurate benefits in each category, as seen in Table 1 below. This year, a few a la carte add-on options will also be available, as shown in Table 2. The a la carte options can be added to the designated sponsorship level, but are not sold separately. All sponsorships will include an exhibit space in our virtual exhibit hall. Questions should be directed to Amy Gabor at agabor@olsson.com or 719-651-7254.

Table 1 - Sponsorship Levels

	Platinum 3 Available	Gold 5 Available	Silver No Limit
Cost	\$1,000	\$750	\$500
2022 Advanced Sponsorship Opportunity Notice	✓	✓	
Company name on homepage and program	✓	✓	✓
Virtual Portal and App Banner/Ad	✓	✓	✓
Virtual booth	✓	✓	✓
Sponsor track(s) – Company name on five (5) presentations for selected track(s)		✓	
Sponsor 1 day of the conference – Company name on presentations for 1 day (Keynote sponsorship is shared between all Platinum Level sponsorships)	✓		

Table 2 - A La Carte Sponsorship Opportunities

Sponsorship Opportunity	Cost	Required Sponsorship Level	Date	Location	Number Available
Virtual networking room	\$200	All levels	09/14/21 – 09/16/21	Virtual	Unlimited
Metro Area WQ BMP Tour and Happy Hour	\$1,000	Gold or Platinum	09/13/21	Metro Area	1
Fort Collins Green Infrastructure Tour and Happy Hour	\$1,000	Gold or Platinum	09/17/2021	Fort Collins	1
Mesa County Water Quality Field Trip and Happy Hour	\$1,000	Gold or Platinum	09/10/2021	Mesa County	1
Northern Denver Golf Tournament	\$1,000	Gold or Platinum	09/17/2021	North Denver	1
Pine Creek Golf Tournament	\$1,000	Gold or Platinum	09/17/2021	Colorado Springs	1

Sponsor Benefit General Information

- You can register to become a conference sponsor **online!** You will be able to select the sponsorship level and selected day/track (Gold and Platinum only) on the website.
- A link to the sponsorship registration will be sent on **August 4, 2021**. Sponsorship registration will be open until **August 12, 2021** and content for the virtual booth and virtual networking room are due **August 12, 2021**.
- You can also navigate to the Annual Conference page on the website <https://www.casfm.org/annual-conference/> and click on Sponsorship Information. Payment can be made online by credit card. Instructions for paying by check will be included in a confirmation email.
- All sponsorship levels – Your company name and website link displayed on our conference homepage and your logo in the conference program. Please note the following logo preferences:
 - Please send your logo in a high-resolution format
 - Native files are best (InDesign, Photoshop, Illustrator, etc.)
 - Transparent background is preferable
 - TIF, PNG, or JPG images. PDFs will also work
 - Vector images are best
- Please note that conference registration is not included in the sponsorships this year.
- Virtual Portal and App Banner/Ad – Custom Graphic Banner/Ad/logo that is featured on the virtual platform main page. The banner/ads are set on a rotating schedule for the life of the virtual portal. The required size for Banner Ads is 950px wide by 380px tall. Accepted file types are png and jpeg. Sponsors can also provide a URL to an external link users will be taken to when they click the ad.
- Platinum level only – Choose one of the conference days (Tuesday, Wednesday, Thursday) to have your logo appear on at the beginning of every presentation that day. All Platinum Level sponsors will have their logos appear before the Keynote presentation.
- Gold level only – Choose one of the following tracks to have your logo appear at the beginning of every presentation of the selected track(s). Each track, or combination of tracks, consists of five (5) presentations.
 - Have You Ever Seen the Rain (Hydrology)
 - Smoke on the Water (Fire) and Project Awards
 - Cry Me a River (Stream Restoration) and Come Sail Away (Special Interest)
 - Black Water (Stormwater Quality)
 - Waterfalls (Tech Modeling)

Virtual Booth Information

You will be given a virtual booth to exhibit your materials and deliver your message. Our virtual platform will provide you a branded page, with hosting capabilities for various documents, media files, and live engagements. The following information will be displayed in your virtual booth:

- **Booth Name**
- **Label/Subtitle:** Displays directly below the name throughout the app. Could be industry, area of expertise, region, etc.
- **Description:** A brief two-line or short paragraph description of the organization.
- **Icon Image:** Square - 1:1 Ratio. Minimum Size: 100px by 100px. Recommended Size: 500px by 500px. Maximum Size: 1000px by 1000px.
- **Booth Cover Image:** Required Size: 800px wide by 400px tall. File types: jpg, jpeg, png.
- **Booth Content:** The sponsor can select what type of content they want to highlight in their booth. They can embed a Website, PDF File, YouTube, Vimeo, Twitch, Wistia, Facebook, Dailymotion, Streamable, Soundcloud, Other, or No Content. The sponsor will need to provide an embeddable URL or File to link to.
- **External Links:** Sponsors can add an additional level of information and create a more complete profile by adding external links to their virtual booth. This can be any related link that helps build a great experience for attendees.
- **Attachments:** Sponsors can provide PDFs or images that support or add details for users. This could be a flyer, resources, or copy of a presentation. File types: pdf, jpeg, png, tiff.
- **Attendee Call to Action Buttons**
 - **Request a Follow Up**
 - Sponsors need to provide an email address to add this feature.
 - Button label text can be customized, but the link can only be to an email address.
 - **Schedule a Meeting**
 - This button can be linked to Calendly, a HubSpot meeting link, or any other link.
 - Button label text can be customized and linked to any URL.
 - For this button, sponsors aren't limited to meeting links. They can also link to their website, online store, a webinar, or demo video. The options are endless. If they choose to provide a link that is not for scheduling a meeting, then they need to also provide alternative text for the button to entice attendees to click.
- **Chat:** Sponsor booths have a text-based chat feature.

A La Carte Sponsorship Opportunities

- **Virtual Networking Room:** This is a fantastic way for sponsors to connect with virtual attendees at a sponsor hangout, breakout discussion, live Q&A session, fireside chat, icebreaker room, or whatever else is dreamed up. This is where sponsors can talk to attendees via live video, audio, and typed messages. They can have up to 3 monitors from their organization plus 13 attendees in one room at a time. There are screen sharing capabilities when using the Web App.

The Event Game is a unique way for attendees to engage in the conference. A variety of trivia questions, scavenger hunts, and other challenges can be used to drive attendees to your virtual booth and external links.

This is an exciting way to promote your organization!

- Sponsor can provide:
 - Name of networking room
 - Icon image (This can be their logo)
 - Brief description of the networking room/session
 - Names of up to three moderators that are registered for the event
- **In-Person Sponsorship Opportunities:**

Several in-person sponsorship opportunities are available this year. For these events, your logo will show up in the program and the facilitator will recognize the sponsorship at the beginning of the event. You are also encouraged to bring your own branding to the event! The in-person sponsorship opportunity logistics are summarized in Table 2 and listed below:

- Metro Area WQ BMP Tour and Happy Hour
- Fort Collins Green Infrastructure Tour and Happy Hour
- Mesa County Water Quality Field Trip and Happy Hour
- Northern Denver Golf Tournament
- Pine Creek Golf Tournament