



SPONSORSHIP OPPORTUNITIES

The 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 280 attendees from ATD's Network Colleges, but also gain some brand recognition and visibility through sponsorship of one or more of the following opportunities.

TITLE SPONSORSHIP | \$20,000 | One available opportunity **SOLD!**

- ◆ Exclusive recognition as the Title Sponsor of the Summit
- ◆ Sponsor the Opening Plenary Session with an opportunity to provide brief welcome remarks
- ◆ Recognition as the sole sponsor of the Data & Tech Connect Reception with opportunity to provide brief remarks
- ◆ Lead one pre-conference session
- ◆ Sponsor of the attendee name badges and lanyards
- ◆ Brand recognition on :
 - ◇ Summit website
 - ◇ Social media with a link to your company website
 - ◇ Onsite signage
 - ◇ ATD e-blasts to attendees prior to the Summit
 - ◇ ATD's e-newsletter pre-and-post Summit
- ◆ One e-mail blast from ATD on your behalf with tracking code
- ◆ One full-page advertisement in the Summit program
- ◆ Opportunity to have promotional materials in attendee tote bags and during sponsored reception
- ◆ Access to attendee list pre-and-post Summit
- ◆ One demo station set up for the duration of the Summit
- ◆ Four Summit registrations



2018 DATA & ANALYTICS SUMMIT

SEPTEMBER 5-7, 2018 • THE HOTEL AT UNIVERSITY OF MARYLAND COLLEGE PARK

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Platinum Sponsorship | \$10,000 | Three available opportunities

- ◆ Sponsor the Networking Lunch (Thurs.) or either breakfast (Thurs. or Fri.)
- ◆ Co-present an Innovative Collaboration Session with an institutional partner
- ◆ Half-page advertisement in the Summit program
- ◆ Display collateral during sponsored session/event
 - ◇ Brand recognition on :
 - ◇ Summit website
 - ◇ Social media with a link to your company website
 - ◇ Onsite signage
 - ◇ ATD e-blasts to attendees prior to the Summit
 - ◇ ATD's e-newsletter pre-and-post Summit
- ◆ Access to the attendee list pre-and-post Summit (mailing addresses only)
- ◆ Table top display in high-traffic area for duration of the Summit
- ◆ Opportunity to place one promotional item in tote bags
- ◆ Two Summit registrations

Gold Sponsorship | \$5,000 | Three available opportunities

- ◆ Sponsor a Refreshment Break (Thurs. a.m., Thurs. p.m. & Fri. a.m.)
- ◆ Opportunity to place promotional item in attendee tote bags
- ◆ Access to attendee list pre-and-post conference (mailing addresses only)
 - ◇ Brand recognition on :
 - ◇ Summit website
 - ◇ Social media with a link to your company website
 - ◇ Onsite signage
 - ◇ ATD e-blasts to attendees prior to the Summit
 - ◇ ATD's e-newsletter pre-and-post Summit
- ◆ Table top display in high-traffic area for the duration of the Summit
- ◆ One Summit Registration



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Silver Sponsorship | \$2,500 | Five available opportunities

- ◆ Co-Sponsor the Opening Reception
- ◆ Table top display during the Opening Reception
- ◆ Access to the attendee list pre-and-post Summit (mailing addresses only)
 - ◇ Brand recognition on :
 - ◇ Summit website
 - ◇ Social media with a link to your company website
 - ◇ Onsite signage
 - ◇ ATD e-blasts to attendees prior to the Summit
 - ◇ ATD's e-newsletter pre-and-post Summit

Sponsor Tribal College & University Attendees | \$1,000 | Unlimited number of opportunities

Achieving the Dream welcomed 34 Tribal Colleges and Universities (TCUs) into our Network in 2017. Through this sponsorship, you will be providing valuable professional development funds for representatives from these rural colleges to participate in the Summit.

- ◆ Brand recognition on:
 - ◇ Summit website
 - ◇ Social media with a link to your company website
 - ◇ Onsite signage
 - ◇ ATD e-blasts to attendees prior to the Summit
 - ◇ ATD's e-newsletter pre-and-post Summit