



# CCCSFAAA Fund Development

# Purpose

- Create comprehensive **menu of sponsorship opportunities** to include all events and activities for the year
- Enable sponsors to **budget** annual donations
- Improve planning for events and activities based upon **predictable revenue**
- Provide improved **recognition** for sponsors
- ┌ Other.....

# Sponsorships

- General Sponsorship
- Annual Conference
- Spring Training
- Newsletter
- Web Sponsor Ad
- Scholarships

# General Sponsorship

- **General Sponsorship**
  - For all association 2006 activities

# Conference Sponsorship

- **Annual Conference**
  - Program
  - CCCSFAAA Directory
  - Vendor Booth Space
  - Gala Event
  - Refreshment Break
  - Business Meeting Breakfast
  - President's Reception
  - Newcomers' Reception
  - Continental Breakfast
  - General Conference Sponsorship

# Spring Training Sponsorship

- **Spring Training**
  - Continental Breakfast or Afternoon Break
  - Buffet Lunch
  - Vendor Table
  - BINGO Game or Door Prizes

# Scholarship Sponsorships

- **Scholarships**
  - Student Scholarships
  - Conference Scholarships for Members

# Newsletter Sponsorship

- **Newsletter Ads**
  - Variety of newsletter ads available
    - Back Cover
    - Inside Front Cover
    - Inside Back Cover
    - Full-page
    - Half-page
    - Quarter-page
    - Business Card

# Web Ad Sponsorship

- **Web Sponsor Ad**
  - \$500 - 15-second web ad for one year

# Sponsorship Menu

<p><b>General Sponsorship</b></p>	<p>General sponsorship for all association activities</p>	<p>Beth Asmus  <a href="mailto:beth.asmus@canyons.edu">beth.asmus@canyons.edu</a>            (661) 362-3275</p>	<p>\$2,000            \$1,000            \$ 500</p>
<p><b>Spring Training</b></p>	<p>Breakfast, breaks, lunch, vendor table, BINGO Game and Door Prize</p>	<p>Susan Jones  <a href="mailto:sjones@mthsac.edu">sjones@mthsac.edu</a>            (909) 594-5611            Ext. 5970</p>	<p>\$250            Continental breakfast or afternoon break              \$500            Buffet Lunch              \$200            Vendor Table              \$100            Bingo Game or Door Prize</p>

10/20/2006

CCCSFAAA Fund Development Committee

# Sponsorship Menu...more

<h2>Scholarships</h2>	<p>Sponsor a student scholarship or conference scholarship for members</p>	<p>Kris Shear  <a href="mailto:kshear@santarosa.edu">kshear@santarosa.edu</a>            (707) 524-1579</p>	<p>\$500            Student Scholarship</p> <p>\$500            Member Scholarship</p>
<h2>Newletter Ads</h2>	<p>Promote your company by advertising in the CCCSFAAA newsletter, published quarterly</p>	<p>Rick Rams  <a href="mailto:rrams@gwcc.cccd.edu">rrams@gwcc.cccd.edu</a>            (714) 892-7711</p>	<p>Back Cover</p> <p>Inside Front/Back Cover</p> <p>Full-page</p> <p>Half-page</p>

# Action List

- Letters to past sponsors
- Articles in newsletter
- 'Thank You To Our Sponsors' on website
- Identify sponsorship menu items
- Create online sponsorship form
- Use website for credit card payments from sponsors
- Other.....

# New Business

- New business...

# Next Meeting

- **May 31, 2006 Wednesday**
  - 10:00 – 11:00 AM
  - Meet & Confer

# Committee

- **Beth Asmus**, Co-chair
- **Craig Yamamoto**, Co-chair
  
- Toni DuBois
- Donna Huber (CLFE President)
- Susan Jones
- Karen Micalizio
- John Muskavitch
- Amy Tien-Gordon (ALL Student Loans)
- Beverly Porter (ALL Student Loans)