



**Government Finance Officers Association of Texas**

**Sponsorship Information**  
**And**  
**Renewal Package**

- **Invitation**
- **Sponsorship Invoice Form**
- **Benefits Updated for FY 2011-2012**

**Contact:**

**Becky L. Brooks**

**GFOAT Executive Director**

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**blbrooks@gfoat.org**

## GFOAT Sponsorship Invitation

Our Government Finance Officers Association of Texas (GFOAT) sponsors are a very important part of its revenue base from which newsletters and programs are provided to its membership of 900. By Board policy, all sponsorship efforts are consolidated and sponsors are contacted annually. Sponsors are recognized in two significant ways:

- 1) On the GFOAT Web site, including an electronic brochure updated throughout the year;
- 2) At the Spring and Fall Conferences, as well as at the GFOAT booth at TML;

There are four levels of sponsorship based on the contribution amount. These are:

- Platinum \$5,000;
- Gold \$2,500;
- Silver \$1,000;
- Bronze \$500

If your organization has been a generous sponsor of GFOAT in the past, we want to express our appreciation and hope that you will continue your support. We would even like to ask for you to consider increasing your sponsorship level to assist GFOAT in efforts to better serve its membership. In any case, we appreciate your participation as a sponsor of GFOAT and ask that you indicate that level on the attached form and send your contribution to: GFOAT at the address shown on the remittance form or APPLY/RENEW online at [http://www.tml.org/genform/gfoat\\_sponsor.asp](http://www.tml.org/genform/gfoat_sponsor.asp).

If you are not currently a GFOAT sponsor, we would invite you to consider the benefits of financially supporting our vibrant organization dedicated to education, communication and professionalism. Check out our Web site at [www.gfoat.org](http://www.gfoat.org) today for additional information about the business and leadership of GFOAT.

Again, thanks for your financial support. On behalf of GFOAT, I extend my personal appreciation and look forward to hearing from you soon. Please feel free to call me or drop me a note if you have any questions.

Sincerely,  
Becky L. Brooks  
Executive Director

**2011-2012 GFOAT SPONSORSHIP INVOICE**  
**For The Period July 1, 2011 through June 30, 2012**

My organization wishes to participate or continue participation in the contribution category indicated below.

**Level of Participation (check one):**

- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500

**Form of Payment:**

**NEW!!! Online payment option** visit: [http://www.tml.org/genform/gfoat\\_sponsor.asp](http://www.tml.org/genform/gfoat_sponsor.asp)

check enclosed

**Firm Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**City/State/Zip Code:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Remit by September 30, 2011 to:**

GFOAT c/o Texas Municipal League  
1821 Rutherford Lane, Suite 400  
Austin, TX 78754-5128  
Phone 512-231-7425  
Fax 512-231-7495

Sponsors whose payments are received by September 30, 2011 will be recognized in the GFOAT signage at the TML Annual Conference and will be able to take advantage of recognition and exposure opportunities at the fall conference, as well as the other benefits enumerated in the attached policy.

## **GFOAT Sponsorship Benefits Policy** **Updated For 2011-2012**

**Introduction:** GFOAT offer a number of benefits for our sponsors as outlined in this policy. Since our sponsorship follows a ‘pooled funds’ approach, sponsorships do not cover specific events, but provides general association support to minimize conference costs and maintain the administrative functions of the organization.

**GFOAT Membership:** It will also be a requirement that every sponsor organization have at least one member of GFOAT. Membership will be reviewed annually to ensure that sponsors are current.

### **CONFERENCE OPPORTUNITIES**

**Packet Item – FOR PLATINUM ONLY.** To increase visibility of Platinum sponsors to our members, we are again with packet stuffers for the fall conference. You may submit both or either of the following:

- 1) Single sheet OR tri-fold brochure with company information (8.5 x 11)
- 2) A small insert of the following (to be awarded on a first come/first serve basis)
  - a. Lanyards for name badges (only 1, will not be IN packet)
  - b. Pens and small sticky notes (up to 2)(sticky notes no larger than 3” x 3” x ½)
  - c. Other to be approved for size/content
- 3) You must request this from Becky at [blbrooks@gfoat.org](mailto:blbrooks@gfoat.org) by **September 30** and have 425 of them delivered to **TML for stuffing by November 3, 2011**.  
Shipping address: GFOAT, 1821 Rutherford Lane, Ste. 400, Austin, TX 78754-5128

**Recognition at Conferences.** GFOAT typically holds two conferences per year, at which signage informs members of our various sponsors, by support level. Verbal recognition during a general session or luncheon offers members the opportunity to acknowledge our sponsors as a group. In addition, where logistically feasible, ‘resource tables’ allow sponsors to set out informational items about their company, products, and/or services. In addition, GFOAT typically hosts a booth at the annual Texas Municipal League convention, at which our sponsor signage is again displayed. The expected conference opportunities pending are:

- October 2011 – TML Annual Convention – Houston, TX
- November 2011 – Fall Conference, Conroe TX
- April 2012 – Spring Institute, Austin TX

**Resource Tables.** We do not host exhibit space, but we provide space on shared resource tables. These tables are intended to be non-staffed areas where information is displayed or offered for any interested participant. We do not intend to rent additional exhibit space for these events, or provide any utility or service other than tables set up in an accessible location. The venue of conferences changes from year to year and we will make the best decision we can to offer the sponsors maximum exposure while support a good conference flow and floor plan. Also, the level of sponsor participation varies from one

conference to the next, so we do not plan to structure space on the tables. Preference and sizing will be determined by sponsor support level, to provide the most visibility and space to the highest level sponsors.

**Special/Hospitality Events.** Due to conflicting schedules, GFOAT will not assist with extra sponsor publicity for the FALL 2011 CONFERENCE. We ask sponsors not to compete with our programming if they decide to host a private event.

**Conference Credits:** Sponsors are allowed to send participants to the conference. All conference credits expire at the end of each fiscal year, which is June 30.

- Platinum Sponsor – 8 conference credits for the fiscal year
- Gold Sponsor – 4 conference credits for the fiscal year
- Silver Sponsor - 2 conference credits for the fiscal year
- Bronze Sponsor - 1 conference credits for the fiscal year

### **Newsletter/Website/Directories**

**WebPages.** The web pages include a listing of our sponsors. Our HOME Page includes a sponsor section that highlights the following:

- LOGO Scrolling for PLATINUM and GOLD sponsors (send logo in jpg or RGB format)
- GRAPHIC section for PLATINUM only (pixels 199wx337t RGB or jpg format)

**Sponsor Directories.** The online electronic directories can be found under the SPONSOR tab from our front page. Sponsors can submit an update ad throughout the year, but the actual printed version will be produced in April for the Spring Institute, for which the deadline for final art will be April 5, 2012. The required format is high resolution PDF 300 100% of ad size, CMYK. Dimensions by level are:

- Platinum – 7”w x 7”t
- Gold – 7”w x 4”t
- Silver – 7”w x 2.75” t
- Bronze – 3.5”w x 3.5” t

**NewsBriefs.** Sponsors are encouraged to submit technical articles for the newsletter/website. These articles will be included based upon a review by the newsletter/website committee with preference to those articles deemed of interest to the membership at large, timeliness, and appropriateness. No marketing of individual products or services are allowed in these articles, but links to additional websites are allowed. The committee will strive to ensure that sponsors are included in a rotating manner, based on what is submitted and the level of sponsorship, within the above guidelines.

***Training Notifications.*** We will post on our calendar any events that we feel are timely and useful to the membership. With a new calendar feature, we will use our best judgment to determine what to include and exclude based on: relevance to the member, timeliness, and sponsor participation.

***Resource Directory.*** A sponsor must have a designated GFOAT member. That member should consider using our resource directory to offer their expertise to other members. When the sponsor is updating his/her individual webpage contact information, they have the opportunity to select areas of expertise. If these boxes are checked, it allows members who query that topic to see your information and contact you.

### **Conclusion**

It is our intent at GFOAT to offer our sponsors a good value for their support. We view the agreement as an on-going relationship and hope to continue to find ways to improve the benefits to the sponsors and the members. Occasionally, we will solicit formal sponsor feedback, but ideas are always welcome. Please contact Becky Brooks, Executive Director, at [blbrooks@gfoat.org](mailto:blbrooks@gfoat.org) with any questions, concerns or ideas.

# Our Sponsors as Resources and Friends

By Lewis F. McLain, Jr., GFOAT Executive Director

Published in *Texas Government Finance*, October 2001

## Introduction

It doesn't take long for the finance official to realize there is more work to be done than seems to be possible. You survey your human resources and work toward mastering the dual tasks of having enough bodies available to you and then training your staff to become more proficient at the assigned tasks. You add to your staff resources all of the reasonable computational and analytical tools, the entire array of robust tech-tools justified on the basis of improved performance and superior products. But the work keeps on coming. There is rarely a moment to take a breath.

The resources available to finance officials extend beyond the internal circles. There are, in fact, concentric circles of resources available to all governments large and small. They are especially important to entities with small staffs. These external resources include your auditors, bank depository, local government investment pools, investment advisors, bond advisors and bond counsel. They include software and hardware vendors. Insurance advisors are also important resources as well as the insurers themselves. Consultants of every variety assist in many of the financial management responsibilities, including cost allocations, utility rate studies, fee studies and performance evaluation. The list is almost endless.

There is a large group of very important folks that are directly involved in the professional support and development business upon which finance officials draw. Many are actually direct service providers as well as key advisors and resources. We resort to our alphabet soup to enumerate just a few of them: GFOAT, GFOA, TML, TMRS, NCTCOG, ICMA, TCMA and others. Add to this group the critical role of our university resources, especially the University of North Texas, Texas Tech and the University of Texas at Austin. There are many others. We are richly blessed in Texas.

The purpose of this article and of this issue of the newsletter is to salute the private sector resources that go beyond direct fee-based work they provide various government agencies. There is a large group of supporters that contribute to GFOAT in both financial ways as well as lending their expertise to the organization. Many are on committees that help shape our programs and communicate with our membership. Some of our older members in GFOAT are, in fact, from our group of sponsors. I think it is particularly noteworthy that we have formed good relationships with our sponsors and view them as friends and in partnership with us as we bring professionalism to government finance.

## Sponsorships vs. Exhibitors

We also want to use this newsletter to explain a policy set by the GFOAT Board a number of years ago. We receive many calls from vendors asking for information about being able to have an exhibit booth at one of our conferences. We don't have exhibitors nor do we have vendors sponsoring a particular meal or event for several reasons.

Regarding the exhibit booths, we simply do not have the space at our conferences for exhibits. We are approaching a level of attendance at our conferences that exceeds the meeting room and foyer capacity of most hotels. Our ability to find adequate hotels has been challenged by the GOOD NEWS of our increased conference capacity. To add the needed space for exhibits isn't entirely impossible but is increasingly difficult.

But we have decided against exhibits and the individual sponsorship for a meal or social event for other reasons. We find it much more of a collegial setting for the sponsors to be in attendance at our sessions and meals. Our more casual atmosphere has promoted our objectives to mentor, socialize and learn. Our sponsors have blended into the fabric of our conferences, both contributing and receiving valuable information. The ultimate goal of sponsorships has been achieved in the eyes of the GFOAT leadership - an exchange of information, a forging of friendships and a continual renewal of professionalism.

To accomplish the goals of the GFOAT Board, we also pooled all of the financial contributions instead of the testy dilemma of deciding which sponsor got to be assigned to a particular event or meal. The fact is that our sponsorship program has grown, and all are considered valuable colleagues in the business of the GFOAT organization. It is for that reason that we list sponsors by level of giving but recognize all of them as special contributors to the social events, meals and overall program benefits to the GFOAT membership.

The GFOAT Board approved a new policy to recognize our sponsors in the October newsletter each year beginning with this issue. We depart from one of our policies of not allowing direct advertising in our newsletter by, in fact, inviting all of our sponsors to place a short promotional piece in the newsletter. You will find these brief descriptions of our sponsors on the next few pages along with our normal listing of sponsors published each month in our newsletter. Take the opportunity to say "THANKS" to our sponsors whenever you can. Their generosity reduces the amount we would otherwise have to provide through fee and conference increases. LFM.