



Sponsor Message Campaign Submission Instructions (for the AAFCP Member to help Guide the Sponsor)

Market

Contact your past supporters: hospitals, churches, physicians, businesses, public officials, clergy, pharmacies, families, and friends. Establish contacts by sending a copy of the Sponsor Message Campaign Letter found in this packet. Include a copy of the Sponsor Message Form in your mailing. This form explains various requirements and ensures that you receive credit for your sponsor's submission. Familiarize yourself with the requirements and steps of the campaign so that you can help your sponsor submit a complete and timely message.

Follow Up

You, the AAFCP member, are responsible for assisting your sponsor with understanding the campaign and its requirements. Follow up with a phone call. Emphasize that their message will demonstrate publicly their support and encouragement of the goals of the AAFCP. Assure your personal support to assist your sponsor through the process of submitting the forms, message and payment. Provide your contact information so that your sponsors can contact you with any questions.

Tax Exempt

Stress the tax exempt status of the AAFCP as a non-profit 501(c)(3) organization.

Deadline

June 1, 2026 is the **ABSOLUTE** deadline. *There can be no exceptions.* Please ensure that your sponsors' messages and payments are submitted early to avoid missing the deadline. Incomplete or late submissions will be returned.

Greeting

Let your sponsors know that messages must include "Best Wishes," "Congratulations," "Have a wonderful AAFCP meeting," "Proud to support..." or similar greeting somewhere in the message. Messages without a greeting cannot be used, as they conflict with our tax exempt status.

File Format

Sponsor Messages must be sent by email. Art must be re-submitted each year. All art should be submitted in final form, per our designer's requirements:

- All artwork should be COLOR. Digital files are required to be submitted as .JPG or .PNG and should be "to size" without keylines.
- All art should be submitted in final form. No alterations will be made by the AAFCP graphic designer.

Ensure that your sponsors' messages meet all requirements prior to submission to avoid delays or submission rejection. You, the Academy Member, are responsible for ensuring correct formatting and inclusion of a greeting. The Sponsor Message Coordinator can assist you if you have questions.



Payment

1) Internet payment and message submission:

Go to <https://aafcp.net/annual-meeting/sponsor-message-campaign> for sponsor message and form submission information and payment via the internet.

Please note that incorrect/incomplete submissions will be **returned** to the AAFCP member seeking sponsorship.

Discount/Rebate

Academy Members: AAFCP members who sell sponsor messages have two choices for rebate.

They may choose to receive:

50% of the value of their sponsor message sales applied against the cost of their Annual Meeting registration. (This will be refunded to them during the Annual Meeting.)

OR

20% cash rebate of their total sponsor message sales. (In order to be eligible for the cash rebate, a minimum of \$200 of sponsor messages must be sold. This is equivalent to a full page advertisement.)

Rebates will be mailed to the member after the Meeting.

Help? If you, the Academy member, need more information about the campaign or help giving guidance to your sponsor, please contact: Chairman of the Public Relations Committee at publicrelations@aafcp.net

