



ITE Western District Annual Meeting

Sponsorship Guidelines

The District LAC Committee has appointed a Sponsorship Coordinator within its committee to provide assistance in developing and implementing sponsorship programs for Western District Annual Meetings. Based on historical data and feedback from recent Annual Meetings, the committee has developed the following guidelines that are built on four sponsorship levels (LACs can name them as appropriate):

Core Sponsorship Offerings:

- Overall sponsorship opportunities should include packages that follow a tiered format. Tiers can be named to match the theme of the conference. The following template was developed based on the programs from the last three Annual Meetings:
 - “Platinum” Tier Package
 - Price: \$7,500
 - Logo meeting swag (~\$2,000 value)
 - Extra large logo placed on top of sponsors listing on website and email communications with link (~\$1,500 value)
 - Optional swag items provided by sponsor, given to attendees (\$100 value)
 - Large Exhibit Hall Booth with hall premium location – listing on banner (\$4,000 value)
 - Recognition during Opening Session, luncheons, Get Acquainted Social, Family Night, Traffic Bowl, and Awards Banquet (\$2,200 value)
 - (\$9,800 value - \$2,300 saving)
 - “Gold” Tier Package
 - Price: \$4,000
 - Large logo on website and email communications (~\$700 value)
 - Optional swag items provided by sponsor, given to attendees ~500 needed (\$100 value)
 - Exhibit hall premium location – listing on banner (\$3,000 value)
 - Recognition during luncheons, Get Acquainted Social, Family Night, Traffic Bowl, and Awards Banquet (~\$1,500 value)
 - (\$5,300 value - \$1,300 saving)
 - “Silver” Tier Package
 - Price: \$3,000
 - Medium logo on website and email communications (~\$600 value)
 - Optional swag items provided by sponsor, given to attendees ~500 needed (\$100 value)
 - Exhibit hall regular booth (\$2,000 value)
 - Listed on posters for Get Acquainted Social, Family Night, and banquet (~\$1,000 value)
 - (\$3,700 value - \$700 saving)



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- “Bronze” Tier Package
 - Price: \$1,500
 - Small logo on website and email communications (~\$500 value)
 - Optional swag items provided by sponsor, given to attendees ~500 needed (\$100 value)
 - Listed on posters for Get Acquainted Social, Family Night, and banquet (~\$1,000 value)
 - (\$1,600 value - \$100 saving)
- A la carte sponsorships should include unique opportunities outside of the primary lunches and dinners:
 - Program and Registration Area Poster (\$500) – acknowledgement on each
 - Swag Items (\$100) – sponsor to provide ~500 swag items for giveaway bag
 - Technical Tours (\$500) – custom giveaway/water bottle/snacks
 - Speaker Gifts (\$1,000) – given to all speakers, extras given to volunteers
 - AV Sponsorship (\$1,000) – recognition during technical tracks on one day, could offer to put swag items in the rooms for a certain session as well.

Optional Sponsorship Ideas:

- Raffle Prize Sponsor
It is also possible to reach out to vendors/sponsors to request giveaways or raffle prizes. Vendors often have gift cards and other items that they are allowed to give out, provided that they are recognized. This could be a great way to add interest to the vendor show or to supplement prizes for the Student Endowment Fund, for example.
- Session Break Sponsor
Valued around \$1,000, should cover or supplement the costs of snacks and refreshments in the vendor show area. Signage with company logo posted at the refreshment tables.
- Awards Banquet Centerpiece Sponsor
Valued around \$1,000, should cover or supplement the costs of custom decorations and include the sponsor logo.
- President’s Reception Sponsor
If the president allows, sponsor’s logo on a welcome poster and 2-4 invitations to attend an exclusive reception with the ITE Board members before the Awards Banquet. Value is negotiable to supplement the cost of the catering.
- Wi-Fi / Internet Sponsor
Valued at the cost of the service, which can be approximately \$1,500 – Logo on Program and Registration Area poster plus custom “company name” password for internet access.



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Additional Considerations:

- To add value to packages and increase desirability, sponsors could be given intangibles, like ideal vendor show booth locations, moderator slots, extra drink tickets, reserved tables at events, etc.
- Discounts for packages are generally 5%-20% of the overall value, with more discount given for larger packages. Posters, logos, and space on a digital program have little cost aside from the efforts of a media arts person's time, making discounts possible.
- Sponsorships shouldn't commit to having a printed program - Printed programs are nice, but unnecessary. Full programs with ads may be digital and accessible by mobile device. Consider a mobile-friendly format for the website, so an application isn't needed.
- Sponsorship packets should be ready for release by November of the preceding year. Early January tends to be a time when companies have replenished budgets for sponsorships, so getting in front of them early is a good idea. This also benefits the accounting for the conference, giving a needed revenue boost to cover early expenses.
- Have a prepared list of things you need from each package sponsor. Things might include:
 - High quality image of logo
 - Ad format (size/dimensions, file type, bleed edge, etc.)
 - Timeline for swag items, and type of swag items they should provide
 - Selection of booth location in vendor show, if applicable