

Association for Federal Enterprise Risk Management
Annual Corporate Sponsorship Program for Period Commencing July 1, 2024 or Later Board
Approved – July 29, 2024

500 members strong, AFERM is the only professional association focused on promoting Enterprise Risk Management (ERM) principles and practices throughout all levels of government. Established in 2011, we have grown our focus from the federal government to be inclusive of state and local government ERM practitioners. Our members represent public and private-sector organizations, including federal, state, and local government, higher education, and companies delivering financial and risk management, strategic planning, public accounting, auditing, information technology, and human resources services. Members and the industry look to AFERM to provide continuing education, networking opportunities, and to connect them with valuable resources, including our sponsors. AFERM offers organizations the chance to connect with AFERM members, including through the following activities (See aferm.org for more details):

- 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 thought leadership 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, including Small Agency ERM and State and Local Outreach
- 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 public sector ERM community, including financial management, information technology, human resources, audit, controls, security, strategy, 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 (Table B below) and flexible benefits (Table C below) that offer the ability to each sponsor to customize the package based on their level. Sponsors may select flexible benefits up to their allocated amounts for their sponsor levels. Additional flexible benefits may be purchased by the sponsor. The following table provides an overview of the current costs, as of July 1, 2024, of each sponsorship level along with the corresponding flexible benefits.

All sponsorships run from July 1 to June 30. When initially signing up as a sponsor, AFERM may work with the sponsor to sign them up for between 12 to 23 months to align their sponsorship with the general

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sponsorship calendar. In these situations, the total payment is calculated based on X dollars per month + Y dollars for the Summit (See Table A). The following table provides an overview of the current costs, as of July 1, 2024, of each sponsorship level along with the corresponding flexible benefits. In the table below, the last two rows are relevant only for situations in which a sponsor’s initial period is not exactly 12 months. For example, if a Silver sponsor is signing up for 15 months initially, they will pay \$3300 (Summit - \$1800 + 15 months (100 * 15 = 1500)). These values are subject to revision entering each year. Sponsors either pay an Annual Fee or the Pro-Rata Month charge plus the Pro-Rata Summit Costs.

Table A – Sponsorship Costs and Benefits		
Category	Platinum Sponsorship	Silver Sponsorship
Annual Fee	\$7500	\$3000
Flexible Benefits	\$4200	\$2100
Pro-Rata Months	\$300 per month	\$100 per month
Pro-Rata Summit Costs	\$3900	\$1800

Table B – Fixed Benefits	
Platinum Sponsorship	Silver Sponsorship
Sponsor logo displayed on AFERM sponsor page and also on the AFERM home page	Sponsor logo displayed on AFERM sponsor page
Sponsor logo displayed on AFERM Summit event registration page	Sponsor logo displayed on AFERM Summit event registration page
Sponsor recognition in AFERM Quarterly E-newsletter sent to the AFERM distribution list of ERM professionals	Sponsor recognition in AFERM Quarterly E-newsletter sent to the AFERM distribution list of ERM professionals
Full page sponsor advertisement in the AFERM Quarterly E-Newsletter	Quarter page sponsor advertisement AFERM Quarterly E-Newsletter
Representation in monthly CAAG meetings as well as the opportunity to serve as the chairperson of the CAAG on a rotational basis	Representation in monthly CAAG meetings
Complimentary booth / table at AFERM Summit which is attended by hundreds of ERM professionals	Complimentary booth / table at AFERM Summit which is attended by hundreds of ERM professionals
Exclusive option to bid on additional auctioned benefits for the AFERM Summit; Platinum sponsors have first opportunity to sponsor Summit Plenary sessions	Exclusive option to bid on additional auctioned benefits for the AFERM Summit
One complimentary virtual event (e.g., webinar / online training) per year	

Table B – Flexible Benefits		
Item	Description	Annual Sponsor Rate
1.	Set of two annual memberships (Membership should be determined at the beginning of each sponsorship year; this benefit can be used multiple times, i.e, for \$500 a sponsor can receive four memberships)	\$250

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2.	Discounted AFERM Summit registration for two attendees (value between \$1200 - \$1400)	\$1000
3.	Host a virtual event (e.g., RiskRealm webinar/online training): 60 mins duration; <i>Note: Sponsor will be responsible for the content and speakers while subject to approval of the AFERM Programs Committee.</i>	\$750
4.	Sponsor a RiskChat podcast (usually 15 – 30 mins)	\$250
5.	Sponsor a CRO Dinner/Roundtable event including the following: 1) Sponsor recognition by moderator, 2) Banner / decal display at event, and 3) Two complimentary invitations, inclusive of dinner/drinks; <i>Note: Only 2 spots available per sponsorship year on a first-come, first-served basis</i>	\$1250
6.	Booth at AFERM Summit	Complimentary to all sponsors
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
8.	Perform a Digital Solution demo (usually involving demonstration of a technology-based risk management solution) – 30 mins	\$750
9.	Sponsor a virtual networking event– 30 – 60 mins; <i>Note: The sponsor can determine and design the agenda for this session, subject to approval of the AFERM Programs/Summit Committees</i>	\$500
10.	Sponsor an in-person networking event (non-Summit) including the following: 1) Banner / decal display, 2) Sponsor recognition by event host, 3) Welcome address by sponsor representative, and 4) Five complimentary attendee passes	\$750

AFERM Summit Auction Process

The Summit is the most important annual event for AFERM and the time that sponsors typically receive their maximum exposure to AFERM membership. There are a significant number of items for companies to sponsor at each Summit. Some of these options are effectively unlimited, however several of the options are limited, and often provide the greatest opportunity for sponsor exposure. To ensure a fair process for assigning these limited quantity items, a blind auction process will be held. At a summary level, sponsors interested in any of the limited items will prioritize them, while identifying the dollar amount they are willing to pay for it (Note: there will be a minimum bid for each item). Once all submissions are received, the Sponsorship Sub-committee will review them and assign sponsorship items to sponsors based on priority and dollar amount offered. All sponsors will be assigned one item before any sponsors are assigned a second item, ensuring all sponsors have an opportunity to participate. To the extent we can, we will accommodate each sponsor’s highest priority items. After all sponsors who are interested have a first item, additional items will be assigned to sponsors following the same general process. The following is a list of items that were subject to auction in 2023, additional items may be identified in future years.

Table D– Summit Flexible Benefits Assigned by Auction (Examples follow; updated annually)

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Sponsor a networking breakfast or lunch, including the following: 1) Sponsor logo included in sponsor banners and decals, and 2) Sponsor recognition by event host
Sponsor a plenary session, including the following: 1) Playback of an optional video commercial lasting no more than 30 secs prior to session, 2) Verbal Sponsor recognition by session MC, and 3) Display of Sponsor logo during session (Platinum sponsors have first option for this item, if still available will be offered to silver sponsors)
Sponsor the Day 1 networking reception (happy hour), including the following: 1) Sponsor recognition by event host, 2) Sponsor logo included in event materials, and 3) Sponsor logo acknowledged in agenda
Sponsor Education Session Rooms, including display of sponsor logo on signage outside the room; Note: Signage will be consistent in size, design, and basic (outside of logos) color scheme, specifics to be determined
Sponsor branded Pens and Pads of Paper: Given to all attendees at registration; Note: Pens and Pads of Paper to be purchased and provided by sponsor, subject to approval of the AFERM Summit Committee
Sponsor branded lanyards: Given to all attendees at registration; Lanyards will include both the AFERM logo and the sponsor logo; Sponsor will be responsible for coordinating with the AFERM Summit Committee on the lanyard design and will be responsible for purchasing the lanyards
Sponsor branded Attendee bags: Given to all attendees at registration; Sponsor will be responsible for coordinating with the AFERM Summit Committee on the design and will be responsible for purchasing the bags
Sponsor branded travel mug: Given to all AFERM Summit attendees at registration; Sponsor will be responsible for coordinating with the AFERM Summit Committee on the design and will be responsible for purchasing the travel mugs

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 ERM 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. Should it be determined that a sponsor may have been breaking this guideline, the AFERM board will discuss to determine appropriate corrective action.
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 or MHQ.
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.

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4. 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.
5. AFERM will ensure proper use of company logos and any other materials provided to AFERM by its sponsors.

New Annual Sponsorships

- Upon receipt of notification of a new sponsor joining AFERM, the AFERM sponsorship overview document 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 sponsors 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. For Summit only, additional payments above the flexible benefits available will be confirmed with the sponsors once identified, but request for payment will occur after the summit is completed.

Sponsorship Payment Policy

All sponsorships, including Summit-related overages, must be paid in advance of sponsorship benefits being provided. For Summit-related benefits, all payments must be received 30-days in advance of event for sponsor to be included in event.