



## SPONSORSHIP OPPORTUNITIES

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The Achieving the Dream (ATD) Data & Analytics Summit is a two-day event for college administrators, faculty, and staff which will focus on data analytics in higher education. Pre-conference workshops, concurrent sessions, and plenary sessions over the two-day event will give attendees keen insight on how to use analytics strategically to optimize student success.

The Summit provides several opportunities for companies to not only engage and network with 300 attendees from ATD's Network Colleges, but also gain brand recognition and visibility through sponsorship of one or more of the following opportunities.

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## EVENT SPONSORSHIP OPPORTUNITIES

### **TITLE SPONSOR-** \$20,000 – One (1) Opportunity

- Exclusive name recognition as the Title Sponsor of the Summit
- Sole sponsor of the Opening Plenary Session with an opportunity to provide brief welcome remarks
- Recognition as the sole sponsor of the Data & Tech Connect Reception with an opportunity to provide brief welcome remarks
- Exclusive name recognition as sponsor of one pre-conference session
- One demonstration/presentation up to 60 minutes in one pre-conference session
- Four (4) Summit registrations
- One table top display in high-traffic area for the duration of the Summit
- One full-page advertisement in the Summit program
- Opportunity to have promotional item in attendee tote bags and promotional materials during sponsored reception
- Access to attendee list pre-and-post Summit (mailing addresses only)
- Brand Recognition on:
  - Wi-Fi - your company name will be the password for duration of Summit
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit
  - ATD's e-newsletter pre-and-post Summit

### **PLATINUM SPONSOR-** \$10,000 - Two (2) Opportunities

- Sponsor in name only the breakfast (Thurs. or Fri.)
- Co-present a one-hour Innovative Collaboration Session with an institutional partner
- Two (2) Summit registrations
- Half-page advertisement in the Summit Program



## EVENT SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR Continued

- One table top display in high-traffic area for the duration of the Summit
- Opportunity to have promotional item in attendee tote bags
- Access to attendee list pre-and-post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit

### GOLD SPONSOR - \$5,000 - Three (3) Opportunities

- Sponsor a Refreshment Break (Thurs. a.m., Thurs. p.m. & Fri. a.m.)
- One (1) Summit registration
- One table top display in high-traffic area for the duration of the Summit
- Opportunity to have promotional item in attendee tote bags
- Access to attendee list post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit

### SILVER SPONSOR - \$2,500 - Five (5) Opportunities

- 25% Discount on registration
- One table top display in high-traffic area for the duration of the Summit
- Access to attendee list post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit

### BRONZE SPONSOR - \$1,000 - Multiple Opportunities

- Mobile App Prize Sponsor - Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Onsite signage



**\*NEW OPPORTUNITIES\***  
**TRACK SPONSORSHIP**

**Pathways (Equity Integration)**

- Connection: From interest and application to first enrollment
- Entry: From entry to program choice and entry
- Progress/Completion: From program entry to completion requirements
- Transition: Transfer to university or career advancement

**Pathways Lead- \$10,000 (One Opportunity)**

- Recognition as lead sponsor at each of the related sessions
- Two (2) Summit registrations
- Half-page advertisement in the Summit Program
- One table top display in high-traffic area for the duration of the Summit
- Collateral placement in track sessions
- Access to attendee list pre-and-post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - ATD e-blasts to attendees prior to the Summit

**Pathways Topic- \$5,000 (Four Opportunities)**

- Recognition as the sponsor at one session in sponsored area (listed above)
- One (1) Summit registration
- One table top display in high-traffic area for the duration of the Summit
- Access to attendee list post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - ATD e-blasts to attendees prior to the Summit

**Institutional Effectiveness (Equity Integration)**

- Evaluating programs, units and initiatives
- Learning outcomes assessment and equity, do barriers exist?
- Using student success and learning outcomes to improve teaching and learning
- Using the ICAT to align with accreditation

**Institutional Effectiveness Lead - \$10,000 (One Opportunity)**

- Recognition as lead sponsor at each of the related sessions
- Two (2) Summit registrations
- Half-page advertisement in the Summit Program
- One table top display in high-traffic area for the duration of the Summit
- Collateral placement in track sessions
- Access to attendee list pre-and-post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - ATD e-blasts to attendees prior to the Summit

**Institutional Effectiveness Topic - \$5,000 (Four Opportunities)**

- Recognition as the sponsor at one session in sponsored area (listed above)
- One (1) Summit registration
- One table top display in high-traffic area for the duration of the Summit
- Access to attendee list post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
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# 2019 ATD DATA & ANALYTICS SUMMIT

SEPTEMBER 11-13, 2019 • COLLEGE PARK, MD

## Data and Tech Capacities Track (Equity Integration)

- How to Develop a Data Agenda and Data Team
- The Postsecondary Data Partnership: Answering the Call for Better Data
- Moving from What to Why Using Qualitative Data
- Data Visualization and Storytelling
- Benchmarking
- Data Management and Governance
- Integrated Student Success Technologies
- Predictive Analytics

### Data and Tech Capacities Lead - \$10,000 (One Opportunity)

- Recognition as lead sponsor at each of the related sessions
- Two (2) Summit registrations
- Half-page advertisement in the Summit Program
- One table top display in high-traffic area for the duration of the Summit
- Collateral placement in track sessions
- Access to attendee list pre-and-post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - ATD e-blasts to attendees prior to the Summit

### Data and Tech Capacities Topic - \$5,000 (Eight Opportunities)

- Recognition as the sponsor at one session in sponsored area (listed above)
- One (1) Summit registration
- One table top display in high-traffic area for the duration of the Summit
- Access to attendee list post Summit (mailing addresses only)
- Brand Recognition on:
  - Data & Analytics Summit website with link
  - Ad in event mobile app
  - Social Media with your company logo
  - Onsite signage
  - ATD e-blasts to attendees prior to the Summit

For more information about sponsorship options please contact:

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[EVENT WEBSITE](#)