



BUSINESS PARTNER ENGAGEMENT AGREEMENT for DRIVE-IN WORKSHOPS FY 2016-17

PURPOSE OF AGREEMENT

The purpose of this agreement is to Agreement is to enhance collaboration and partnerships between APPA International and the APPA Business Partner member community, by enabling business partners to sponsor and support the creation of half-day APPA Drive-In educational workshops.

MISSION OF APPA

APPA seeks to create a positive impact in educational facilities management at three important levels by:

- Elevating educational facilities professionals into influential leaders in education;
- Transforming member institutions into more inviting and supportive learning environments;
- Elevating the recognition and value of the educational facilities profession and its ultimate impact on the recruitment and retention of students, faculty, and staff.

APPA'S FOCUS ON THE BUSINESS PARTNER COMMUNITY

A key component in the success of APPA's programs and services is the dedication of our business partners. Business Partner membership is open to all private sector companies who provide products and services to the facilities management industry that have a specific interest in reaching facilities professionals in the education environment. Overall, we offer our business partner members a number of opportunities for engagement and participation such as:

- Direct access to a targeted audience of educational facilities vice presidents, directors, chief engineers, managers, and supervisors who manage a median departmental budget of \$5 million dollars;
- Increased visibility among educational facilities professionals to enhance name recognition, visibility, and credibility;
- Various sponsorship opportunities at APPA's annual conferences, support of research projects, advertising in our print and electronic media, and sponsorship/delivery of local, drive-in programs/seminars;
- Access to and sponsorship of projects supported by the APPA Center for Facilities Research (CFaR).

AREAS OF ENGAGEMENT

APPA is enhancing its capability by delivering local technical workshops designed to meet the changing expectations of its members. Sponsors of APPA Drive-In Workshops are required to be APPA International Business Partner members. For more information on APPA Business Partner membership, see the APPA web site at <http://www.appa.org/membership/businesspartner.cfm>.

BUSINESS PARTNER DRIVE-IN SPONSORSHIP FEE STRUCTURE

- The sponsorship fee structure for APPA Drive-In Workshops is as follows:
 - Sponsorship of One Workshop: \$4,500
 - Sponsorship of Two Workshops: \$8,000
 - Sponsorship of Three Workshops: \$10,000
- Event room fees, and the cost of any food and beverage for the event, are additional costs paid by the sponsoring Business Partner. The sponsorship fee charged by APPA provides for the following:
 - APPA's support and assistance in identifying and confirming Drive-In Workshop location(s) on behalf of the Business Partner sponsor;
 - Opportunity for the Business Partner sponsor to work closely with APPA and the hosting institution representative in the design and format of the Drive-In program, and selection of content and speakers;
 - APPA branding for the event, as well as marketing and communications services from APPA used in promotion of the Drive-In Workshop;
 - The production of event badges, evaluation forms, and meeting materials produced by APPA and delivered on site, for use by the sponsoring Business Partner and Host Institution staff;
 - One (1) point toward the exclusive designation as a "Strategic Business Partner," bestowed on the Drive-In Workshop Sponsor.

APPA's SUPPORT & RESPONSIBILITIES

- Secure a local college or university host for each desired location(s);
- Market each seminar to the targeted community;
- Administer each program through our on-line registration system;
- Provide the business partner and host the list of attendees for future follow-up;
- Advertise these opportunities in our print and electronic media.

LOCAL HOST SUPPORT & RESPONSIBILITIES

- Provide additional marketing of each seminar to the local community (to include both APPA members and potential prospects in the area);
- Provide the seminar space and recommendations for food and beverage used in the delivery of the seminar;
- Support the logistical requirements at the local site (e.g., maps for attendees, parking arrangements, etc.).

BUSINESS PARTNER BENEFITS

- Position your organization as an invaluable technical expert;
- Direct participation in the educational programming and its delivery;
- Opportunity to incorporate the content/outcomes in your organization's marketing materials;
- High corporate visibility as a nationally recognized leader and subject matter expert;
- Increased exposure to APPA members and the higher education community/marketplace;
- Opportunity to create professional long-term relationships with individual members of APPA;



- Opportunity to share financial resources and intellectual capital in a meaningful, measurable, and mutually beneficial project.

On behalf of APPA – Leadership in Educational Facilities:

Signature: _____ Date: _____
APPA – Leadership in Educational Facilities

On behalf of the APPA Drive-In Workshop Sponsor:

Sponsor Signature: _____ Date: _____
Name of signatory _____
Title of signatory _____
Company Name _____

**Please Return this agreement to Corey Newman via email or FAX:
Email: corey@appa.org
FAX: 703-542-3785**