



Annual Meeting Sponsor Message Campaign FAQs

What is a Sponsor Message and who can sell them?

Sponsor Messages are published in the program book of the Annual Meeting of the AAFCP. They are messages of greeting and support for the Academy and its work. They are available in a variety of sizes and prices and can be viewed in past program books on <https://aafcp.net/events/past-annual-meetings>. Any Academy member who sells them can receive a rebate.

Should I participate even if I'm not going to the Annual Meeting?

Yes! Those not attending the Annual Meeting can still participate. They will receive 20% cash return on all Sponsor Messages they obtain to put in their pocket or put to use in their local center.

How do sponsor messages benefit FCPs and FertilityCare Centers?

A portion of the revenue from Sponsor Messages is returned to the FCP to be put toward their Annual Meeting costs. The communication surrounding the Sponsor Messages also builds support and awareness within the local community.

How do sponsor messages benefit the AAFCP?

Revenue from the Sponsor Messages is used to cover the many expenses involved in producing a high-caliber Annual Meeting, such as speaker & technology fees, facility expenses, printing costs, hospitality & breaks, etc.).

How do sponsor messages benefit the sponsor?

Hundreds of programs are distributed during the Annual Meeting and then made available for viewing on the website. Professional organizations, medical professionals, FCPs, clergy, and others from around the world see the sponsors' support of the Academy, FertilityCare and NaProTechnology. While sponsor messages are not "ads" per se, they do provide exposure for the sponsors.

How do I sell sponsor messages and how much time will it take?

You begin by reading and utilizing the Sponsor Message Campaign Packet. You then contact by mail, phone, e-mail or in person, local individuals, businesses and organizations that support FertilityCare and NaProTechnology. You provide the potential sponsor with information about the options, costs, and design requirements for their message. Follow up with a phone call or personal visit. Your sponsor may submit it to you or directly to Public Relations Committee via the website to be included in the Annual Meeting Program. The amount of time will vary based on how many sponsors you choose to contact and how much help they need designing their message. If you send 15 requests and secure 5 sponsors it would take less than 2 hours of your time.

Do I have to sell a certain number of Sponsor Messages to participate?

No. Those attending the Annual Meeting will receive 50% of the proceeds from their Sponsor Messages to apply toward their registration regardless of the amount they sell.

When will I receive my portion of the proceeds from Sponsor Messages?

The proceeds you have earned will be given to you at the Annual Meeting.

Count me in! How do I get started?

Download your Sponsor Message Packet from the <https://aafcp.net/annual-meeting/sponsor-message-campaign> or contact the Chairman of the Public Relations Committee at publicrelations@aafcp.net