

FIDO Alliance Policy Document

Sponsorships

This document is the official FIDO Alliance policy and related guidelines and processes for FIDO Alliance sponsorships. The policy covers these topics:

1. What types of FIDO Alliance sponsorships are offered
2. How membership tiers are considered when sponsorships are allocated
3. The process by which members and request and secure sponsorships

These policies and guidelines are created and maintained by the FIDO Alliance Board Marketing Communications Committee.

1. Types of FIDO Alliance sponsorships

The FIDO Alliance offers sponsorship opportunities in areas including but not limited to: in-person and virtual FIDO events, Authenticate conference and summits, member plenaries, webinars and research projects. Sponsorships will be offered to members and non-members at the discretion of the FIDO Alliance.

2. The role of membership tiers in the allocation of FIDO sponsorships

All FIDO Alliance sponsorship opportunities are provided on a first come, first serve basis based on membership tier, where board-level members are given the right of first refusal.

3. Process for the process for request and secure sponsorships

Any given FIDO Alliance sponsorship will be requested and allocated via this process:

1. Sponsorship for any given opportunity is announced via the marketing alias with a submission deadline listed.
2. Members will email events@fidoalliance.org to request sponsorship. For events with multiple sponsorship levels, members will be asked to note first and second preferences.
3. At submission deadline, sponsorships will be allocated on a priority basis based upon: 1) membership level and, 2) when the submission was received.
4. After deadline, remaining sponsorships will be made immediately available to all members (and non-members, if applicable) and allotted on a first come, first serve basis

Questions regarding this policy can be directed to the FIDO Alliance marketing team at marketing@fidoalliance.org.