

2024 Sponsorship Toolkit



Overview



→ Diamond & Platinum

The association's sponsorship bundles "Diamond & Platinum" is an exclusive, all-inclusive, year-round sponsorship that gives companies an array of "prime-time" marketing / exposure opportunities that include event, education, and advertising options.

→ Events

The association hosts an array of events. These events attract a variety of audience sizes, both large and small. These event sponsorships offer companies unique experiences and exposure.

→ Education

USAA's education is diverse and expansive. We offer in-person, virtual and hybrid courses. Education sponsorships put companies in-front of niche audiences of their choosing. Sponsorship opportunities are available for general education, designation, certification and specialty classes.

→ Digital

USAA's website provides exposure for sponsors to not only USAA members but visiting non-members as well. Opportunities available: logo on main page of website, visibility on social media, logo on USAA emails, and/or company advertising on website specific pages.

What to Expect:

Identify your target audience then sponsor an event that puts you face to face with them. What does your sponsorship include?

RECOGNITION

Whether in-person or during a virtual class, sponsors receive recognition on all sponsored marketing material. Specific event sponsorships include recognition posters during the event and throughout the entire event space.

ENGAGEMENT

When sponsoring, you want to make sure you have the opportunity to engage with your target audience. Majority of USAA sponsorship opportunities include speaking time in front of your audience. You will be able to pass out SWAG, have undivided attention of the attendees and you receive 2 tickets for sponsored event (Exception - Supplier Trade Show)

Diamond & Platinum Partners



What's Included?



Our Diamond & Platinum partnerships are diverse sponsorship packages. These packages are 1 year, sponsorship that offer companies advertising and marketing opportunities.

Packages are annual or semi-annual. All initial payments need to be made by Feb. 1st.

| Benefits | Diamond Partner (\$3500) | Platinum Partner (\$1200) |
|---|-----------------------------|---|
| Rolling Banner on Website & logo featured on USAA's three most viewed pages | X | X |
| Company Ad in the USAA Education Center & company name featured throughout USAA's Offices | X Large Banner Ad | X Electronic Signage Display |
| Education Center Rentals | 3X | 2X |
| Recognition at USAA's Excellence Awards and logo featured during USAA's Quarterly Meetings on slideshow & banner at check-in | X | X |
| Ability to distribute collateral in USAA's Membership 101 bags to be given to new members. | X | X |
| First right of refusal to sponsorship opportunities | X | X <i>Receive sponsorship opportunities</i> |
| Ability to send 2 representative to a USAA Board Meeting to present on behalf of the company | X | |
| Greet and distribute marketing materials to one of the continuing education trainings or leadership programs. You may provide food. | X | |
| Company logo listed at the bottom of all USAA emails. | X | |

Annual Sponsored Events



Price / Sponsorships vary per event

- Quarterly Monthly Meetings
- Excellence Awards
 - Awards & Bar sponsorships
- Service & Relations
 - Exclusive event sponsorship
- Supplier Appreciation
 - 4 management company sponsorships
- Mix & Mingles (2 each year)
- New Construction Bus Tour
- Golf Tournament
 - Title, Hole, Beverage, UBER, and Breakfast sponsorships available
- Supplier Trade Show
 - Bag, Drink, Food, & Lanyard sponsorships available

Education Sponsorships



What's Included?

Sponsorship of a general education class allows individuals and/or companies "face time" with the class of their choosing. Sponsors promote company/brand awareness with an opportunity to promote their business to class attendees (in-person or virtual) for 3-5 minutes with the ability to share marketing materials & SWAG.

In-person General Education -
\$150 + Sponsor Provides Food

Virtual General Education -
\$100

The association hosts an array of education courses, attracting a variety of audience sizes, both large and small. These education sponsorships offer companies unique experiences and exposure. In 2023, USAA offered over 100 general education sessions for members to sponsor.