



AFA Annual Industry Partner Program

Connecting you with fence contractors year-round!

Maximize your investment

Looking for more involvement with fence contractors and greater visibility for your company? Would year-round engagement with these professionals help expand your business? An AFA Industry Partnership will show your ongoing commitment to the fence, gate & perimeter security industry and will assist in making the right connections to make your business more successful!

For a minimum \$15,000 investment, we can create a customized package to meet your needs, usually at a substantial discount off of standard pricing. All sponsorship dollars you spend throughout the year are taken into account for this program. (Please note that foundation, advertising, booth, etc.)

EVENTS

Maximize your attendance at AFA events such as FENCETECH with preferential speaking opportunities, AFA-facilitated one-on-one meetings with prospects, sponsor/exhibit discounts, and learning opportunities for your staff.

NETWORKING

Engage with customer year-round with our networking opportunities, including scheduled one-on-one meetings, enhanced listings on our vendor search, full access to the AFA member directory, a place on the AFA Supplier Council.

SOCIAL MEDIA & WEBSITE PRESENCE

Partnership packages can include a variety of social media and website options, including scheduled posts and stories, as well as website ads linked to your pages!

STAND OUT FROM YOUR COMPETITION

Be more than just an exhibitor. Show your commitment to supporting fence contractors with signage and logo recognition identifying you as an industry partner at events facilitated by the AFA throughout the year!



NEW IDEAS ARE ALWAYS WELCOME

Have a different idea for your partnership? Let us know. Just because we haven't thought of it, doesn't mean it's not a great idea! We're always looking for new ways to help our Industry Partners make the most of their investment!

AFA'S PARTNERSHIP TEAM IS READY TO HELP YOU AND YOUR TEAM SUCCEED!

(JH PHOTO)

Jim Hawarden, CEM
Director, Exhibits and Sponsorships

Jim oversees the programs that help our suppliers connect with the professionals in the fence, gate & perimeter security industry. He is liaison to the Supplier Council and can be reached directly at jim@americanfenceassociation.com or at 314.561.6717.



AFA Industry Partner Program Levels

Choose the level of engagement that's right for you!

By partnering with AFA, your business will be front and center among the industry's premier fence, gate and perimeter security community of over 1,500 member companies. These are the decision makers who have the buying power to purchase your products and services. This partnership provides you with an exclusive opportunity to cultivate mutually beneficial relationships with our members in ways that are best suited to meet the individual needs of your business. What's the bottom line? Increased sales potential, higher revenue.

AFA offers a choice of levels, based on your level of investment. The higher the annual spend on annual sponsorships, the more value-added visibility and engagement you receive.

Industry Partner Program Levels

AFA Signature Industry Partner

\$100,000 Annual Sponsorship Spend and Beyond

Our top-of-the-line partnership, offering optimal brand visibility and superior engagement.

Benefits:

- Use of Signature Industry Partner logo for marketing
- Logo recognition in monthly Across the Fence ad
- Logo recognition in FENCEPOST Magazine ads
- Linked logo on AFA's industry Partner Website
- Monthly featured post on AFA social media
- Use of AFA mailing list for marketing 4 times per year
- AFA Supplier Membership Included
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Individual Industry Partner Spotlight Email 4 times per year
- Invitation for up to four individuals to attend VIP reception at FENCETECH & Mid-Year Meeting
- 100 Exhibitor priority points for FENCETECH



AFA Premier Industry Partner

\$60,000-\$99,999 Annual Sponsorship Spend

Tremendous marketing reach, plus the agility of a custom-tailored program through our proven sponsorships and creative engagement opportunities, provide exceptional value.

Benefits:

- Use of Elite Industry Partner logo for marketing
- Logo recognition in monthly Across the Fence ad
- Logo recognition in FENCEPOST Magazine ads three times per year
- Linked logo on AFA's industry Partner Website
- Quarterly featured post on AFA social media
- Use of AFA mailing list for marketing 2 times per year
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Invitation to apply for Industry Supplier Council
- Individual Industry Partner Spotlight Email 2 times per year
- Highlighted in Industry Partner Spotlight Email
- Invitation for up to four individuals to attend VIP reception at FENCETECH & Mid-Year Meeting
- 75 Exhibitor priority points for FENCEECH

AFA Elite Industry Partner

\$30,000-\$59,999 Annual Sponsorship Spend

An expanded step up from our Supporting Industry Partner package, this package expanded opportunity to reach your target audience.

Benefits:

- Use of Elite Industry Partner logo for marketing
- Logo recognition in monthly Across the Fence ad
- Logo recognition in FENCEPOST Magazine ads two times per year
- Bimonthly (every other month) featured post on AFA social media
- Use of AFA mailing list for marketing once per year
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Individual Industry Partner Spotlight Email 1 time per year
- Highlighted in Industry Partner Spotlight Email
- 50 Exhibitor priority points for FENCETECH



AFA Supporting Industry Partner

\$15,000-\$29,999 Annual Sponsorship Spend

The first step into AFA's Industry Partner program, this provides visibility across a variety of programs throughout the year.

Benefits:

- Use of Supporting Industry Partner logo for marketing
- Logo recognition in Across the Fence ad twice per year
- Logo recognition in FENCEPOST Magazine ads once per year
- Quarterly featured post on AFA social media
- Special Recognition at all AFA in-person events
- In-booth signage at all AFA in-person events
- Highlighted in Industry Partner Spotlight Email
- 10 Exhibitor priority points for FENCETECH

Event Sponsor

Up to \$14,999 Annual Sponsorship Spend

Companies at this level receive the individual benefits associated with the sponsored event.

Benefits:

- AFA Sponsor logo for marketing
- Linked sponsor logo on event site
- Linked logo inclusion in association emails sent to meeting attendees. (This is not a sponsored email blast.)

For more information on how you can increase your visibility to AFA's audience, reach out to Jim Hawarden, CEM at 314.561.6717 or at jim@americanfenceassociation.com.

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