

# Association for Federal Enterprise Risk Management Annual Corporate Sponsorship Program for Period Commencing 1 October 2021 or Later Board Approved – September 9, 2021

The Association for Federal Enterprise Risk Management (AFERM) was established in 2011. We are the only professional association focused on promoting the application of ERM principles and practices to improve the effectiveness of federal government programs, operations, and services. AFERM has more than 400 members coming from backgrounds in a variety of public and private-sector organizations, such as federal, state, and local government; financial and risk management services; public accounting; auditing; information technology; human resources; and higher education.

In serving its members, AFERM conducts the following activities:

- Annual AFERM Summit, including plenary and breakout sessions, with Continuing Professional Education (CPE) units and discounted registration for AFERM members
- Ongoing RiskRealm webinars and other training events with presentations by senior level federal or private sector officials on ERM and other risk management topics, with registration discounts for AFERM members
- Ongoing RiskChat podcasts on various topics related to Federal ERM
- Quarterly newsletter highlighting AFERM activities and offering knowledge articles
- Annual Federal ERM Survey
- AFERM website, including ERM information and resources; LinkedIn site
- Scholarships with AFERM RIMS-CRMP-FED and premier educational institutions
- Educational training for continuing professional development; with discounts for AFERM members
- Communities of Practice for special topics e.g., Cybersecurity and Data Analytics
- AFERM Discussion Forums
- Corporate and Academic Advisory Group (CAAG) meetings
- Emails informing members of AFERM news and upcoming events
- Networking events

## Sponsorship Partnering Opportunities

Organizations seeking to enhance their image and increase their exposure within the Federal ERM community, including financial management, information technology, human resources, audit, controls, security, and governance can partner with AFERM to help accomplish these objectives. This can be achieved through our annual sponsorship program that provides sponsors with a variety of options. The benefits available to sponsors vary depending upon the level of commitment.

## Sponsorship Levels and Benefits

AFERM offers two levels of annual sponsorship – Silver and Platinum. Sponsorship packages are associated with a set of fixed and flexible benefits that offer complete freedom to each sponsor to customize the package based on their level. The benefits with each sponsorship level are described below.

- **Silver Sponsor:** Fixed Benefits for Silver from Table A + any number of Flexible Benefits from Table B below, up to a total value of \$2100
- **Platinum Sponsor:** Fixed Benefits for Platinum from Table A + any number of Flexible Benefits from Table B below, up to a total value of \$4200

Sponsors can also purchase additional Flexible Benefits at the rates listed in Table B below.

A limited number of Flexible Benefits are also open to non-sponsors at the appropriate rate, however, annual sponsors will always have priority for these benefits.

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<b>Table A – Fixed Benefits</b>	
<b>Silver Sponsor Annual Fee: \$3000</b>	<b>Platinum Sponsor Annual Fee: \$7500</b>
<b>Benefits:</b>	<b>Benefits:</b>
<ul style="list-style-type: none"> <li>Sponsor logo displayed on AFERM sponsor page</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo displayed on AFERM sponsor page and also on the AFERM home page</li> <li></li> </ul>
<ul style="list-style-type: none"> <li>Sponsor logo displayed on AFERM Summit event registration page</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo displayed on AFERM Summit event registration page</li> </ul>
<ul style="list-style-type: none"> <li>Sponsor recognition in AFERM quarterly newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor recognition in AFERM quarterly newsletter</li> </ul>
<ul style="list-style-type: none"> <li>Quarter page sponsor advertisement AFERM Quarterly Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Full page sponsor advertisement in the AFERM Quarterly Newsletter</li> </ul>
<ul style="list-style-type: none"> <li>Representation in monthly CAAG meetings</li> </ul>	<ul style="list-style-type: none"> <li>Representation in monthly CAAG meetings as well as the opportunity to serve as the chairperson of the CAAG on a rotational basis</li> </ul>
<ul style="list-style-type: none"> <li>Complimentary booth/table at AFERM Summit</li> </ul>	<ul style="list-style-type: none"> <li>Complimentary booth/table at AFERM Summit</li> </ul>
	<ul style="list-style-type: none"> <li>Two complimentary virtual events (e.g., webinar/online training) per year</li> </ul>

<b>Table B – Flexible Benefits</b>			
<b>Item</b>	<b>Description</b>	<b>Annual Sponsor Rate</b>	<b>Non-Sponsor Rate</b>
1.	Set of four complimentary annual memberships	\$300	Not Offered
2.	Discounted AFERM Summit registration for two attendees (value between \$700 - \$800)	\$600	Not Offered
3.	Host a virtual event (e.g., RiskRealm webinar/online training) – 60 mins duration – see below  <i>Note: Sponsor will be responsible for the content and speakers. Subject to approval of the AFERM Programs Committee</i>	\$750	\$1500
4.	Sponsor a RiskChat podcast (usually 15 – 30 mins)	\$250	\$750
5.	Sponsor a CRO Dinner/Roundtable event Includes the following: <ul style="list-style-type: none"> <li>Sponsor recognition by moderator</li> <li>Banner/decal display at event</li> <li>Two complimentary invitations, inclusive of dinner/drinks</li> </ul> <i>Note: Only 2 spots available on a first-come, first-served basis</i>	\$250	Not Offered
6.	Booth at AFERM Summit	Complimentary to all sponsors	\$1000
7.	Moderate a Knowledge Breakout session at the AFERM Summit – 60 mins  <i>Note: Topic and speakers subject to approval of the AFERM Summit Committee</i>	\$1000	Not Offered
8.	Perform a Digital Solution demo (usually involving demonstration of a technology-based risk management solution) – 30 mins	\$750	\$1500
9.	Sponsor a virtual networking event (Summit/non-Summit) – 30 – 60 mins	\$500	\$1000

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<b>Item</b>	<b>Description</b>	<b>Annual Sponsor Rate</b>	<b>Non-Sponsor Rate</b>
	<i>Note: The sponsor can determine and design the agenda for this session, subject to approval of the AFERM Programs/Summit Committees</i>		
10.	Sponsor an in-person networking event (non-Summit)  Includes the following: <ul style="list-style-type: none"> <li>• Banner/decal display</li> <li>• Sponsor recognition by event host</li> <li>• Welcome address by sponsor representative</li> <li>• Five complimentary attendee passes</li> </ul>	\$750	Not Offered
11.	Sponsor a meal break/in-person networking event during AFERM Summit  Note: Includes the following: <ul style="list-style-type: none"> <li>• Display of sponsor banners and decals</li> <li>• Sponsor recognition by event host</li> </ul>	\$2000	Not Offered
12.	Sponsor a plenary session at the AFERM Summit  Includes the following: <ul style="list-style-type: none"> <li>• Playback of an optional video commercial lasting no more than 30 secs prior to session</li> <li>• Sponsor recognition by session MC</li> <li>• Display of logo in the speaker background</li> </ul>	\$ 500	\$1000

**AFERM Sponsorship Guidelines and Conditions**

The AFERM Board of Directors has approved the following guidelines and conditions for the Annual AFERM Sponsorship Program, with which each sponsor must agree and comply:

1. All sponsors must comply with the AFERM mission to support enterprise risk management objectives through the development, provision and promotion of information on best practices, research, standards, and competencies. AFERM does not condone aggressive and forceful marketing tactics used by sponsors. While advertisements and promotions are a part of the sponsorship program, they should be conducted in a professional manner and in a way that is consistent with the AFERM mission. In addition, negative campaigning against competitors is also not permitted or accepted.
2. Sponsors will not be provided with AFERM member names or contact information. Communication with AFERM members will be distributed by the AFERM Board of Directors or AFERM Committee Chairs.
3. Sponsors will be provided with a listing of individuals (including name, title, and organization) who participated in the annual Federal ERM Summit; however, it will not include contact information, such as email address, phone number or home address.
4. Annual sponsorship commitments will be based upon either AFERM's fiscal year (January 1 - December 31) or another period agreed upon by the sponsor and AFERM and documented via email between AFERM and the sponsor or the invoice for payment.
5. AFERM reserves the right to amend the sponsorship program at any time. All existing sponsors will be notified of such changes when they occur. Abuse of the program could result in termination of the partnership.
6. AFERM will ensure proper use of company logos and any other materials provided to AFERM by its sponsors.

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**Payment Policies**

AFERM's preferred method of payment is by ACH/WIRE or CHECK. We accept credit cards with a 3% transaction fee. If ACH/WIRE is selected, sponsors/payors should request the AFERM W-9 and bank routing information as soon as the payment method is determined to expedite the payment process. Below are the policies for invoicing and payment terms.

The payment term for all sponsorship invoices is Net 30, i.e., payable within 30 days of invoice date;

New Annual Sponsorships

- Upon receipt of notification of a new sponsor joining AFERM, a welcome letter outlining the objectives of AFERM and explaining the benefits of sponsorship is sent to sponsor along with invoice;
- Upon expiration of the 30 days payment term timeline, a notice will be sent to sponsor notifying that the payment is past due and that any new sponsorship actions will be considered canceled if payment is not received within 30 days;
- Sponsorship benefits are activated upon confirmation of payment received (electronic or paper check).

Renewal of Existing Annual Sponsorship:

- Sponsors are notified 60 days prior to expiration of their sponsorship term about their intention to renew, upgrade or downgrade, with a request for confirmation;
- Based on received confirmation, a renewal letter and invoice are sent to sponsor 30 days prior to expiration;
- Upon expiration of the 30 days payment term timeline, a notice is sent to sponsor notifying that the payment is past due, and that sponsorship will be suspended if payment is not received within 30 days
- Upon expiration of further 30 days, and if no payment is received, a second notification is sent to the sponsor about the suspension of sponsorship benefits with immediate effect, which could be restored when payment is received;
- Sponsorship benefits are reinstated upon receipt of payment.

Event Sponsorships

- Prior to any event, sponsors will be contacted well in advance about event sponsorship opportunities;
- Once sponsor confirms interest in writing, an invoice will be generated and sent to the organization for the confirmed sponsorship items;
- Logistics coordination for the event sponsorship will be initiated after payment is received.