Sponsors want to stand out above the crowd while also supporting the higher education procurement world. Many of them have exhibited and sponsored at other events and in other industries and have thoughtful ideas on ways to receive value from a sponsorship. It’s always a good idea to engage the potential sponsor and tailor a plan to help them maximize their return on their investment.

Not all sponsors goals are the same. Some are trying to increase their market share in the industry and see your meeting as a way to do accomplish that goal. Others are more established and are simply staying “top of mind” with their presence at the meeting. Others may only want to meet a few key current and potential clients. Each sponsor comes to the table with a different set of expectations so it’s crucial to ask them what they’re looking to get out of the meeting.

Cost, Price and Value
As you price out your sponsorship opportunities, it’s good to remember the cost of a sponsorship and the value it offers are different. You can easily determine the price it will cost you to secure the conference bags, or the Wi-Fi in the meeting room or the hotel key cards. The value to your meeting attendee and the sponsors is different and varies by the product or service itself. While you may not be able to price the conference bags much higher than the actual cost, a sponsorship for the hotel key cards is different. Oftentimes, putting a sponsor (and meeting logo) on the hotel key card will not cost a lot of money to produce but the value to a sponsor is very high. Attendees have a sponsored logoed item that they will use throughout the meeting. (As an aside, many hotels allow logos on their room keycards, but few will actually produce them; there are companies that offer turnkey solution for this opportunity – contact NAEP National for recommendations if you are interested).

**Option 1: General sponsorships**
Offer several tiers of a general sponsorship for the meeting. You can have multiple companies at each level, especially at the lower tiers.

This option can offer ease of administration on your end as you’re not managing multiple individually sponsored items. Sponsors like this option as they can say (and post on their websites) “We are a proud Platinum Sponsor of the District VI Meeting”. Funds collected from the various sponsorships can be used towards various conference expenses.

If you have multiple sponsors that you sense don’t want to pay a lot of money for a particular sponsorship or higher tier, this style of sponsorship can still be effective. Several sponsors at the lowest level can be cobbled together to pay for, and sponsor, a continental breakfast or coffee break throughout the meeting.
**Option 2: Specific Sponsorship items**
Offer specific items or services for sponsorship, such as the conference bags, conference pens, wi-fi in the meeting rooms/exhibit halls, sessions, etc. When building out the pricing for these items, you want to make sure you are covering your costs at a minimum. You can have multiple vendors sponsor the same item, for example two sponsors split the cost of the conference bags or several sponsors split the cost for a breakfast or luncheon.

**Option 3: Combination of the two**
Offer general sponsorships to vendors. Create a menu of items at each level that they can choose from. For example, a Platinum sponsor might receive, in addition to a list of standard benefits like their logo on signs and PPT presentations that all sponsors receive, one or several of the following: having their logo on the conference bags, a session sponsorship, logo on the lanyards/badgeholders, etc.

You can also limit some of the sponsor benefits to the higher tiered sponsorships. For example, only Diamond and Platinum sponsors can sponsor a session or have access to a meeting room for private meetings with attendees/clients.

**Sample Sponsorship Opportunities**

**General Sponsorship & Sample Pricing:**
- Platinum: $5,000
- Gold: $2,500
- Silver: $1,000
- Bronze: $500

**Sample Tiered Combination Sponsorship Opportunity (for 4 sponsorship tiers)**
This sample is by no means a final listing. Sponsorship packages can be tailored to meet the needs of the specific regions/districts and to the suppliers and vendors in your local area.

**All sponsors receive the following regardless of tier:**
- Name and logo on:
  - Priority booth preference over exhibitors and Bronze sponsors
  - List of all registered attendees pre and post show
  - Region/District website
  - Conference program
  - Conference PowerPoint slide(s)
  - Recognition by moderator in general session/luncheons, etc.
  - Signage (general signage and at the event they are sponsoring, if applicable)
  - Recognition at their particular event if sponsoring a breakfast, lunch, etc.
Sponsors at the following tiers choose an additional marketing benefit:

Bronze- Choose ONE additional marketing benefit:
- Sponsor continental breakfast or coffee break (with additional Silver & Bronze sponsors)
- Provide an insert in the conference bag
- Provide conference pens and padfolios for all attendees

Silver- Choose ONE additional marketing benefit:
- Can sponsor continental breakfast or coffee break (with additional Silver & Bronze sponsors)
- Opportunity to provide a white papers or informational resource to ALL region/district members after the meeting
- Sponsor a luncheon

Gold- Choose ONE additional marketing benefit:
- Introduce keynote speaker (opening or closing)
- Conference Bag sponsor
- Exhibit Hall reception sponsor

Platinum- Choose ONE additional marketing benefit:
- Access to meeting room at hotel to hold private meeting
- Sponsor the hotel key cards
- Private meeting/reception with the region or district Board of Directors or Executive Committee
- Can sponsor one session/track of educational programing and introduce speakers
- Official Host event sponsor
Specific Sponsorship Opportunities:

- Session sponsorships
- Hotel Room Keys (if allowed by the hotel)
- Continental Breakfasts
- Mid-morning Breaks
- Afternoon Breaks
- Luncheons
- Evening Receptions
- Host Event (or a portion of the host event)
- Conference bags
- Lanyards/Badge holders
- Portfolio/Padfolio
- Conference pens
- Flash-drives
- Post-Conference Proceedings on a flash drive (if offered)
- Lounge area in the exhibit hall
- Exhibit Hall itself (allow exhibiting sponsor to make remarks over microphone, first choice booth selection, etc. sponsor of food in hall)
- Charging station/computer kiosks
- Wifi in the exhibit hall or meeting rooms
- Access to hospitality suites or private meeting rooms just for sponsors
- Meetings/presentations with key region/district personnel (executive committee/planning committee, etc.)
- Opportunity to present, if appropriate
- Opportunity to share knowledge/white papers, etc. with attendees and all in the region/district
- Opportunity to share a webinar with the region/district
- If sponsoring company is close by, a tour of their facilities, if appropriate.
- Special reception just for attendees and sponsors
- Can put literature at a table or in conference bags
- Anything else you can think of that a sponsor might be receptive towards!

For additional information or questions, email Ashley Kmiecik