



FICP Sponsorship Loyalty Program

Purpose

The FICP Loyalty Program has been designed to reward long-time, regular sponsors by providing incentives for them to continue to repeat their sponsorship levels year after year.

Background

The FICP Sponsorship Program has traditionally been one that accepts sponsors on a first-come, first-serve basis. However, some hospitality partners have sponsored and supported the association consistently for many years. FICP strives to provide an equal opportunity for all hospitality partners to gain access to sponsorship opportunities, while at the same time reward those sponsors that have remained consistent with their support over the years. Hence, the new, balanced approach. FICP will continue to sell sponsorship opportunities each February. However, beginning in 2012, those sponsors that have supported FICP continuously for three years or more will have a slight advantage.

New Process for 2012

Super Platinum (minimum of \$100,000 for Annual; \$25,000 for Forum) and Platinum Sponsors (minimum of \$40,000 for Annual; \$15,000 for Forum) for three or more consecutive years will work with FICP Headquarters regarding their individual sponsorships. Because of the importance of these spots (e.g., evening receptions and dinners, Network sponsorship, AV, etc.), FICP will pre-sell these spots before other sponsorship opportunities are offered. These sponsorships are critical to the event and need to be determined further in advance than other sponsorships.

FICP's Relationship Manager/Executive Director will schedule a call to speak directly with incumbent Super Platinum and Platinum Sponsors in the Fall of each year. Hospitality Partners will be asked to provide their top three sponsorship choices, and the Relationship Manager will quantify the final selection from a strategic viewpoint, working with the Sponsorship Committee and Board of Directors.

All Gold, Silver and Bronze Level sponsors with three or more consecutive years at their level will be able to go online *in advance* of the sponsorships opening to the public; however, sponsors must remain at or above the level from the previous three years.