



University of Colorado at Boulder

**Sixty- First Annual Conference on World Affairs
April 6 – 10, 2009**

Sponsorship Information

We Value Business Partnerships!

Build a stronger relationship with University of Colorado at Boulder students, alumni, friends and community supporters through a business partnership with the Sixty First Annual Conference on World Affairs! The Conference on World Affairs offers a number of different partnership levels to help businesses and corporations showcase their products or services to this very desirable market.

Reach more than 82,000 audience members and 100,000 CU Boulder alumni by becoming a business partner of the Conference on World Affairs. As a partner, your business will receive the following great benefits:

LEVEL

Platinum \$20,000

Print - 48,000 Impressions

- Platinum Level recognition on opening sponsor page of official program. *Distribution 48,000; including distribution in the Boulder Daily Camera,.*
- Full-page advertisement in Official Conference program. Inside front cover or inside back cover placement. Logo placement on Conference print ads and announcements.

Venues - 82,000 Impressions

- Verbal announcements during Conference, particularly highlighting sponsors during opening and closing plenary sessions and jazz concert.
- Platinum level recognition on banners displayed prominently over the main entrances of the University Memorial Center and Macky Auditorium throughout the Conference.
- Large screen logo display at select Conference sessions.

- Opportunity for product distribution during the Conference week on seats at your choice of 10 sessions.
- Product/brochure placement in all Conference participant welcome packets.
- Logo and company name on Conference lanyards, bookbags and water bottles.
- Two panel Moderator positions.

Media

- Mention in Conference press releases and public announcements.
- Mention at press conferences and in media interviews.

Web

- Prominent logo and link placement on Conference home and sponsor pages. (1 year)
- Logo placement with a link on the Conference on World Affairs e-newsletter. (1 year)
- Logo placement on Conference email blasts. (1 year)

Access

- 4 tickets to opening brunch with participants on Norlin Quad prior to opening procession.
- 4 tickets to Conference week Jazz concert reserved seating.
- 4 tickets to Private Conference Dinner Party.

Gold \$10,000

Print – 48,000 Impressions

- Gold Level recognition on opening sponsor page of official program. *Distribution 48,000; including distribution in the Boulder Daily Camera* Full-page ad in Official Conference Program.

Venues – 82,000 Impressions

- Verbal announcements during Conference, particularly highlighting sponsors during opening and closing plenary sessions and jazz concert.
- Gold level recognition on banners displayed prominently over the main entrances of the University Memorial Center and Macky Auditorium throughout the Conference.
- Large screen logo display at select Conference sessions.
- Opportunity for product distribution during the Conference week on seats at your choice of 5 sessions.
- Product/brochure placement in all Conference participant welcome packets.
- Logo on Conference bookbags and water bottles.
- One panel Moderator position.

Media

- Mentions in Conference press releases and public announcements.
- Mentions at press conferences and in media interviews.

Web

- Prominent logo and link placement on Conference home and sponsor pages. (1 year)
- Logo placement with a link on the Conference on World Affairs e-newsletter. (1 year)
- Logo placement on Conference email blasts. (1 year)

Access

- 2 tickets to opening brunch with participants on Norlin Quad prior to the opening procession.
- 2 tickets to Conference week Jazz concert reserved seating.
- 2 tickets to Private Conference Dinner Party.

***Silver* \$5,000**

Print – 48,000 Impressions

- Silver Level recognition on opening sponsor page of official program.
Distribution 48,000; including distribution in the Boulder Daily Camera Half-page ad in Official Conference Program.

Venues – 82,000 Impressions

- Verbal announcements during Conference, particularly highlighting sponsors during opening and closing plenary sessions, and jazz concert.
- Silver level recognition on banners displayed prominently over the main entrances of the University Memorial Center and UMC Macky Auditorium throughout the Conference.
- Large screen logo display at select Conference sessions.
- Opportunity for product distribution during the Conference week on seats of your choice of 3 sessions.
- Product/brochure placement in all Conference participant welcome packets.
- Logo on Conference bookbags and water bottles.
- One panel moderator position.

Media

- Mention in Conference press releases.
- Mention at press conferences and in media interviews.

Web

- Prominent logo and link placement on Conference home and sponsor pages. (6 months)
- Logo placement with a link on the Conference on World Affairs e-newsletter. (6 months)
- Logo placement on Conference email blasts. (6 months)

Access

- 2 tickets to opening brunch with participants on Norlin Quad prior to Conference opening procession.
- 2 tickets to Conference week Jazz concert.
- 2 tickets to Private Conference Dinner party.

Bronze \$2,500

Print – 48,000 Impressions

- Bronze Level recognition on opening sponsor page of official program.
*Distribution 48,000; including distribution in the **Boulder Daily Camera***
- Quarter-page ad in Official Conference Program.

Venues – 82,000 Impressions

- Verbal announcements during Conference, particularly highlighting sponsors during opening and closing plenary sessions, and jazz concert.
- Bronze Level recognition on banners displayed prominently above the main entrance to the University Memorial Center and Macky Auditorium throughout the Conference.
- Large screen logo display at select Conference sessions.
- Opportunity for product distribution during the Conference week on seats at your choice of 1 session.
- Product/brochure placement in all Conference participant welcome packets.
- Logo on Conference bookbags.

Media

- Mention in Conference press releases.
- Mention at press conferences and in media interviews.

Web

- Logo and link placement on Conference home and sponsor pages. (3 months)
- Logo placement with a link on the Conference on World Affairs e-newsletter. (3 months)
- Logo placement on Conference email blasts. (3 months)

Access

- 2 tickets to opening brunch with participants.
- 2 tickets to Conference week Jazz concert reserved seating.

SmallBiz \$1,000

Show your support of the Conference and still make a splash.

- Your company name and website link will be listed as our Business Partner in the following Conference media:
 - Official Conference Program sponsor page
 - Conference banners.
 - Large screen logo display at select Conference sessions.
 - Conference Website