



SPONSORSHIP PROGRAM
Reps, Manufacturers, and Vendors
AIM/R 49th Annual Conference (Sept. 28 – Oct. 1, 2021) – ON-SITE EVENT

AIM/R is pleased to introduce its Sponsorship Program for 2021. As an **Association Partner**, your company will enjoy year-round recognition, exclusive benefits, and first-right-of-refusal for the same sponsorship the following year.

Your company can also opt to participate in an **Event Sponsorship** and enjoy benefits specific to the Annual Conference.

Benefits for all Association Partnerships and Event Sponsorships include the following:

Company name and logo posted in several areas for the Annual Conference:

- e-promos
- AIM/R Website
- MobileApp
- PowerPoint slide decks
- Sponsor Banner Stand
- Signage On-site and at Event Sponsored (as applicable)

Association Partnership (Year-round)

- Association Partnerships are available at the *Marquee*, *Champion*, and *Sustaining* levels.
- Select the level of your choice.
- Additional Benefits for Association Partnerships include the following:

Benefit	Marquee Investment \$15,000	Champion Investment \$10,000	Sustaining Investment \$7,500
Company name and logo listed in all e-promos and in the <i>AIM/R</i> e-newsletter (4 total) Logo Due Now	●	●	●



Benefit	Marquee Investment \$15,000	Champion Investment \$10,000	Sustaining Investment \$7,500
Company logo and link to company website on landing page for Virtual Platform	●	●	●
First right-of-refusal for same Sponsorship for the following year	●	●	●
Complimentary registrations (on-site participants) for Annual Conference (number pending level) <i>Comp registrations apply to Reps, Manufacturers, and Vendors.</i> Names Due July 1st, 2021	3	2	1
Printed Collateral for distribution at Registration Desk (at hotel) Quantity – estimated 250 items total <i>Collateral should fit into a business-size #10 envelope.</i> Shipped to resort for receipt by Sept. 23, 2021. Ship to Stacey Woldt, AIM/R. Grand Manchester Hyatt 1 Market Place San Diego, CA 92101 Phone: 619.232.1234	●	●	●



Benefit	Marquee Investment \$15,000	Champion Investment \$10,000	Sustaining Investment \$7,500
<p>Video short (provided by sponsor and <i>posted to social media</i> by AIM/R)</p> <p>Due July 1st, 2021</p> <p>Format for Digital File: mp4</p> <p>Length: 3 minutes maximum</p>	●	●	●
<p>One year of free membership (to be applied to 2022)</p>	●	●	
<p>e-promo (one prior to Annual Conference promoting company participation)</p> <p>Copy and Artwork Due July 1st, 2021</p> <p>Sponsor to provide the html which is applied to our platform – High Road Solutions or Higher Logic.</p> <p>The e-communication is sent to all members and attendees of the Annual Conference</p>	●	●	
<p>Company-branded give-away (company to provide item and quantity) at Registration Desk (at hotel)</p> <p>Quantity – 250 items total</p> <p>Shipped to resort for receipt by Sept. 23, 2021. Ship to Stacey Woldt, AIM/R.</p> <p>Grand Manchester Hyatt 1 Market Place San Diego, CA 92101 Phone: 619.232.1234</p>	●		



Event Sponsorships – Commitment by August 1, 2021

Benefits for Event Sponsorships include company name and logo posted in several areas for the Annual Conference (on-site):

- e-promos
- AIM/R Website
- MobileApp
- PowerPoint slide decks
- Sponsor Banner Stand
- Signage at the Hyatt and at Event Sponsored (as applicable)
- Signage at Hyatt and on Bars or Buffets (as applicable)

EVENT	INVESTMENT	# AVAILABLE
Snacks at Hyatt Afternoon breaks Wed., Thurs., and Friday (all 3 days)	\$5,000	Several
Coffee Breaks	\$5,000	Several
Keynote (Wed., Sept. 28th) “The Program” – Eric Kapitulik** www.theprogram.org Keynote (Thurs., Sept. 29th) Gene Marks** www.genemarks.com Keynote (Fri., Oct. 1st) Mike Marks – Indian River Consulting www.ircq.com/	\$7,500 per keynote <i>Note: Presenters may present on-site or virtually.</i>	4 opportunities at \$7,500 per Keynote <i>or</i> \$10,000 per Keynote for exclusive sponsorship (1 company per Keynote) <i>or</i> ** \$15,000 per Keynote (Eric or Gene) for exclusive sponsorship of presenter and gifting copy of presenter’s book to attendees



EVENT	INVESTMENT	# AVAILABLE
<p>Breakfast or Lunch (Wed., Sept. 29th)</p> <p><i>or</i></p> <p>Breakfast or Lunch (Thurs., Sept. 30th)</p> <p><i>or</i></p> <p>Breakfast (Fri., Oct. 1st)</p>	<p>\$6,000 per Breakfast</p> <p>\$6,000 per Lunch</p>	<p><u>Wednesday</u> 2 opportunities – Breakfast 2 opportunities – Lunch</p> <p><u>Thursday</u> 2 opportunities – Breakfast 2 opportunities – Lunch</p> <p><u>Friday</u> 2 opportunities – Breakfast</p>
<p>LOT/T Event (Thurs., Sept. 30th)</p>	<p>\$5,000 exclusive</p>	<p>SOLD!</p>
<p>PPE – all attendees (Masks, Gloves, & Hand Sanitizer)</p>	<p>\$5,000 exclusive</p>	<p>SOLD!</p>
<p>Welcome Reception (Tues., Sept. 28th) Bar Service</p> <p><i>Signage to be placed on bars for Sponsor(s)</i></p>	<p>\$7,500 per sponsor per reception</p> <p><i>or</i></p> <p>\$20,000 for exclusive sponsorship (1 company)</p>	<p>3 opportunities at \$7,500 – Welcome Reception (Tues.)</p>
<p>Hospitality Suite (Wed., Thurs., & Fri.)</p>	<p>\$2,000</p>	<p>Several</p>
<p>General Support</p>	<p>\$1,000</p>	<p>Several</p>

Please note:

Benefits are recognized for a year-long calendar partnership, from June 1, 2021, to June 1, 2022.

All Association Partners have Right of First Refusal for the following year, subject to re-commitment by deadline. However, if a new sponsor is interested in a spot, the existing sponsor will be granted one week to commit.