**MEMBERS:**

Chair: Donna Shelby, Associate Member at Large, Citizens Bank

Co-Chair:

**PURPOSE:**

The purpose of the Committee is to generate revenue to fund MASFAA’s services and activities and to help build a financially sound and successful Association.

**2020-2021 OBJECTIVES:**

1. Solicit exhibitor funds from appropriate agencies and organizations.
2. Ensure that exhibitor funds, and the expenses they are applied to, do not present a conflict of interest based on state or federal recommendations or guidelines.
3. Maintain a current listing and database of exhibitors with contact names, addresses, and telephone numbers. For repeat exhibitors, listing will also track prior year contribution(s).
4. Receive and acknowledge exhibitor information and payments, with copies to Committee Chairpersons, the President, and all members of the Executive Council.
5. Coordinate mailings with the Chair of the Membership Committee.
6. Oversee, monitor and implement policies and procedures relative to the solicitation, procurement and retention of exhibitors.
7. Develop and recommend development policies to the Finance Committee and the Executive Council.

**2020-2021 EVENTS:**

MASFAA Annual Conference

Professional Development & Training workshops and symposiums

**MONTHLY REPORT: JULY 2020**

7/24/20 – Email sent to 2019 Sponsors who exhibited at the 2019 MASFAA Conference asking for feedback on if they would sponsor a 2020 conference knowing it would be virtual and asking what cost level would be considered viable. I received 10 responses – 9 out of 10 positive that they would support a virtual conference as long as the cost was within line.

**MONTHLY REPORT: AUGUST 2020**

8/21/20 – Presented recommendation to Exec Committee to approve a cost of $500.00 to sponsor MASFAA and support the organization throughout the year, not just at the virtual conference in November. Exec Council approved the cost of sponsorship at $500.00.

**MONTHLY REPORT: SEPTEMBER 2020**

9/3/20 – Sent draft page (and corresponding pages) to technology committee for set up on the new MASFAA Web Portal. I worked with tech support to create an easy flow for sponsorship sign-up, invoicing, payment.

9/16/20 – Initial email out to a total of 40 prospective sponsors requesting that they complete the sponsorship and agreement form to become a 20/21 MASFAA Sponsor at the cost of $500.00.

**MONTHLY REPORT: OCTOBER 2020**

10/13/20 – Second Email sent to non-responders reminding them that there is still time to become a 20/21 MASFAA Sponsor.

10/27/20 – First draft of “Thank you to our MASFAA Sponsors” slide to the conference committee along with a list of tag-lines for the conference Cahoots game.

**MONTHLY REPORT: NOVEMBER 2020**

11/9/20 – 20 Sponsors have signed up to date. Last day to sing on is 11/6/20. Updated Logo Slide and tagline list will be sent to conference committee prior to conference start on 11/9. At this time 19 of the 20/21 sponsors are repeat sponsors (from prior year) with one new sponsor.

Total commitment dollars - $10,000.00. 17 companies have paid to date with 3 payments outstanding.

**MONTHLY REPORT: DEVEMBER 2020**