

NMFMA Policy 11-1: Sponsorship Recognition

As the NMFMA conferences reach a larger audience, interest in corporate sponsorship has grown. In order to recognize sponsors consistently, the following information should be adhered to and distributed when soliciting sponsorship:

1. Three months prior to each conference, the Conference Committee Director and the Executive Director shall draft a list of events and costs appropriate for sponsorship. In addition, potential sponsors shall be identified for each event based on previous sponsorship, company interest, local preference, etc. A request for donations shall also be made in the newsletter prior to the conference event by the Conference Committee Director. After receiving approval by the Conference Committee, the Conference Committee Director will pursue sponsorship for each event.
2. Levels of sponsorship and benefits gained per level are discussed in detail below. It should be noted that all sponsor supplied information should be given to the Conference Committee Director at least one week before the conference:
 - a. Platinum -\$600 Donation
 - i. An exhibit booth at the conference*
 - ii. One free registration for conference
 - iii. A sponsor supplied banner in conference hall displaying companies logo
 - iv. Sponsor supplied logo recognition signs throughout the conference
 - v. A full page sponsor supplied company add accompanying the conference handouts
 - vi. An announcement of sponsorship at the beginning of the awards dinner, and recognition during conference introduction
 - vii. Sponsor logo posted on NMFMA website with hyperlink to company's site for one conference cycle (approximately six months)
 - viii. A finalized list of all attendees

*Space is limited and subject to a first come, first serve basis

- b. Gold - \$300 - \$599 Donation
 - i. A sponsor supplied banner in conference hall displaying companies logo
 - ii. Sponsor supplied logo recognition signs throughout the conference
 - iii. A half page sponsor supplied company add accompanying the conference handouts
 - iv. An announcement of sponsorship during conference introduction
 - v. Sponsor logo posted on website
 - vi. A finalized list of all attendees

c. Silver - \$200 - \$299 Donation

- i. A sponsor supplied banner in conference hall displaying companies logo
- ii. One quarter page sponsor supplied company add accompanying the conference handouts
- iii. An announcement of sponsorship during conference introduction
- iv. Name of sponsor posted on website
- v. A finalized list of all attendees

d. Bronze ~\$50 - \$199 Donation

- i. One quarter page sponsor supplied company add accompanying the conference handouts or sponsor's logo posted on the NMFMA website with a hyperlink to company's site for one conference cycle (approximately six months).

3. In addition to cash donations, NMFMA shall recognize individuals and their company/agency by estimating the "dollar amount" for their pro bono time. These estimates shall be submitted in writing to the Conference Committee Chair, the Executive Director, and the Chair for review and board approval. This time donation may only be used for time deemed above and beyond regular duties, and excludes hours donated by the board or committee members. This time must also be submitted and used within one year of accruing it. This credit may be exchanged for corporate sponsorship at a \$25/hour rate, or for credit toward conference registrations at a \$10/hour rate. For example, the NMFMA newsletter editor would multiply \$50 per hour by 10 hours spent to compile the newsletter, resulting in a \$250 donation or \$100 toward conference registration. These rates may be negotiated by individuals, and may be altered by board approval on a case by case basis.

**ADOPTED BY THE BOARD OF DIRECTORS OF THE NEW MEXICO
FLOODPLAIN MANAGERS ASSOCIATION THIS 16th DAY OF JULY, 2011.**



Paul T. Dugie, Chair, NMFMA