



FASTENER
TRAINING
INSTITUTE

2022 SPONSORSHIP OPPORTUNITIES

MAKE AN IMPACT WHILE YOU
STAND OUT
WITH FTI SPONSORSHIPS

The Fastener Training Institute (FTI)
is a nonprofit organization that
provides beginning and advanced
training on fastener products,
standards and specifications.



SPONSORSHIP OVERVIEW

PROGRAM SPONSOR \$500-\$5,000	SERIES SPONSOR \$10,000 - \$20,000	ONLINE LEARNING SPONSOR \$25,000
EXAMPLES:		
Single Webinar Single In-Person Class	Webinar Series In-Person Class Series	Online Learning Library Website Refresh
Company logo displayed on FTI program-specific electronic and print marketing/training materials, emails, online registration webpages and event signage	Right of first refusal to the same sponsorship the following year	Dedicated social media posts highlighting company's support of FTI , and the tremendous difference the sponsorship is making to the organization
Recognition at program-specific event	Company name displayed on "Our Sponsors" webpage	Opportunity to contribute editorial to FTI e-newsletter
Recognition through FTI social media platforms	Opportunity to display/distribute company information at program-specific events	Free registration for all FTI virtual events
Use of custom "Proud to Sponsor" logo	Recognition in press release	Unlimited access to OLL courses
	All benefits included in Program Sponsorship	Dedicated press release announcing sponsorship
		All benefits included in Series Sponsorship

SPONSORSHIP OVERVIEW



SIGNATURE EVENT - \$5,000-\$15,000

(Fastener Training Week, Fastener Fair USA, International Fastener Expo)

Company logo featured on electronic and print marketing/training materials and event signage

Company logo displayed on emails, online registration webpage

Recognition at event and opportunity for company associate to provide brief remarks

Opportunity to display/distribute promotional and marketing materials at event

Complimentary registration for 1

Recognition in press release and through FTI social media platforms

TEXTBOOK SPONSOR - \$5,000-\$10,000

Fastener Training Week Textbooks: \$10,000

Product Training & Fastener Basics Textbooks: \$5,000

CFS Single-Day Class Textbooks: \$5,000



À LA CARTE SPONSORSHIP OPPORTUNITIES

All sponsorships include logo recognition on printed materials & event signage, & inclusion on our website

SPONSOR OPPORTUNITY	DESCRIPTION	SINGLE CLASS COST
AV Sponsor for 1-day class	Help underwrite the costs we incur for Audio Visual rentals for single-day classes	\$1,000
AV Sponsor for Fastener Training Week	Help underwrite the costs we incur for Audio Visual rentals for Fastener Training Week	\$2,500
USB Drive Sponsor	We will include your logo on our USB drives distributed to students over the course of the year	\$2,500
Post-It Note	We will provide post-it-notes with your logo at in-person classes.	\$350
Tour Bus	You will be underwriting the cost of tour busses for Fastener Training Week, receiving recognition on all days of FTW	\$1,200
Plant Tour Headset	Underwrite the costs of headset rentals for our Fastener Training Week plant tours, enabling all to hear easily	\$3,000
Safety Glasses	Help keep our students safe on their Fastener Training Week plant tours	\$1,000
Snack Sponsor	Give attendees an afternoon boost and build name recognition as the exclusive snack break sponsor	\$1,500
Coffee Break Sponsor	Kick-start the day for attendees and build brand awareness with a morning coffee break sponsorship	\$250
Name Badge/Place Card	Feature your logo on name tags/badges and table tents during an in-person class or Fastener Training Week	\$500
Gift Bag Sponsor	Your underwriting provides a bag and goodies for our attendees. Your logoed bags are welcome, but not required	\$1,000
Snack Bag Sponsor	Be part of a favorite tradition...water and snacks and more for Fastener Training Week students on their manufacturer tour	\$500
Class Programming Sponsor	Help us customize content and provide excellent programming for our classes	\$1,500
Promotional Item Sponsor	If your company has logoed promotional products, we can include them in our class gift bags for extra logo exposure (mugs, water bottles, koozies, notebooks, giveaways, etc.) (production, design, shipping costs not included). Line Card included.	\$500

ONLINE LEARNING SPONSOR | \$25,000

Our 2022 Supporting Sponsor would allow FTI to update the Online Learning Library to a new webinar software delivery system to enhance our customer experience; upgrade the branding for the order page and provide brand consistency; and greatly improve the order process and the order functionality.

With more than 40 pre-recorded webinars presented by industry experts, FTI's Online Learning Library makes fastener training convenient and accessible for professionals to learn at their own pace when time permits.

BENEFITS:

- Company logo and link featured on the Online Learning Library landing page and "Our Sponsors" web page
- Company logo featured on all printed and electronic Online Learning Library marketing materials/communication
- Dedicated press release, email and social media posts highlighting company's support of FTI
- Free registration to all virtual events and unlimited access to FTI Online Learning Library
- Opportunity to provide remarks and display/distribute company information at all FTI events
- Use of custom Supporting Sponsor logo
- Opportunity to contribute to FTI e-newsletter
- Right of first refusal for a Supporting Sponsor the following year

ONLINE LEARNING LIBRARY COURSES

The Fastener Training Institute's Online Learning Library features more than 60 digital courses for every major fastener and job role in the industry. The library is available on-demand on any device and feature updates and new course content. For more information on rental and subscription plans, visit www.fastenertraining.org

COURSE LEVEL	COURSE TOPIC	2022	2023	2024	2025	2026
BASIC	Working Together with the FTI's Updated Collection of Resources for Fastener Standards	Y	Y	Y	Y	Y
	New, Old, and How New	Y	Y	Y	Y	Y
	FTI Official Fastener Tools from Supplier Should Have	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology			Y	Y	
	Marking Fasteners Part 1	Y	Y	Y	Y	Y
	Marking Fasteners Part 2	Y	Y	Y	Y	Y
	Understanding FTI Marking Part Specifications	Y	Y	Y		
	Fastener Grades Part 1	Y	Y	Y	Y	Y
	Fastener Grades Part 2	Y	Y	Y	Y	Y
	Fastener Grades Part 3	Y	Y	Y	Y	Y
INTERMEDIATE	Fastener Tooling Technology	Y	Y	Y	Y	Y
	Full-Depth Tensile, The Most Important Full-Depth Tensile Test Results	Y	Y	Y	Y	Y
	The New, Old, and How of Torque Wrenches	Y	Y	Y	Y	Y
	Plating, Coatings and Treatments for Fasteners	Y	Y	Y	Y	Y
	Standardizing Fastener Nomenclature and Changes	Y	Y	Y	Y	Y
	Common Fastener Problems & Solutions: How to Solve Them	Y	Y	Y	Y	Y
	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y
	Global Joint Design	Y	Y	Y	Y	Y
	Fastener Failure Investigation Part 1	Y	Y	Y	Y	Y
	Fastener Failure Investigation Part 2	Y	Y	Y	Y	Y
	Preventing Specific Opportunities for Profitability	Y	Y			
	Effective Fastener Tooling Systems	Y	Y	Y	Y	
	Steel Marking Codes	Y	Y	Y	Y	Y
	Grades/Products	Y	Y	Y	Y	Y
	Fastener: Grading and Test Reports	Y	Y	Y	Y	Y
INTERMEDIATE/ADVANCED	New Information in Fastener Plating and Coatings	Y	Y	Y	Y	Y
	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y
	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y
	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y
	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y
ADVANCED	Fastener Failure Investigation Part 1	Y	Y	Y	Y	Y
	Fastener Failure Investigation Part 2	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology			Y	Y	Y
	Working Together			Y	Y	
	Understanding Fastener Tooling Technology	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology	Y	Y	Y	Y	Y
	Understanding Fastener Tooling Technology	Y	Y	Y	Y	Y
ALL	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y
	Characteristics of Fasteners: How to Select and Use Them	Y	Y	Y	Y	Y

SERIES SPONSOR | \$10,000-\$20,000

FTI presents various class and webinar series throughout the year.

This sponsorship provides your company with visibility opportunities throughout the year and makes it possible for attendees to participate at the lowest possible cost to them.

BENEFITS:

- Company logo displayed on all FTI program-specific electronic and print marketing and training materials, emails, online registration webpages
- Recognition at all program-specific events and through FTI social media platforms
- Company logo displayed on "Our Sponsors" web page
- Opportunity to display/distribute company information at all FTI events
- Use of "Proud to Sponsor" logo
- Right of first refusal to the same sponsorship the following year



Fastener Basics Like Never Before

BEGINNING APRIL 2021



A BRAND-NEW OFFERING FOR FASTENER BASICS TRAINING

We're presenting Fastener Basics like you've never seen before – in 22 live webinar sessions! Beginning in April 2021, every other week we will host a 90-minute webinar. This fast-paced program will cover all topics relevant to new fastener professionals and will leave you prepared for advanced learning in the FTI's Certified Fastener Specialist (CFS) training program. Each topic is discussed in open format with real-time Q&A.

COURSE DETAILS

- Biweekly 90-minute live webinars
- Recommended for all sales, purchasing, warehouse, quality and management personnel
- All sessions cover both inch and metric products as applicable
- Open format with real-time Q & A, including opportunities to ask questions covering previous sessions
- Unlimited access to all previously recorded webinars during the course of the program
- Ability to join the program at anytime

PRICING
\$2,199

- Attendance for the entire program
- Up to 5 logins
- Access to all previously recorded Fastener Basics Sessions, making it easy to catch up if you miss one

MEET YOUR INSTRUCTOR

Carmen Vertullo
CFS



Carmen is a founder and owner of AIM Testing Laboratory, a fastener testing, consulting and training company in San Diego, CA. He has trained hundreds of beginner and advanced fastener professionals and knows all about the issues and concerns that fastener suppliers face on a daily basis. Carmen will present technical information in an easily understandable way complete with unforgettable real-world fastener stories.

REGISTER at fastenertraining.org

[www.fastenertraining.org](https://fastenertraining.org) | 562-473-5373
info@fastenertraining.org



2021 FTI
SUSTAINING SPONSOR

PROGRAM SPONSOR | \$500-\$5,000

FTI's classes and webinars are the foundation of our programming. Sponsoring one is a great way to learn the benefits of a sponsorship.

VIRTUAL TRAINING OPPORTUNITIES (\$500-\$1,000):

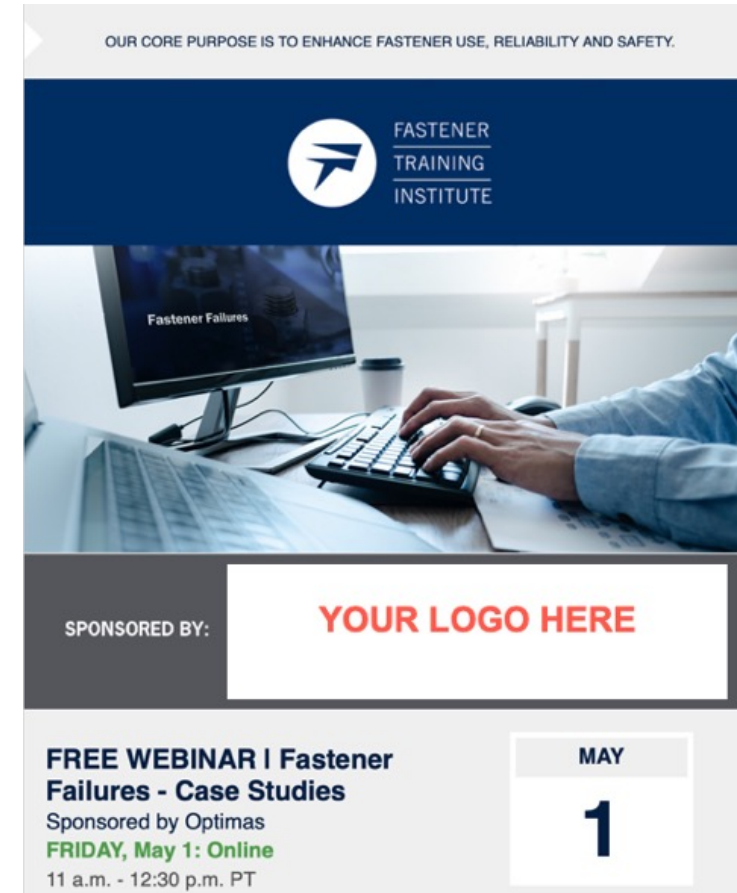
- Single webinar

IN-PERSON TRAINING OPPORTUNITIES (\$5,000):

- Single Certified Fastener Training Specialist training class

BENEFITS:

- Company logo displayed on FTI program-specific electronic and print marketing and training materials, emails, online registration webpages
- Recognition at program-specific event
- Recognition through FTI social media platforms
- Use of "Proud to Sponsor" logo



FASTENER TRAINING WEEK SPONSOR | \$5,000 per week-long class (3 per year)

Fastener Training Week offers five intensive days of education and plant tours as part of the acclaimed FTI Certified Fastener Specialist (CFS) advanced technical training program. After completing this invaluable industry training and passing a final exam, attendees are eligible for their CFS designation. FTI hosts four Fastener Training Weeks each year in different cities attracting on average 30 participants each session.

BENEFITS:

- Company logo displayed on all Fastener Training Week electronic and print marketing and training materials, emails, online registration webpages
- Daily recognition at Fastener Training Week and through FTI social media platforms
- Company logo displayed on "Our Sponsors" webpage and use of "Proud Sponsor" logo
- Opportunity to display/distribute company information at all FTI events
- Right of first refusal to the same sponsorship the following year
- Opportunity to send promotional items and a line card for attendees



SIGNATURE EVENT SPONSOR | \$5,000 per event

Every year, FTI provides full-day training classes at two of the largest trade shows in the fastener industry. These sponsorships are a great way to gain high visibility among professionals in every segment of the market.

TRADE SHOW OPPORTUNITIES:

- Fastening 101 at Fastener Fair USA
- Fastener Technology Workshop at International Fastener Expo



BENEFITS:

- Logo at the FTI Booth, and at the in-person class associated with the show.
- Logo displayed on all FTI program-specific electronic and print marketing and training materials, emails, online registration webpages, and "Our Sponsors" webpage
- Recognition at all program-specific events and through FTI social media platforms
- Opportunity to distribute company information at FTI exhibit booth and class
- Use of "Proud to Sponsor" logo
- Right of first refusal to the same sponsorship the following year

TEXTBOOK SPONSOR | \$5,000-\$10,000

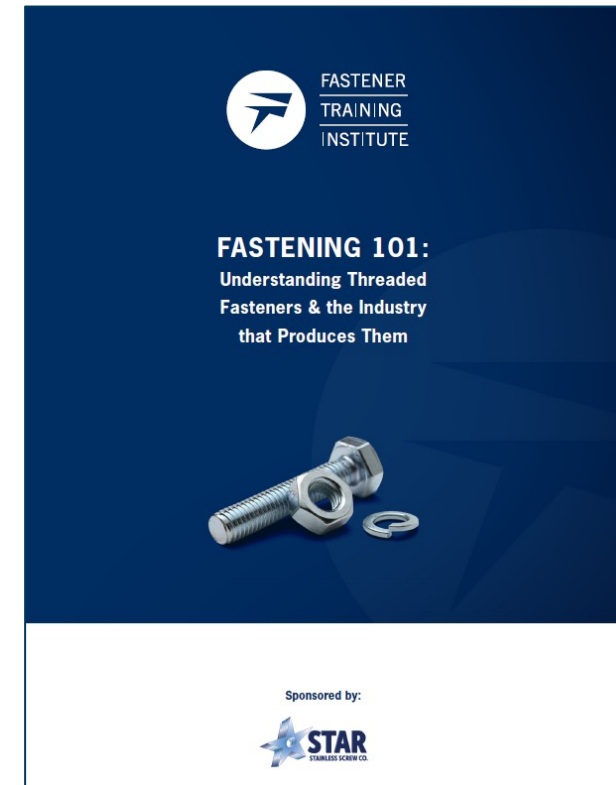
FTI leads the sector in producing resources that fastener professionals know they can turn to for trusted, up-to-date information. Your sponsorship will help provide workbooks, guides and other materials that support the fastener industry.

OPPORTUNITIES:

- Product Training and Fastener Basics textbooks: \$5,000
- Certified Fastener Specialist single-day class textbooks: \$5,000

BENEFITS:

- Logo on workbook covers
- Logo and sponsor recognition at classes
- Opportunity to insert line card into materials





SECURE YOUR OPPORTUNITY

Jo Morris
FTI Marketing Director

303-257-4406
jom@fastenertraining.org

Terms

All opportunities are limited to availability, and deadlines may apply. All conference sponsorships are subject to first right of refusal by the previous year's participating sponsor.

