

## **SPONSORSHIP SOLICITATION PROCEDURE**

AAPS, being a non-profit organization, encourages sponsorship of all activities. AAPS has developed several levels of sponsor categories and companies receive benefits based on the category level in which they participate.

The most prestigious sponsor category is the AAPS Sustaining Sponsor. A primary benefit of a sustaining sponsor is the designation of an AAPS staff member as a primary point of contact for sponsorship activities. This is to facilitate sponsor benefits and eliminate duplicate or redundant requests for sponsorship throughout the organization. Therefore, it is critical before engaging in any sponsorship solicitation, the Associate Director of Meetings and Expositions be contacted.

Volunteer members and staff dedicate much time to obtaining sponsors for various awards. To alleviate any concern on losing that sponsorship due to other sponsor solicitations throughout the year, sponsor solicitations must be coordinated through the Associate Director of Meetings and Expositions.