

## 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 [www.aafcp.net](http://www.aafcp.net). 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, FCP's, 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. You can help guide the sponsor with their design, being sure it meets outlined requirements. Once it's complete, your sponsor may submit it to you or directly to Sponsor Message Coordinator 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 3 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/annualmeeting2019/> or contact the Sponsor Message Coordinator.*



## Submission Instructions - Sponsor Message Campaign

for the 38<sup>th</sup> AAFCP Annual Meeting

“FREEDOM Realized- The Creighton Model FertilityCare System and NaProTECHNOLOGY”

Normandy Farm Hotel & Conference Center, Blue Bell, PA

July 17-20, 2019

### 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

**May 1, 2019** 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 grayscale. Digital files are preferred to be submitted as .PDF and should be “to size” without keylines.
- Other files acceptable include native Adobe Illustrator®, PhotoShop®, or InDesign® with fonts outlined and images embedded and included in the submitted file folder.
- Other acceptable files include image files such as .TIFF, .EPS, and .JPG set at the “highest” or “maximum” resolution or 300 dpi. Scanned images should be set at 300 dpi in either CMYK or RGB.
- MicroSoft Word® files should be saved as .PDF before submitting.
- MicroSoft Publisher® files WILL NOT be accepted.
- 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.

**QUESTIONS?** Please contact the AAFCP member assisting you with this message submission. Thanks!



## Submission Instructions - Sponsor Message Campaign

for the 38<sup>th</sup> AAFCP Annual Meeting

“FREEDOM Realized- The Creighton Model FertilityCare System and NaProTECHNOLOGY”

Normandy Farm Hotel & Conference Center, Blue Bell, PA

July 17-20, 2019

### Payment Options

1) Internet payment and message submission form:

Go to [www.aafcp.net/annualmeeting2019/](http://www.aafcp.net/annualmeeting2019/) for submission form and payment via the internet.

2) Payment by mail:

Submit payment (in US dollars only) and a copy of the Sponsor Message Form to the address below.

E-mail the Sponsor Message (per the requirements above) and the Sponsor Message Form to: [sponsormessages@gmail.com](mailto:sponsormessages@gmail.com).

Complete a Sponsor Message Form for each message sold. Make a copy for your personal records.

Check payments and completed Sponsor Message Form **MUST** be mailed by **May 1, 2019** to:

Jeanne Karnath, Sponsor Message Coordinator

5521 Seneca St.

West Seneca, NY 14224

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 \$150 of sponsor messages must be sold. This is equivalent to a full page advertisement.)

Rebates will be available for pick up during the Annual Meeting or 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: Jeanne Karnath, Phone: (716) 566-8861 | [sponsormessages@gmail.com](mailto:sponsormessages@gmail.com)



## Invitation Letter - Sponsor Message Campaign

for the 38<sup>th</sup> AAFCP Annual Meeting

“FREEDOM Realized-The Creighton Model FertilityCare System and NaProTECHNOLOGY”

Normandy Farm Hotel & Conference Center, Blue Bell, PA

July 17-20, 2019

Dear

Blue Bell, PA is the site for the 38th Annual Meeting of the American Academy of FertilityCare Professionals, July 17-20, 2019. The theme of this year’s meeting is “FREEDOM Realized-The Creighton Model FertilityCare System & NaProTECHNOLOGY”.

This meeting offers us the opportunity to discover new developments in FertilityCare, a natural system of family planning, and NaProTECHNOLOGY. In addition, we receive continuing education so we may best serve our clients and communities.

Our success depends on the involvement of our friends and supporters like you. The AAFCP promotes quality FertilityCare, and NaProTECHNOLOGY through services, education, leadership, and research. The annual AAFCP meeting is a wonderful opportunity for you to encourage the members by announcing your support through the Program Booklet.

Messages placed in the Program Booklet will be distributed to all members in attendance.

The cost of the message is determined by its size:

Full page	7.5 x 10 inches	\$200
Half page	5 x 7.5 inches	\$130
Quarter page	3.75 x 5 inches	\$100
Business Card	2.5 x 3.75 inches	\$50
Patron’s Name or one line message		\$30

Your message is tax deductible because the American Academy of FertilityCare Professionals is a non-profit organization. The Creighton Model FertilityCare System and Natural Procreative Technology are healthy lifestyle choices that help people understand and respect the wonder and design of human fertility. Your support allows us to offer natural, scientific, and moral systems that promote good reproductive health. Thank you in advance for your time and consideration.

Payment can be made online at: [www.aafcp.net/annualmeeting2019](http://www.aafcp.net/annualmeeting2019) or by check, made out to:

The American Academy of FertilityCare Professionals (AAFCP), and mailed to:

Jeanne Karnath, Sponsor Message Coordinator  
5521 Seneca St.  
West Seneca, NY 14224

Please note that all messages must be submitted electronically to [sponsormessages@gmail.com](mailto:sponsormessages@gmail.com), along with a copy of the attached Sponsor Message Form or the online Message Submission Form at [www.aafcp.net/annualmeeting2019](http://www.aafcp.net/annualmeeting2019). All messages must include a note of greeting or congratulations and must be sent in the formats noted on the attached Sponsor Message Form. Incomplete/Incorrect messages will be returned.

Please feel free to contact me if you have any questions. **The absolute deadline for the ads and payment is May 1, 2019, and no exceptions can be made.**

Sincerely yours,



## Sponsor Form - Sponsor Message Campaign

for the 38<sup>th</sup> AAFCP Annual Meeting

“FREEDOM Realized-The Creighton Model FertilityCare System and NaProTECHNOLOGY”

Normandy Farm Hotel & Conference Center, Blue Bell, PA

July 17-20, 2019

**Messages and payment must be received by May 1, 2019 at the very latest.**

**THERE CAN BE NO EXCEPTIONS.**

- Fill out a **separate form for each sponsor message**. Make copies of this sheet as needed.
- Complete all portions of this form and return to the coordinator by email at [sponsormessages@gmail.com](mailto:sponsormessages@gmail.com), or by mail to:

**Jeanne Karnath BS, CFCP, Sponsor Message Coordinator**  
5521 Seneca St., West Seneca, NY 14224

- Review these Design Requirements and ensure that each requirement is met:

- All artwork should be grayscale. Digital files are preferred to be submitted as .PDF and should be “to size” without keylines.
- Other files acceptable include native Adobe Illustrator®, PhotoShop®, or InDesign® with fonts outlined and images embedded and included in the submitted file folder.
- Other acceptable files include image files such as .TIFF, .EPS, and .JPG set at the “highest” or “maximum” resolution or 300 dpi. Scanned images should be set at 300 dpi in either CMYK or RGB.
- MicroSoft Word® files should be saved as .PDF before submitting.
- MicroSoft Publisher® files WILL NOT be accepted.
- All art should be submitted in final form. No alterations will be made by the AAFCP graphic designer.

*\*\*All messages must include a greeting /message of support (i.e. “Congratulations”, “Proud to support”, etc.) in order to meet the requirements of our tax-exempt status.*

### Provide Sponsor Information

Name of Sponsor/Sponsoring Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Check Size of Message Purchased\*

- |                                       |                 |       |  |                   |      |
|---------------------------------------|-----------------|-------|--|-------------------|------|
| <input type="checkbox"/> Full page    | 7.5 x 10 inches | \$200 | <input type="checkbox"/> Business card                     | 2.5 x 3.75 inches | \$50 |
| <input type="checkbox"/> Half page    | 5 x 7.5 inches  | \$130 | <input type="checkbox"/> Patron’s name or one-line message |                   | \$30 |
| <input type="checkbox"/> Quarter page | 3.75 x 5 inches | \$100 | *All payments in US dollars                                |                   |      |

### Provide Payment Information

Cost of message being submitted: \$ \_\_\_\_\_

- I have enclosed a check for the full amount (payment by mail).
- I made my payment on the website. If payment was made by Paypal, what is the name or organization that will appear in association with the payment for this message? \_\_\_\_\_

### Submit Your Completed Message

Submit your completed and finalized message by email to [sponsormessages@gmail.com](mailto:sponsormessages@gmail.com).

**INCOMPLETE SUBMISSIONS WILL BE RETURNED. LATE SUBMISSIONS CANNOT BE ACCEPTED.**

### Give Credit for This Message to an AAFCP Member

Name of AAFCP Member \_\_\_\_\_

Member’s Address \_\_\_\_\_

Member’s Phone \_\_\_\_\_ Member’s Email \_\_\_\_\_

**QUESTIONS?** Please contact the AAFCP member assisting you with this message submission. Thanks!