



## Educational Partner Application

### Consider the Benefits of Affiliation

CASE invites commercial firms that serve institutional advancement to affiliate with CASE as Educational Partners. CASE offers Educational Partners a choice of three levels of benefits: Gold, Silver, and Bronze.

The benefits available at these levels vary according to the number of Partner Representatives who receive premium benefits, including CURRENTS magazine; access to the CASE online Membership Directory; the number of individuals, categories and addresses listed in the online Yellow Pages; the number of free listings and links in the online Yellow Pages; and the discount rates on CASE products and services.

### Discounts on CURRENTS Advertising

CASE offers discounts to Silver- and Gold-level Educational Partners for

advertising in CURRENTS, the award-winning magazine.

### Online Access and Conference Discounts

Partner Representatives valuable exposure to CASE members by accessing members-only sections of the CASE Web site ([www.case.org](http://www.case.org)) and CASE online Membership Directory.

Educational Partner companies are listed in the online Yellow Pages with complimentary links to company e-mail addresses or Web sites.

All Educational Partner companies that attend CASE conferences receive additional discounts. If you have questions after reviewing the summary of benefits below, please contact Lee Junxian at (+65) 6778-3285 or [junxian@case.org](mailto:junxian@case.org).

### Other Opportunities to Connect with Current and Prospective Clients

Affiliating with CASE as an Educational Partner and having your company's listing available to members through the online Yellow Pages is the route that nearly 200 for-profit firms have taken to reach CASE's audience of more than 55,000 advancement professionals around the globe. We offer many other opportunities as well, including advertising in CURRENTS and the CASE conference exhibitions, and CASE mailing-list rentals.

For more information about these opportunities, contact Lee Junxian at (+65) 6778-3285 or [junxian@case.org](mailto:junxian@case.org).

Level	Partner Representatives	Annual Dues	Additional Representatives
Gold	5	USD\$6,360	USD\$290 each
Silver	3	USD\$3,245	USD\$290 each
Bronze	1	USD\$1,625	USD\$290 each

Partner Representatives receive the following premium benefits, regardless of their company's affiliation level:

- A listing in the online Yellow Pages
- A subscription to CURRENTS, CASE's magazine, published nine times a year
- Access to CURRENTS archives and digital editions online
- Discounts on advertising in CURRENTS' Campus Buyers Guide
- Subscriptions to two e-newsletters: *BriefCASE* and *Advancement Weekly*
- Personalized service from the CASE InfoCenter
- Access to monthly podcasts
- White papers on critical advancement topics
- A copy of *Just for Educational Partners*, a quarterly e-newsletter

**COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION,  
ASIA PACIFIC**

Unit 05-03  
Shaw Foundation Alumni House  
11 Kent Ridge Drive  
Singapore 119244  
[www.case.org](http://www.case.org)

2011-2012 Application for Companies (Within Asia-Pacific)

<b>Benefits by Level of Partnership (2011-2012)</b>		<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Annual Membership Base Dues (in USD)		\$6,360	\$3,245	\$1,625
	<b>Company Partner Representatives:</b> Receive added premium-level benefits including subscriptions to CURRENTS magazine and the quarterly Educational Partner e-newsletter; name listing with e-mail link in online Yellow Pages; personalized service from the CASE InfoCenter; access to online members-only resources; access to podcasts and white papers; access to the Matchmygift™ app; and access to the Membership Directory.	5	3	1
	<b>Company Staff Representatives:</b> Receive standard-level benefits including discounts on CASE products and services.	Unlimited		
Online Yellow Pages	Primary Company Listing: Company name, address, toll-free, phone, fax, e-mail link, and Web site link.	Yes	Yes	Yes
	Company Partner Representatives: Individual's name, title and e-mail link.	5	3	1
	Product/Service Category Selection(s) (Additional categories available for \$50 per category.)	3	2	1
	Company Description: (Length of description may be extended at a cost of \$25 per 25 words.)	up to 50 words	up to 50 words	up to 25 words
	Company Logo	Yes	N/A	N/A
	Additional Company Location Listings: Address, toll-free, phone, fax, e-mail link and Web site link. (Additional locations may be added for a fee of \$50 per location.)	9	4	0
Marketing & Advertising Opportunities	Discount on CASE membership mailing list rental (postal addresses for more than 55,000 advancement professionals worldwide; third-party e-mail distribution.)	1 free postal list up to 10,000 names	Yes	Yes
	Discounts on exhibit fees at CASE conferences.	Yes	Yes	Yes
	Discounts on CURRENTS display advertising.	15%	10%	5%
	Discounts on CURRENTS Campus Buyers Guide listings.	\$300	\$200	\$100
Products & Services	Discounts on CASE conference registration fees.	Yes	Yes	Yes
	Discounts on CASE books and products.	Yes	Yes	Yes
	Participation in CASE listservs.	Yes	Yes	Yes

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### 1. Choose an affiliation level

	<b>Level</b>	<b>Partner Representatives</b>	<b>Staff Representatives</b>	<b>Annual Dues</b>
<input type="checkbox"/>	Gold	5	unlimited	USD\$6,360
<input type="checkbox"/>	Silver	3	unlimited	USD\$3,245
<input type="checkbox"/>	Bronze	1	unlimited	USD\$1,625

Number of Free Listings in the online Yellow Pages:

<b>Level</b>	<b>Product/Service Category(ies)</b>	<b>Primary Company Address</b>	<b>Additional Addresses</b>	<b>Online Link(s) Web and E-mail</b>	<b>Complimentary Descriptive Text</b>
Gold	3	1	9	Unlimited	50
Silver	2	1	4	Unlimited	50
Bronze	1	1	0	2	25

### 2. Check additional listings

- Additional Partner Representatives over complimentary number: \_\_\_\_\_ x USD\$290 each = \$ \_\_\_\_\_
- Additional product/service category listings: \_\_\_\_\_ x USD \$50 each = \$ \_\_\_\_\_
- Additional address listings (includes address, phone, toll-free, fax; e-mail, home page addresses): \_\_\_\_\_ x USD \$50 each = \$ \_\_\_\_\_
- Additional links to your company's e-mail or home page through CASE's online Yellow Pages or Advancement Links section: \_\_\_\_\_ x USD \$50 each = \$ \_\_\_\_\_
- Longer description of product/services in company's listing (in 25-word increments): \_\_\_\_\_ x USD \$25 each = \$ \_\_\_\_\_

### 3. Choose the correct number of product/service categories allotted to you based on your selections

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Advancement Services          | <input type="checkbox"/> Credit Card Company             | <input type="checkbox"/> Media Buying                 |
| <input type="checkbox"/> Consultants                   | <input type="checkbox"/> Digital Asset Management        | <input type="checkbox"/> Media Monitor                |
| <input type="checkbox"/> Affinity Cards                | <input type="checkbox"/> Direct Mail Services            | <input type="checkbox"/> Outsourcing                  |
| <input type="checkbox"/> Affinity Programs             | <input type="checkbox"/> Donor Recognition               | <input type="checkbox"/> Photography                  |
| <input type="checkbox"/> Alumni Consultants            | <input type="checkbox"/> Enrollment Management           | <input type="checkbox"/> Planned Giving               |
| <input type="checkbox"/> Alumni Directories            | <input type="checkbox"/> Event Management Software       | <input type="checkbox"/> Planned Giving Software      |
| <input type="checkbox"/> Alumni Insurance              | <input type="checkbox"/> Executive Search                | <input type="checkbox"/> Printing/Publishing          |
| <input type="checkbox"/> Alumni Merchandise            | <input type="checkbox"/> Financial Services              | <input type="checkbox"/> Prospect Management Systems  |
| <input type="checkbox"/> Alumni Search                 | <input type="checkbox"/> Fundraising Analysis            | <input type="checkbox"/> Prospect Research            |
| <input type="checkbox"/> Alumni Services               | <input type="checkbox"/> Fundraising Consultants         | <input type="checkbox"/> Special Events               |
| <input type="checkbox"/> Alumni Surveys                | <input type="checkbox"/> Fundraising Publications        | <input type="checkbox"/> Student Recruitment Services |
| <input type="checkbox"/> Alumni Travel/Fundraising     | <input type="checkbox"/> Fundraising Software            | <input type="checkbox"/> Survey Software              |
| <input type="checkbox"/> Annual Giving                 | <input type="checkbox"/> Fundraising Systems Consultants | <input type="checkbox"/> Telemarketing Services       |
| <input type="checkbox"/> Branding                      | <input type="checkbox"/> Graphic Design                  | <input type="checkbox"/> Training                     |
| <input type="checkbox"/> Communications Consultants    | <input type="checkbox"/> Integrated Services             | <input type="checkbox"/> Video/Film, CD-ROM           |
| <input type="checkbox"/> Computer Services Consultants | <input type="checkbox"/> Internet Alumni Services        | <input type="checkbox"/> Web Development              |
| <input type="checkbox"/> Computers                     | <input type="checkbox"/> Market Research                 |   |
| <input type="checkbox"/> Consultants                   | <input type="checkbox"/> Marketing                       |   |

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**4. Please begin our affiliation on the first day of \_\_\_\_\_ 20 \_\_\_\_, and continue for 12 months.**

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

E-mail \_\_\_\_\_ Web address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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**5. Dues Calculations (from previous page)**

Affiliation Level: USD \$ \_\_\_\_\_  
Additional Partner Representatives: USD \$ \_\_\_\_\_  
Additional Product/Service Category Listings: USD \$ \_\_\_\_\_  
Additional Address Listings: USD \$ \_\_\_\_\_  
Additional Links: USD \$ \_\_\_\_\_  
Additional Company Description: USD \$ \_\_\_\_\_  
  
TOTAL DUE: USD \$ \_\_\_\_\_

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**6. Form of Payment**

Check enclosed                      Charge to:  
Payable to CASE Educational Partner Membership     VISA                       MasterCard                       American Express

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For CASE Use: [2456] Card Auth.# _____ A B C D E F G H I J
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**7. Company Description**

Use the space below, or a separate sheet of paper, to provide your company's description as allotted in the benefit level selected above (Gold or Silver, 50 words; Bronze, 25 words).

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**8. Additional Addresses**

Use the space below, or a separate sheet of paper, to list additional addresses as provided by the benefit level selected above.

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### Company Representatives

Please list additional individuals who should be designated as Partner Representatives. Copy this sheet as needed.

#### Company name:

*Note:* Membership coordinators are included in the Partner Representative count and receive CURRENTS, access to the CURRENTS archives and digital edition, and access to the Membership Directory.

#### Membership Coordinator

Name	_____
Title	_____
Address	_____
City	_____
State	ZIP
_____	_____
Phone	_____
Fax	_____
E-mail Address	_____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

#### Partner Representative

Name	_____
Title	_____
Address	_____
City	_____
State	ZIP
_____	_____
Phone	_____
Fax	_____
E-mail Address	_____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

#### TWO WAYS TO REGISTER

Simply complete this application form and fax it with your credit card payment to CASE at +65 6826-4064

Or mail your payment to:  
CASE Membership  
Department 4022  
Washington, DC  
20042-4022

You can expect to receive your first issue of CURRENTS and your welcome packet within two to four weeks after we receive your paid application.

#### QUESTIONS?

If you have any questions, please contact Lee Junxian at (+65) 6778-3285 or [junxian@case.org](mailto:junxian@case.org).

We look forward to welcoming you as a CASE Educational Partner!

## 2011-2012 Application for Companies (Within Asia-Pacific)

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### Partner Representative

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

### Staff Representative

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)