

2024 AFHE CONVENTION

CUSTOM MARKETING PACKAGES & SPONSORSHIP OPPORTUNITIES

MAKING AN IMPACT
THAT MATTERS —
Together

***AFHE's 41st Annual
Arizona Home Education Convention***

FRIDAY, JULY 12 & SATURDAY, JULY 13, 2024

Phoenix Convention Center South Building
33 South 3rd Street
Phoenix, Arizona 85004



ARIZONA FAMILIES FOR HOME EDUCATION

vendors@afhe.org | 480-304-5667 | AFHE Exhibit Hall | P.O. Box 2035, Chandler, AZ 85244-2035

2024 AFHE Convention Custom Marketing & Sponsorship Information Packet

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MAKE A DIFFERENCE THAT MATTERS

INCREASE REACH AMONG HOMESCHOOL FAMILIES | ACCESS NEW CUSTOMERS | GAIN PRIME BENEFITS

With 40+ years of service to Arizona homeschoolers, Arizona Families for Home Education (AFHE) connects with and serves a large and growing community, estimated to be approximately 13% of students (or more) being educated from home. The AFHE Convention is the largest gathering of homeschool families in the state of Arizona, as more and more parents discover the benefits of homeschooling. Our 2023 convention saw an attendance increase of 28% over 2022, and we aim for that rate of growth again for 2024. Total attendance in 2023 was approximately 3,200, comprising 1,300 families.

The AFHE Convention Team works all year long preparing this special gathering, with the purpose of encouraging and equipping parent home educators for the endeavor of teaching their children at home, as we support and empower the thriving homeschool movement.

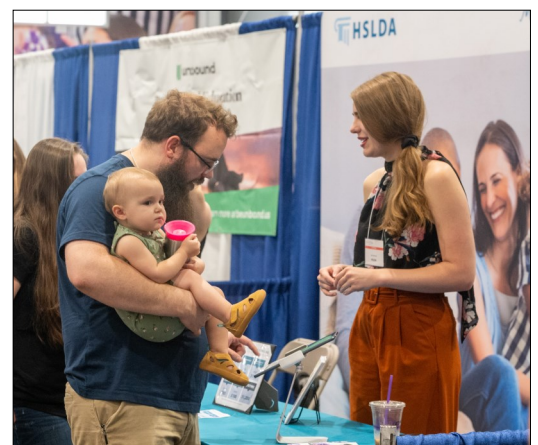
By working together with you, our desire is to enhance the experience of our attendees while effectively expanding your reach among Arizona homeschoolers and fostering growth for your organization and ours. The AFHE team looks forward to discussing these goals with you in preparation for our 41st annual Arizona Homeschool Convention, July 12-13, 2024.

The AFHE Convention offers your business an exceptional opportunity for exposure to new and experienced Arizona homeschool families as you showcase your products and services at our convention, through our social media platforms and mobile app, and other advertising avenues.

80,000 sq ft exhibit hall | approx. 240 booths | 140+ vendors
3,181 total attendance with 1,300 families (2023)

AFHE is the statewide non-profit organization that has been serving the needs and protecting the rights of Arizona's homeschool families since 1983. Our mission is to **INSPIRE** parents to home educate their children; **PROMOTE** parent-directed home-based education; **PRESERVE** the freedom to homeschool; and **SUPPORT** parents who choose a home-based education option for their children.

WHEN YOU LINK ARMS WITH US, YOUR IMPACT EXTENDS BEYOND THE CONVENTION TO ALL HOMESCHOOL FAMILIES IN ARIZONA WHO DEPEND ON AFHE'S WORK OF STRENGTHENING AND PROTECTING HOMESCHOOL FREEDOM.



GENERAL BENEFITS

The following benefits are included with each of the 2024 AFHE Convention sponsorship packages. Please read the Terms & Conditions in the sponsorship agreement at the end of this packet.

PRINT PROMOTIONS

CONVENTION PROGRAM SPONSOR THANK-YOU PAGE

Sponsor's company logo to be included in a "Thank You to Our Sponsors" piece in the Convention Program.

Sponsor's name to be highlighted in booth listings in the Convention Program.

AFHE MAGAZINE SPONSOR THANK-YOU

Sponsor's company logo to be included in a "Thank You to Our Sponsors" piece in *Homeschool Arizona*.

SPONSOR THANK-YOU DISPLAY

LOGO BOARD SPONSOR THANK-YOU DISPLAY AT THE CONVENTION

Sponsor's logo will be included in a highly visible thank-you display.

SPONSOR SIGN FOR BOOTH

Sponsors will have the option to hang an AFHE Convention Sponsor sign in your booth (sign provided by AFHE).

AFHE WEBSITE

SPONSOR LOGO ON AFHE WEBSITE

Sponsor's logo will be displayed on the sponsors page, in a sponsor section on the main Convention home page, plus any specific pages that apply to the selected sponsorship package.

OPTIONAL VIDEO ON SPONSORS PAGE

A brief video about your company or organization can be shared on the sponsors page in addition to the logo.

SOCIAL MEDIA & MOBILE APP

FACEBOOK

One sponsor highlight post on the AFHE Facebook fan page

One sponsor highlight post in the AFHE Homeschool Arizona Facebook group

INSTAGRAM

One sponsor highlight post on the AFHE Instagram feed

AFHE MOBILE APPLICATION

Sponsor's logo will appear on our AFHE mobile app, with hyperlink as provided by Sponsor.

ROTATING SLIDE IN BALLROOM

SPONSOR LOGO & BOOTH NUMBER ON DISPLAY

Sponsor's logo and booth number will be displayed on a rotating slide to be shown in the ballroom before each keynote session.

HOMESCHOOL VISION SPONSOR

\$7,500

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF ONE SPONSOR FOR THIS LEVEL.

LIVE PRESENTATIONS

3-MINUTE LIVE OR VIDEO PRESENTATION IN BALLROOM BEFORE FRIDAY KEYNOTE & FOUR SESSIONS

Sponsor will have 3 minutes for a live or video presentation in the ballroom prior to the Friday morning keynote session and two additional sessions per day.

4-MINUTE LIVE OR VIDEO PRESENTATION AT THE *You Can Homeschool* MINI-CONFERENCE

This free event held Thursday, July 11, has expected attendance of 250 parents who are new to homeschooling.

60-MINUTE SPONSOR WORKSHOP

Sponsor may present a 60-minute session in a workshop room during the regular workshop schedule.

WEBINAR – A webinar interview with an AFHE representative, up to 60 minutes.

EXHIBIT/DISPLAY SPACE

SPONSOR BOARD IN KEYNOTE SERIES WORKSHOP ROOM AND IN THE BALLROOM

Sponsor's logo, website, and booth number will be displayed at the front of these two rooms (largest capacity rooms).

BOOTH SPACE IN THE EXHIBIT HALL

Up to two premium booth spaces near the front of the exhibit hall. Electricity is included, if needed (one power drop).

TABLE AT THE THURSDAY *You Can Homeschool & Get Started with Special Needs* MINI-CONFERENCES

AFHE will provide one 8' skirted table outside the mini-conference room for Sponsor to display literature or merchandise. (The table does not need to be staffed unless there is merchandise for sale. Mini-Conference hours 9:30 AM -12:30 PM & 1:30 - 4:30 PM.)

PRINT ADVERTISING

CONVENTION PROGRAM COVER LOGO PLACEMENT

Sponsor's logo and "Homeschool Vision Sponsor" designation placed on the front cover of the convention program

CONVENTION PROGRAM AD – Full page ad, full color, back cover

AFHE MAGAZINE AD – Full page, full color ad in the next two issues of *Homeschool Arizona* following the Convention

EBLASTS & BANNER ADS

FIVE DEDICATED SPONSOR EBLAST ADS

These stand-alone eblasts will reach the Arizona homeschool community with information about your business or venue. Eblasts are scheduled Tuesdays and Thursdays, maximum of one per company per month. Dist. 8,600+ subscribers.

BANNER AD IN FOUR ISSUES OF AFHE ENEWSLETTER – 600x300 pixel banner ad with hyperlink

LOGO OR BANNER AD ON KEY CONVENTION PAGES & IN CONVENTION EMAILS TO ATTENDEES

Sponsor's logo and "Homeschool Vision Sponsor" designation placed in three (3) key emails.

FLIER DISTRIBUTION

SPONSOR FLIERS ON CHAIRS IN BALLROOM FOR FRIDAY KEYNOTE & ONE SESSION ON SATURDAY

Sponsor may provide 1,500 fliers/brochures for AFHE volunteers to place on alternating chairs in the ballroom.

SPONSOR FLIERS ON CHAIRS IN *You Can Homeschool* MINI-CONFERENCE ROOM ON THURSDAY

Sponsor may provide 175 fliers/brochures for AFHE volunteers to place on alternating chairs for the Thursday event.

WELCOME BAG INSERT – Sponsor may submit 1,600 copies of one item to be included in the Convention Welcome Bag.

MEAL INVITATION

SPEAKER DINNER – Up to two members of your team are invited to the Speaker Dinner on Thursday, July 11.

LUNCH ON FRIDAY & SATURDAY – Up to two members of your team are invited to lunch in the Speaker Lounge.

KEYNOTE SPONSOR

\$6,000

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF ONE SPONSOR FOR THIS LEVEL.

LIVE PRESENTATIONS

3-MINUTE LIVE OR VIDEO PRESENTATION BEFORE SATURDAY KEYNOTE

Sponsor will have 3 minutes for a live or video presentation prior to the Saturday keynote session.

4-MINUTE LIVE OR VIDEO PRESENTATION AT THE *You Can Homeschool* MINI-CONFERENCE

This free event held Thursday, July 11, has expected attendance of 250 parents who are new to homeschooling.

60-MINUTE SPONSOR WORKSHOP

Sponsor may present a 60-minute session in a workshop room during the regular workshop schedule.

3-MINUTE LIVE OR VIDEO PRESENTATION IN KEYNOTE SERIES WORKSHOP ROOM (2 per day)

Sponsor may present a three-minute live or video message in two sessions per day in Keynote Series workshop room.

EXHIBIT/DISPLAY SPACE

SPONSOR BOARD IN KEYNOTE SERIES WORKSHOP ROOM

Sponsor's logo, website, and booth number will be displayed at the front of this room featuring our Keynote speakers.

BOOTH SPACE IN THE EXHIBIT HALL

Up to two premium booth spaces near the front of the exhibit hall. Electricity is included, if needed (one power drop).

TABLE AT THE THURSDAY *You Can Homeschool & Get Started with Special Needs* MINI-CONFERENCES

AFHE will provide one 8' skirted table outside the mini-conference room for Sponsor to display literature or merchandise.

(The table does not need to be staffed unless there is merchandise for sale. Mini-Conference hours 9:00 AM -12:00 PM & 1:30 - 4:30 PM.)

PRINT ADVERTISING

CONVENTION PROGRAM AD – Full page ad, full color, inside front cover

AFHE MAGAZINE AD – Full page, full color ad in the next two issues of *Homeschool Arizona* following the Convention

EBLASTS & BANNER ADS

FOUR DEDICATED SPONSOR EBLAST ADS

These stand-alone eblasts will reach the Arizona homeschool community with information about your business or venue.

Eblasts are scheduled Tuesdays and Thursdays, maximum of one per company per month. Dist. 8,600+ subscribers.

BANNER AD IN FOUR ISSUES OF AFHE ENEWSLETTER – 600x300 pixel banner ad with hyperlink

LOGO OR BANNER AD ON KEY CONVENTION PAGES – Sponsor's banner ad or logo with hyperlink on the following webpages or their equivalents: **Convention Essentials**, **Registration**, **Exhibit Hall**, **Thursday Events**, and **Sponsors**.

LOGO OR BANNER AD IN EMAILS TO ATTENDEES – Sponsor's logo/ad placed in three (3) key convention emails.

FLIER DISTRIBUTION

SPONSOR FLIERS ON CHAIRS IN BALLROOM BEFORE SATURDAY KEYNOTE

Sponsor may provide 1,000 fliers/brochures for AFHE volunteers to place on alternating chairs in the ballroom on Saturday.

SPONSOR FLIERS ON CHAIRS IN *You Can Homeschool* MINI-CONFERENCE ROOM ON THURSDAY

Sponsor may provide 175 fliers/brochures for AFHE volunteers to place on alternating chairs for the Thursday event.

WELCOME BAG INSERT – Sponsor may submit 1,600 copies of one item to be included in the Convention Welcome Bag.

MEAL INVITATION

SPEAKER DINNER – Up to two members of your team are invited to the Speaker Dinner on Thursday, July 11.

LUNCH ON FRIDAY & SATURDAY – Up to two members of your team are invited to lunch in the Speaker Lounge.

ARIZONA FREEDOM SPONSORS

VARIES

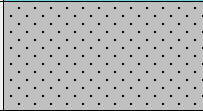
This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF ONE SPONSOR PER DESIGNATED ROOM/TRACK.

STEP 1: Select a room/track from these options: High School & Beyond; Special Learning Needs; Bible Focus

STEP 2: Select the level (Copper, Silver, or Turquoise) that fits your budget and suits your marketing strategy.

Sponsor a designated workshop room at the 2024 AFHE Convention and gain additional exposure and interaction with attendees. Three sponsorship levels available. We can help you select the room/track that best fits your company's focus and desired reach.

<i>Select the designated room/track with the audience you wish to reach, then select the level that matches your outreach goals.</i>	COPPER \$3,500	SILVER \$3,000	TURQUOISE \$2,500
LIVE PRESENTATION - 3-minute live or video presentation at the start of selected sessions in the sponsored workshop room	✓ 4 sessions (2/day)	✓ 4 sessions (2/day)	✓ 4 sessions (2/day)
EXHIBIT SPACE - Booth space in the exhibit hall (prime booth location selected at AFHE's discretion); Copper level includes one electrical	✓ 2 booths + electricity	✓ Up to 2 booths	✓ 1 booth
DISPLAY SPACE - Skirted 6' table outside designated workshop room for literature; Sponsor's free-standing banner outside workshop room	✓	✓	✓
FLIER DISTRIBUTION - Sponsor flier or brochure placed on alternating chairs in the sponsored workshop room before the first session each morning and for the first session after lunch each day (number of copies will depend on room/track selected)	✓	✓	✓
PRINT AD IN CONVENTION PROGRAM - Print ad in the 2024 AFHE Convention program, a retail-quality magazine distributed to attendees	✓ Full-page ad	✓ Half-page ad	✓ Third-page ad
WELCOME BAG INSERT - Sponsor may submit 1,600 copies of one item for the Convention Welcome Bag (flier, brochure, postcard)	✓	✓	✓
SPONSOR WORKSHOP - Sponsor may present a 60-minute workshop in a workshop room during the regular workshop schedule	✓	✓	
EBLAST AD - Stand-alone eblast advertisement to AFHE's email list	✓ Two eblasts	✓ Two eblasts	✓ One eblast
NEWSLETTER BANNER AD - 600x300 pixel banner ad with hyperlink in AFHE's monthly newsletter	✓ Two newsletters	✓ One newsletter	✓ One newsletter
INSTAGRAM - Instagram post during the Convention thanking Sponsor (photo highlighting Sponsor's booth and location)	✓	✓	✓

FAITH & FAMILY SPONSORS

\$3,000

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF ONE SPONSOR FOR THIS LEVEL.

LIVE PRESENTATIONS

3-MINUTE LIVE OR VIDEO PRESENTATION IN FOUR WORKSHOP SESSIONS

Sponsor will have 3 minutes for a live or video presentation in two sessions per day in the **Bible Focus** room/track. To be scheduled in consultation with the Convention Director.

60-MINUTE SPONSOR WORKSHOP WITH FLIER DISTRIBUTION

Sponsor may present a 60-minute session in a workshop room during the regular workshop schedule. AFHE volunteers will place your fliers on alternating chairs before this session.

EXHIBIT/DISPLAY SPACE

BOOTH SPACE IN THE EXHIBIT HALL

Up to two premium booth spaces near the front of the exhibit hall. Electricity may be included in one booth upon request.

PUBLICATION ADVERTISING

CONVENTION PROGRAM AD – Half-page ad, full color

AFHE MAGAZINE AD – Half-page, full color ad in the next two issues of *Homeschool Arizona* following the Convention

EBLASTS & BANNER ADS

TWO DEDICATED SPONSOR EBLAST ADS

These stand-alone eblasts will reach the Arizona homeschool community with information about your business or venue. Eblasts are scheduled Tuesdays and Thursdays, maximum of one per company per month. Dist. of 8,600+ subscribers.

BANNER AD IN TWO ISSUES OF AFHE ENEWSLETTER

600x300 pixel banner ad with hyperlink to appear in two issues of the monthly AFHE newsletter

LOGO OR BANNER AD ON KEY CONVENTION PAGES

Sponsor's banner ad or logo with hyperlink on the following webpages or their equivalents: **Convention Essentials**, **Registration**, **Exhibit Hall**, **Thursday Events**, and **Sponsors**

FLIER DISTRIBUTION

WELCOME BAG INSERT – Sponsor may submit 1,600 copies of one item to be included in the Convention Welcome Bag.

SPONSOR FLIERS ON CHAIRS IN BIBLE FOCUS ROOM

Sponsor may provide 200 fliers/brochures for AFHE volunteers to place on alternating chairs in the workshop room once per day.

Designed to highlight
a company whose
mission and
product line are
dedicated to
**Christian faith
and family**

SERVICE TEAM SPONSOR

\$2,250

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.
MAXIMUM OF ONE SPONSOR FOR THIS LEVEL.

LIVE PRESENTATIONS

4-MINUTE LIVE OR VIDEO PRESENTATION DURING ONE TEEN PROGRAM SESSION EACH DAY

Sponsor will be scheduled for a 4-minute time slot to make a live or video presentation addressing the teen attendees in one Teen Program session on Friday and one on Saturday.

EXHIBIT/DISPLAY SPACE

BOOTH SPACE IN THE EXHIBIT HALL

One booth in a prime location near the front of the exhibit hall.
Electricity may be included upon request.

PROGRAM AD

CONVENTION PROGRAM AD – Half-page ad, full color

LOGO PLACEMENT

SERVICE TEAM T-SHIRTS

Sponsor's logo to be printed prominently on the Service Team T-shirts. (AFHE will order and distribute the shirts.)

TEEN PROGRAM ROOM

Sponsor's logo, website, and booth number will be displayed on the presentation screen in the teen program room and on a display board in the hallway.

BANNER ADS

BANNER AD IN TWO ISSUES OF AFHE ENEWSLETTER

600x300 pixel banner ad with hyperlink to appear in two issues of the monthly AFHE newsletter

LOGO OR BANNER AD with hyperlink on VOLUNTEERS & TEEN PROGRAM WEBPAGES

Sponsor may also provide a 3-5 minute video which will be placed on the Teen Program webpage.

FLIER DISTRIBUTION

WELCOME BAG INSERT – Sponsor may submit 1,600 copies of one item to be included in the Convention Welcome Bag.

SPONSOR FLIERS IN TEEN PROGRAM

Sponsor may submit 250 copies of one item (flier or brochure) plus one giveaway or promotional item if desired. AFHE volunteers will distribute materials on Friday in the Teen Program workshop room.

The AFHE Convention
is powered by
volunteers, including the
friendly and energetic
homeschool teens
and graduates
who make up our
YOUTH SERVICE TEAM.

This sponsorship
provides t-shirts for
the team, displaying
the Sponsor's logo
throughout
the Convention!

TEEN PROGRAM SPONSORS

\$1,500

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF TWO SPONSORS FOR THIS LEVEL.

EXHIBIT SPACE

BOOTH SPACE IN THE EXHIBIT HALL – One premium non-corner booth

LIVE PRESENTATION

3-MINUTE LIVE OR VIDEO PRESENTATION DURING ONE TEEN PROGRAM SESSION

Sponsor will have a 3-minute time slot for a live or video presentation to address the teens in one Teen Program session.

PROGRAM AD

CONVENTION PROGRAM AD – Half-page ad, full color

SPONSOR LOGO ON DISPLAY

DISPLAYED IN TWO TEEN PROGRAM LOCATIONS

Sponsor's logo, website, and booth number will be displayed on the presentation screen in the teen program room and on a display board in the hallway.

EMAIL & BANNER AD

ONE TARGETED SPONSOR EMAIL

AFHE will send one eblast-style email to all pre-registered teen program attendees and their parents by the end of June. This can be a video greeting, a special offer, an invitation to visit the sponsor's booth at convention, etc.

SPONSOR PRESENCE ON TEEN PROGRAM WEBPAGE

Sponsor may provide a 3-5 minute video which will be placed on the Teen Program webpage.

Sponsor's logo or banner ad with hyperlink on the Teen Program page.

FLIER DISTRIBUTION

SPONSOR FLIERS AND/OR SWAG FOR TEEN PROGRAM

Sponsor may provide 250 copies of one flier or brochure plus a giveaway item, if desired, to be distributed in the Teen Program.



Our Teen Program reaches Arizona homeschooled youth ages 12-18.

This Christian program allows our teens to come together, build friendships, learn, and grow.

Your sponsorship will help provide a high-quality program for our young people.

YOU CAN HOMESCHOOL EVENT SPONSORS

\$800

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF TWO SPONSORS FOR THIS LEVEL.

Does not include booth space in the exhibit hall.

LIVE PRESENTATION

3-MINUTE LIVE OR VIDEO PRESENTATION DURING OUR THURSDAY MINI-CONFERENCE

Sponsor will have a 3-minute time slot for a live or video presentation to address parents who are new to homeschooling.

SPONSOR TABLE AT THURSDAY EVENT

TABLE AT THE THURSDAY NEW HOMESCHOOLER MINI-CONFERENCE

AFHE will provide one 8' skirted table outside the mini-conference room for Sponsor to display literature or merchandise Thursday morning. The Sponsor table does not need to be staffed unless there is merchandise for sale.

Sponsor may leave the display table set up through the Thursday afternoon ***Get Started Homeschooling with Special Needs*** mini-conference, if desired. No additional flier distribution in the afternoon event.

PROGRAM AD

CONVENTION PROGRAM AD – Third-page ad, full color

FLIER DISTRIBUTION

SPONSOR FLIERS ON CHAIRS IN *You Can Homeschool* MINI-CONFERENCE ROOM

Sponsor may provide 175 fliers/brochures for AFHE volunteers to place on alternating chairs for the Thursday morning mini-conference.

LOGO ON WEBSITE

LOGO ADDED TO TWO WEBPAGES

Sponsor's logo with hyperlink on the **Thursday Events** page and on the **Discounts** page with the First-Time Attendee discount information.

This free pre-convention mini-conference is geared for parents who are new to homeschooling or are considering homeschooling!

Mini-Conference sponsors who support this outreach have a special opportunity to connect with these parents.

We anticipate approximately 250 parents at this event.

HISPANIC OUTREACH MINI-CONFERENCE SPONSORS

\$750

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF THREE SPONSORS FOR THIS LEVEL.

This package may be selected in combination with any of the other packages. Does not include booth space in the exhibit hall.

We invite you to join us in presenting our
SPANISH-LANGUAGE MINI-CONFERENCE
taking place within our convention programming.

This event will bring **NEW-TO-HOMESCHOOL HISPANIC PARENTS**
together with leaders among Arizona's growing Hispanic
homeschool community.

This sponsor package is ideal for companies with
homeschool-related products or services available in Spanish.

LIVE PRESENTATION

3-MINUTE LIVE OR VIDEO PRESENTATION DURING OUR SATURDAY MINI-CONFERENCE

Sponsor will have a 3-minute time slot for a live or video presentation to address parents in one Spanish session..

SPONSOR TABLE AT SATURDAY EVENT

TABLE AT THE SATURDAY SPANISH-LANGUAGE MINI-CONFERENCE

AFHE will provide one 6' skirted table inside the mini-conference room for Sponsor to display literature or merchandise 10:30 AM - 5:00 PM, to be staffed at Sponsor's discretion. The mini-conference will continue through the lunch break.

FLIER DISTRIBUTION

SPONSOR FLIERS ON CHAIRS IN MINI-CONFERENCE ROOM

Sponsor may provide 75 fliers/brochures for AFHE volunteers to place on alternating chairs for the mini-conference.

LOGO ON WEBSITE

LOGO ADDED TO SPANISH MINI-CONFERENCE WEBPAGE

Sponsor's logo with hyperlink on the page created specifically for information about this mini-conference.

YOUNG ENTREPRENEURS & INNOVATORS SPONSORS

\$1,500

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF TWO SPONSORS FOR THIS LEVEL.

This sponsorship provides support for AFHE's Young Entrepreneurs & Innovators who sell their products and promote their businesses in the Exhibit Hall, as well as Sponsor visibility in a very popular area of the Exhibit Hall.

Come alongside AFHE as we provide this development opportunity for young business owners!

LIVE PRESENTATIONS

3-MINUTE LIVE OR VIDEO PRESENTATION IN ONE TEEN SESSION OR A SUITABLE GENERAL WORKSHOP

Sponsor will have a 3-minute time slot for a live or video presentation to address the teens in one Teen Program session or in an adult workshop that fits a STEM focus or the Young Entrepreneurs & Innovators theme.

EXHIBITOR WORKSHOP

60-minute exhibitor workshop in the Exhibit Hall

EXHIBIT SPACE

BOOTH SPACE IN THE EXHIBIT HALL

One booth in a premium space in the exhibit hall

PUBLICATION ADVERTISING

CONVENTION PROGRAM AD – Half-page ad, full color

FLIER DISTRIBUTION

WELCOME BAG INSERT

Sponsor may submit 1,600 copies of one item to be included in the Convention Welcome Bag.

A great fit for a company or college with an emphasis on technology, engineering, business, or entrepreneurship.

SPONSOR BOARD IN EXHIBIT HALL

SPONSOR BOARD PLACEMENT

Sponsor's logo will be on a board at the entrance of the Young Entrepreneurs area of the Exhibit Hall, in addition to the display listing all sponsors as described on page 4.

EBLASTS

TWO DEDICATED SPONSOR EBLAST ADS

These stand-alone eblasts will reach the Arizona homeschool community with information about your business or venue. Eblasts are scheduled Tuesdays and Thursdays, maximum of one per month per company.

FAMILY GRANT SPONSORS

\$1,500 to
\$2,500

This sponsorship includes these premium benefits in addition to the General Benefits listed on page 4.

MAXIMUM OF TWO SPONSORS FOR EACH CATEGORY OF THIS PACKAGE.

We invite you to partner with us to provide admission grants for
ACTIVE DUTY MILITARY HOMESCHOOLING FAMILIES
and **SINGLE-PARENT FAMILIES**
to attend the AFHE Convention at a greatly reduced cost.

Sponsor may select the grant funding level
and be designated as either a
Military Families Grant Sponsor or a
Single-Parent Families Grant Sponsor.

EXHIBIT SPACE

BOOTH SPACE IN THE EXHIBIT HALL – One standard non-corner booth in the exhibit hall, if applicable.

PROGRAM AD

CONVENTION PROGRAM AD – Half-page ad, full color. Sponsorships of \$2,000 or greater will have a full-page ad.

FLIER DISTRIBUTION

WELCOME BAG INSERT – Sponsor may submit 1,600 copies of one item to be included in the Convention Welcome Bag.

THANK-YOU CARD - Grant recipients will receive a card with the Sponsor's logo, booth number, and a brief message.

SPONSOR BOARD AT MENTORING MOMS BOOTH

SPONSOR LOGO on display at one of our busiest locations! Sponsor may also provide literature or swag in this location.

LOGO ON WEBSITE

LOGO ADDED TO TWO PAGES—Sponsor's logo with hyperlink on the **Registration** and **Discounts** pages.



LEADERSHIP CONFERENCE SPONSORS

\$1,000 to
\$2,000

This sponsorship will include specific premium benefits in addition to the General Benefits listed on page 4.
MAXIMUM OF FOUR SPONSORS FOR THIS PACKAGE.

We have the opportunity to present our annual
STATEWIDE LEADERSHIP CONFERENCE
in conjunction with our convention in 2024!

Sponsors of AFHE's Leadership Conference will gain extra visibility as you lend your support to the **hard-working leaders** of Arizona's homeschool community!

Please note on the Sponsorship Application if your company is interested in becoming a sponsor for this special event.

PRIZE DONATION OPPORTUNITY

WOULD YOU CONSIDER DONATING A PRIZE?

In addition to the sponsorship opportunities described, we have another avenue for you to partner with AFHE to bless Arizona homeschool families and to increase your visibility to new and veteran homeschoolers at our convention.



Following the final workshops on Saturday evening, AFHE will select the winners of our **Buy It Here!** drawing, a fun promotion AFHE created to encourage attendees to purchase on-site from our exhibitors during the convention.

The 2024 **Buy It Here Giveaway** is a fun raffle for attendees, using tickets they earn by making purchases in the exhibit hall. After selecting four cash prize winners, AFHE will give away items donated by exhibitors, speakers, and sponsors.

WOULD YOU BOOST THE INCENTIVE BY DONATING A RESOURCE, GIFT CERTIFICATE, CURRICULUM, OR OTHER ITEM AS A PRIZE?

Prize donors will be listed in the convention program. Donor must advise AFHE of your donation by April 23, 2024 for inclusion in program.



2024 ARIZONA HOME EDUCATION CONVENTION SPONSORSHIP AGREEMENT

OUR COMMITMENT TO YOU

The AFHE Convention team works hard to encourage our attendees; we also seek to bless our sponsors, exhibitors, and speakers! Our goal in creating these sponsorship opportunities is to help you be successful in connecting with Arizona homeschool families. AFHE commits to fulfill the benefits outlined in this sponsorship packet as agreed upon with the Sponsor, communicate in a timely manner, and work together with integrity.

TERMS OF AGREEMENT

- Sponsorship packages are sold as is. Should a Sponsor not want or need an item that is included in the package benefits, the Sponsor understands that there will be no monetary compensation or reduction of sponsorship fee.
- Payment in full in a timely manner is due to secure the sponsorship package, reserve booth space, advertising space, etc.
- AFHE reserves the right to make reasonable changes to these rules, deadlines, and other details as needed with advance notice to the Sponsor.
- All sponsorship sales are final and non-refundable.
- Participation as a Sponsor (and as an exhibitor or advertiser with AFHE) is by invitation and subject to approval by the AFHE Board, Convention Director, and/or AFHE Convention team. AFHE reserves the right to determine whether a particular applicant fits AFHE's philosophy, mission, and objectives and may decline a sponsorship application without further comment.
- Sponsor agrees to refrain from presenting material or making statements at the AFHE Convention that are in conflict with AFHE's mission of promoting parent-directed home-based education and preserving the freedom to homeschool, or any statements that conflict with the AFHE Board of Directors' Statement of Faith (available at afhe.org/about-afhe). AFHE's philosophy is that we will promote the merits of home education and the beauty of Christianity without tearing down or bashing other forms of education or other religions. Sponsor agrees to refrain from making derogatory comments about other forms of education and/or other faiths. Sponsor agrees not to promote taxpayer-funded programs, tax credits, or vouchers for homeschoolers during the AFHE Convention.
- Sponsor understands that roaming distribution of literature or business promotion is not permitted.
- Sponsor agrees to indemnify and hold harmless Arizona Families for Home Education, its Board of Directors, Convention Committee members, officers, and agents against all claims, losses, and damages to persons or property, governmental charges, or fines and attorneys' fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of AFHE or the Phoenix Convention Center. In addition, the Sponsor acknowledges that neither AFHE nor the Phoenix Convention Center maintains insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor to obtain business interruption and/or property damage insurance covering such losses.
- Sponsor agrees to cross-promote their participation in the AFHE Convention on their website, through social media, or via their subscriber list at least twice during the AFHE Convention pre-registration period using our convention hashtag and/or a link to our convention pages on the AFHE website.

EXHIBITOR BOOTH SPACE

EXHIBITOR APPLICATION DUE WITHIN 5 BUSINESS DAYS OF SPONSORSHIP APPROVAL

A completed application must be on file for every vendor with space in the exhibit hall. For sponsorship packages that include booth space, the Sponsor must complete an online exhibitor application within 5 business days of the sponsorship application's approval by AFHE. AFHE will provide the Sponsor with an invoice for the sponsorship amount owed plus any additional marketing items the Sponsor wishes to order from AFHE. All sponsors occupying booth space are responsible for following the guidelines and requirements as detailed in our Exhibitor Information Packet along with any additional instructions provided to exhibitors by AFHE prior to the Convention by email, as outlined in the service kit provided by Modern Expo, or as directed by the Phoenix Convention Center.

Sponsors may upgrade a non-corner booth to a corner booth for an additional fee of \$50, provided a corner booth is available.



2024 ARIZONA HOME EDUCATION CONVENTION SPONSORSHIP AGREEMENT

SPONSOR APPLICATION PROCESS

- COMPLETE THE ONLINE SPONSORSHIP APPLICATION FOUND AT afhe.org/exhibitor-portal.
- PAYMENT IN FULL - Due within two weeks after application is approved by AFHE. An invoice will be sent by email when the application is approved to the address specified in your application.
Please let us know if you need additional time to submit payment due to accounts payable procedures for your company. AFHE will provide a W9 with your invoice.

SPONSOR CHECKLIST PREVIEW

(Sponsor's customized checklist will be sent upon AFHE's approval of your application.)

ALL SPONSORS

- LOGO - high resolution EPS or PNG file with transparent background, 300 DPI, minimum file size of 1 MB
- BANNER AD - 600x300 pixels
- SOCIAL MEDIA SQUARE GRAPHIC - 600x600 pixels
- SOCIAL MEDIA HANDLES AND TALKING POINTS
- VIDEO LINK - Optional - If you have a video promotion for your organization posted online (on your own website, YouTube channel, or other video sharing site like Vimeo) please provide the link for the AFHE Convention SPONSORS page.

IF EXHIBITOR BOOTH SPACE is included in your sponsorship package

- Submit your exhibitor application online once sponsorship is approved: afhe.org/convention/exhibitor-portal

IF WELCOME BAG INSERT is included in your sponsorship package

- Submit your welcome bag insert sample for approval as soon as possible to vendors@afhe.org.
- 1,600 copies of the inserts are to be sent to an AFHE representative between May 13 and June 13, 2024. Shipping instructions will be provided in May.

IF EBLAST OR ENEWSLETTER ADVERTISING is included in your sponsorship package

- Contact ads@afhe.org to schedule your ad(s).

IF A LIVE PRESENTATION IN A WORKSHOP is included in your sponsorship package

- Submit your video or PowerPoint file (if you have one for your representative who will be speaking in person). We must have you submit the file itself for use by the AV team (not a link). Please note: the live presentation time allotted in your selected sponsorship package is the total amount of time you have with video and/or speaking.

IF A SPONSOR OR EXHIBITOR WORKSHOP is included in your sponsorship package

- Submit a brief title and 45-word description.

IF FLIER DISTRIBUTION ON WORKSHOP ROOM CHAIRS is included in your sponsorship package

- Ship/deliver your fliers to Convention Director by June 30. Address will be shared in June. **THESE FLIERS ARE SHIPPED TO A DIFFERENT ADDRESS THAN THE WELCOME BAG FLIERS.** We cannot guarantee distribution of fliers received after June 30.

APPLY ONLINE: afhe.org/exhibitor-portal

We use a two-step application process. Apply online and we will invoice you upon approval. Applications are carefully considered by the Convention Director and members of the Convention Committee as we seek a good fit for each package offered.