

# ASUG Chapter Sponsorship Opportunities

## Share SAP Solutions and Connect with Customers at ASUG Chapters

ASUG Chapter Meetings offer valuable insights and knowledge into SAP's ecosystem, enabling organizations to discover best practices and implement solutions that drive efficiency and cost savings. The content is structured to allow attendees to engage in deeper discussions, ask real-time questions, and gain insights from other customers who have had similar experiences.

These meetings provide unique opportunities for ASUG Partners to connect with ASUG customer Members and demonstrate how their solutions can improve their SAP journey, especially when sharing customer stories and having SAP customers present with them. Each chapter meets 3-4 times a year, and events are offered as full-day learning sessions, combination education/social meetings, or networking/social events.

### Partnership Levels

#### Bronze

- Logo recognition on Chapter site, and in welcome email and post-event communications
- 2 sponsor passes
- Networking access
- Option for branded giveaways

#### Silver

All Bronze benefits, plus:

- Logo in post-event comms
- Attendee list (opt-in)
- Exhibitor Table

#### Gold

All Silver benefits, plus:

- 30- or 45-minute speaking slot
- Networking sponsor break
- 3 sponsor passes

#### Platinum

All Gold benefits, plus:

- "Exclusive Partner" (limited to one per chapter meeting)
- 45-minute presentation opportunity with no concurrent sessions
- Enhanced digital visibility
- First right of renewal

## Why sponsor an ASUG Chapter meeting?

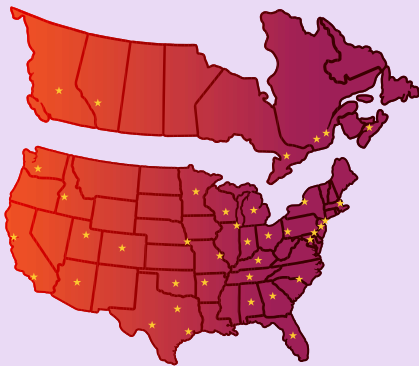
- Showcase the stories of your customers to support important topics in front of an engaged SAP user community.
- Build the ASUG community's knowledge base at the regional level.
- Establish relationships with potential customers.
- Share innovative ideas and learn from others' experiences.

## ASUG delivers:

- Flexible sponsorship packages to fit your budget.
- Featured speaking opportunities for platinum and gold partners.
- Prominent recognition in pre-event communications and at the event.
- Display space and opportunities to share your marketing materials.

**For more information, contact your Partner Success Manager or send an email to [partners@asug.com](mailto:partners@asug.com)**

Sponsorship Type	Tier 1	Tier 2	Tier 3
Platinum	\$5,250	\$3,000	\$2,500
Gold	\$3,900	\$2,000	\$1,500
Silver	\$2,500	\$1,000	\$750
Bronze	\$1,300	\$740	\$500
SAP Social	\$2,000	\$740	\$500



## Tier 1 Chapters

These chapters typically have 100+ registrants per event:

- Chicago
- Colorado
- Dallas – Fort Worth
- Georgia
- Minnesota
- Ontario 🍁
- Philadelphia
- Wisconsin

## Tier 2 Chapters

These chapters typically have 50-100 registrants per event:

- Arizona
- Boise
- Carolinas
- Central Texas
- Florida
- Houston
- Michigan
- Midwest Central
- New England
- New Jersey
- New York City
- Northern California
- Ohio
- Ottawa 🍁
- Prairie Provinces 🍁
- Seattle
- Southern California
- St. Louis

## Tier 3 Chapters

These chapters typically have up to 50 registrants per event:

- Alabama
- Arkansas
- Atlantic Canadian 🍁
- British Columbia 🍁
- Indiana
- Kentucky
- Mid-Atlantic
- Oklahoma
- Pittsburgh
- Québec 🍁
- Salt Lake City
- Tennessee
- Upstate New York

## Commonly Asked Questions About Chapter Sponsorship

### Q: Do I have to be an ASUG member to sponsor a chapter?

Yes, all sponsors must be members in good standing at the time of sponsorship. For questions regarding membership, please contact [memberservices@asug.com](mailto:memberservices@asug.com).

### Q: Does my speaking session require a customer story?

While customer stories are preferred and prioritized, the chapter may select a speaker without a customer story to present. Any customers that present must also be ASUG members.

### Q: What is the process to sponsor or present at a chapter meeting?

Each chapter will announce a call for speakers/sponsors 10-12 weeks prior to the meeting. All sponsors must submit an intent to speak/sponsor through the abstract portal (located on the chapter event page). Once the call for speakers/sponsors closes, the chapter will select their preferred abstracts to develop the meeting agenda. Accepted submissions will receive notification and next steps from an ASUG Chapter Coordinator.

### Q: What happens if my abstract is not accepted?

Occasionally chapters receive an overwhelming number of abstracts to choose from with limited slots to offer. In this case an alternate sponsor opportunity may be offered, or the chapter will recommend submitting for a future meeting.

### Q: Can I invite my clients to ASUG Chapter meetings?

ASUG Chapter meetings are exclusive to members. If your client is an ASUG member, they have access to attend the meeting and should register online with their ASUG Membership email address (the use of personal emails will delay receipt of the registration confirmation). If the client is not an ASUG member, their attendance requires approval by ASUG Member Services prior to attending the meeting. All attendees, including speakers/sponsors, must register to attend the meeting.

### Q: If selected as a Platinum sponsor, will there be other Platinum sponsors?

Depending on the agenda selected, Chapters may select multiple Platinum sponsors/presentations. The Platinum entitlement guarantees no sessions will take place at the same time as a Platinum session; however multiple Platinum sessions can be on one agenda.