UEDA
Higher Education Networks:
Powering Talent + Innovation + Place
University Economic Development Association
SPONSORSHIP
OPPORTUNITIES | 2020

WHY SPONSOR UEDA?

Higher education institutions, private sector businesses, and economic development organizations are at the nexus of modern economic growth. Never in history have partnerships between these three sectors been more important in creating sustained economic opportunities in our communities.

Established in 1976, the University Economic Development Association (UEDA) is North America's trade association that unites these sectors. UEDA's members work to expand economic opportunity and prosperity in our communities and regions by leveraging talent development; research and technology development; and community-building and place-making strategies.

VALUE OF SPONSORSHIP

Organizations and companies who choose to sponsor UEDA do so because:

- They recognize higher education's role in modern economic development and are committed to demonstrating support to their community or marketplace.
- They see a business benefit to aligning with a national association targeted at driving economic development at the regional level.
- They recognize the importance of having a voice in economic development for higher education.
- They want to market to UEDA's core audience of c-level higher education and industry professionals.
- They strive to increase visibility and awareness for their vision, mission, and initiatives with a national audience.
- They aspire to contribute a tax-deductible donation to a national, not-for-profit.

VEHICLES FOR SPONSORSHIP

UEDA has a variety of channels that sponsors use to build recognition and visibility with the organization's members. Most notably, the annual UEDA Summit occurring each fall convenes economic development professionals from across the world. With meals, receptions, an exhibit hall, and giveaways, there are many opportunities to attract an audience for Summit sponsors. In addition, many of our sponsors find year-round engagement as a way to build affinity with our audience throughout the year. Dedicated emails, newsletter advertisements, website advertisements, brochures, webinars, and collaborative tools provide ways for our sponsors to strengthen relations with our audience.

GET STARTED TODAY! CUSTOM PACKAGES AVAILABLE

All sponsorship and exhibition opportunities can be packaged into custom branding solutions to meet your organization's needs. To discuss sponsorship opportunities, contact Tim Hindes at 216.200.UEDA (8332) or tim.hindes@universityeda.org.

ONLINE SPONSORSHIP & ADVERTISING

Our online and program sponsorship opportunities are customized to suit your needs based on desired length, placement, and goals of our sponsors. Our team would be very happy to understand your needs and share a proposal with you that reflects your marketing goals. Please contact Tim Hindes at tim.hindes universityeda.org or 216.200.8332.

WEBSITE ADVERTISING

6 Months| **$750** 12 Months| **$1,250**

Website advertising is available on UEDA's website, www.universityeda.org. Advertising can be placed on the right sidebar of the UEDA website, as well as on the homepage. While some pages are restricted from website advertising, such as the Summit pages, UEDA can accommodate targeted advertising to specific pages. There are various ad sizes and placements available, which can redirect in a new tab to a provided URL. Campaigns can run for twelve months and can be initiated at anytime throughout the year to coincide with other marketing efforts, or date-specific initiatives. Ads and URLs provided should be ready for posting. Ad design services are available for an additional fee.

E-NEWSLETTER ADVERTISING

6 Months| **$600** 12 Months| **$1,000**

E-Newsletter advertising is available in UEDA's monthly membership newsletter, *Intersection*. Advertising can be placed on the right sidebar. There are various ad sizes and placements available, which can redirect in a new tab to a provided URL. Campaigns can run for either six months (6 issues) or twelve months (12 issues) and can be initiated at anytime throughout the year to coincide with other marketing efforts, or date-specific initiatives. Ads and URLs provided should be ready for posting. Ad design services are available for an additional fee.

WEBSITE SPONSORSHIP

12 Months| **$1,000**

For branding-based options, UEDA offers website sponsorships. Our website sponsor logos appear at the bottom of our website in the footer on every page throughout the site. There are various ad sizes and placements available, which can redirect in a new tab to a provided URL. Sponsorships are available for either six or twelve months and can be initiated at anytime throughout the year to coincide with other marketing efforts, or date-specific initiatives. Logos and URLs provided should be ready for posting. Exclusivity options are available.

CUSTOM PACKAGES AVAILABLE!

We can create a custom package to meet your marketing goals. Contact us for more details.

ONLINE SPONSORSHIP & ADVERTISING

AWARDS OF EXCELLENCE SPONSORSHIP

12 Months| **$10,000**

UEDA's Awards of Excellence program is the cornerstone program highlighting best practices in higher education economic development. Our six categories span the areas of innovation, talent, and place – the core focus areas of modern institutions of higher education. Sponsorship includes logo placement throughout UEDA Awards of Excellence website section; logo placement on brochures, applications, ballots, certificates, and awards; awards banquet recognition; and elements listed in the "Foundations Sponsorship" listed in the Annual Summit section of this packet. Additionally, the sponsor logo will be on the title slide of each of two informational webinars. The sponsor will be recognized on each webinar along with a 150-word description read to the audience. Logos provided must be in EPS (vector) format. Exclusivity options are available.

E-NEWSLETTER SPONSORSHIP

12 Months| **$1,250**

For branding-based options, UEDA offers E-newsletter sponsorships. Our member newsletter sponsor logos appear at the bottom of the *Intersection* newsletter in the footer. There are various ad sizes and placements available, which can redirect in a new tab to a provided URL. Sponsorships are available for twelve months (12 issues) and can be initiated at anytime throughout the year to coincide with other marketing efforts, or date-specific initiatives. Logos and URLs provided should be ready for posting.

WEBINAR SPONSORSHIP

Discounts for full series, Per Webinar| **$500**

UEDA conducts a number of webinar series around the general topics of talent, innovation, and place. Webinar sponsorship includes sponsor logo on all promotional efforts, including newsletters, website, emails, social media, registration portal, etc. Additionally, the sponsor logo will be on the title slide of each webinar. The sponsor will be recognized on each webinar along with a 150-word description read to the audience. Sponsorship options also include a representative of the sponsoring organization introducing the webinar speaker bio(s) to the audience. Webinars will also be archived on the UEDA YouTube channel following the event. Logos provided must be in EPS (vector) format. Exclusivity options are available.

UEDA AFFINITY PROGRAMS

WHAT IS AN AFFINITY PROGRAM?

An Affinity Program provides products and services at a discounted rate to UEDA members, while also providing a profit share back to the Association for sales resulting from transactions occurring within the program.

While these opportunities are not exclusive (in that UEDA will not endorse a single product or service provider) it is in UEDA's best interest to promote these discounted opportunities to members. Additionally, Affinity Programs provide an added benefit to membership and can impact whether a product or service provider creates a sale. Therefore, it is also in the best interest of the provider to promote UEDA and its membership opportunities to potential customers. Lastly, members receive the greatest benefit of all, through discounted products and services via support of the operations of UEDA.

UEDA AFFINITY PROGRAMS

UEDA accepts proposals for new Affinity Programs throughout the year. Those proposing the programs must be members of UEDA and submit an informal outline of the program to the UEDA Board of Directors for review and, ultimately, approval. The UEDA board will entertain new proposals as they are received, and, if additional research or demonstrations are necessary for the Board to reach a decision on the proposed program, then a Board member will be assigned to work with the proposing company.

UEDA will then place the program on the UEDA website, and will work to promote the opportunity through web ads, dedicated email blasts, enewsletter mentions, blog posts, exhibit space, etc. to drive program success.

If you have a product or service you would like to offer to UEDA members at a discount, please email an overview of the program to tim.hindes@universityeda.org.

FOR MORE INFORMATION

To begin your sponsorship, contact Tim Hindes at 216.200.UEDA (8332) or tim.hindes@universityeda.org.

SAVANNAH, GEORGIA

2020 SPONSORSHIP OPPORTUNITIES

UEDA SUMMIT2020 Savannah

ABOUT THE SUMMIT

Each year, the UEDA Summit welcomes thought leaders to share ideas and best practices in higher education economic development. Participants in the Annual Summit will:

- Examine the cutting-edge practices of colleagues as they compete for Awards of Excellence – You judge the best of the best.
- Build a learning network of colleagues to identify opportunities, develop partnerships, and ultimately tailor and apply best practices to their respective communities and organizations.
- Share success stories and lessons learned with economic development professionals from centers, organizations, colleges, and universities throughout the world.
- Gain the latest strategic insights on the ever-changing and vital roles of colleges and universities in local, regional, national, and international economic development.

WHO ATTENDS THE SUMMIT?

The UEDA Summit brings together national experts in leveraging higher education resources for greater economic development and community impact. These domain experts work within higher education, the private sector, economic development organizations, government agencies and research centers.

- College and University Presidents
- Deans, Provosts, & Outreach Officers
- EDA Center Directors
- External & Government Affairs Administrators
- Innovation, Commercialization & Technology Transfer Directors
- Officials from Higher Education System Offices
- Economic Developers
- Economic Development Consultants
- Market Development Specialists
- Federal Agency Program Directors
- State and Federal Grant Administrators
- Manufacturing Extension Partnership Directors
- Workforce Development Directors
- Small Business Development Centers

WHY SUPPORT THE SUMMIT?

As a national conference supporting economic development experts, the UEDA Annual Summit attracts more than 200 C-level and director-level professionals from universities, communities, and for-profit businesses. The Summit provides an ideal venue for exposure to top-level economic development practitioners.

UEDA sponsors, supporters, and exhibitors are critical to the success of the Summit. Sponsorship and supporter investment brings high-profile attention and recognition to each sponsor organization. A variety of sponsorship levels and events are now being offered with limited availability. Securing these opportunities early will gain your organization increased exposure on registration brochures, the UEDA website and in our regular Summit communications. We encourage and appreciate your support!

CUSTOM PACKAGES AVAILABLE!

Contact Tim Hindes at 216.200.UEDA (8332) or tim.hindes@universityeda.org
All sponsorship and exhibition opportunities can be packaged into custom branding solutions to meet your organization's needs.

HOW THE ANNUAL SUMMIT BENEFITS SPONSORS

PRIVATE SECTOR COMPANIES

Every year higher education employs numerous vendors and service providers from campus planning firms and development companies to specialized products and strategy consultants. This is your opportunity to meet the decision-makers that are charting the course for campus growth, program development and community engagement.

- Exhibit your products and services to top-level university contacts and decision- makers
- Demonstrate how you support campus planning & growth
- Build rapport with the university-based economic development community

UNIVERSITIES & COLLEGES

Colleges and universities are key purveyors of talent and technology that help create competitive communities and companies. Showcase your unique economic and community development initiatives, regional partnerships, technologies, and "spin out" companies that directly impact economic development.

- Showcase your tech transfer, commercialization, town/gown or other initiatives
- Invite your spin out companies and start ups to share success stories
- Feature your institutions as a leader in university-based economic development

ECONOMIC DEVELOPMENT ORGANIZATIONS

Regional partnership strategies between economic development and higher education are critical in attracting and retaining modern investment. Every region has its own culture, character, and assets to help make that happen. Sponsorship provides the venue to share your partnership experiences, success stories, and programs.

- Demonstrate how EDOs can partner with other key economic drivers
- Showcase your programs and their impact within your region
- Tout your organization as a supporter of university-based economic development

ALL SPONSORSHIPS **INCLUDE:**

- Special podium recognition
- 100-word company description and logo in event mobile app
- Company logo and link on event web pages and archive following the event
- Sponsor-provided promotional materials included in event materials presented to all attendees
- Company link and / or logo on all event collateral and promotional materials

SUMMIT SPONSORSHIP **OPPORTUNITIES**

All sponsorship and exhibition opportunities can be packaged into custom branding solutions to meet your organization's needs. Opportunities can include year-round UEDA sponsorship and advertising that creates a full-service plan for the greatest impact with your target audience.

LEGACY SPONSOR

One available | **$25,000**

- "Presented by" and your company logo added to the official Summit logo to appear in all locations where the Summit logo is used
- UEDA organization-level membership through December 2023 ($2,580 value)
- Three complimentary event registrations ($2,625 value)
- Keynote speaking opportunity with a message and format to be determined with UEDA input
- Reserved dinner table (accommodates 8-10 people) at the Awards Banquet, which can be used by non-registered guests
- Large ad in the event mobile app
- Sponsor logo on USB drive with electronic materials provided to all attendees
- Exhibit space including 6' clothed table (power / power strip available upon request)
- Recognition on all event signage
- Electronic banner advertisement throughout UEDA website through October 2021
- Electronic banner advertisement in monthly email newsletter through October 2021
- All standard sponsorship deliverables listed on page 8

PRESIDENTIAL SPONSOR

One available | **$15,000**

- UEDA organization-level membership through December 2022 ($1,935 value)
- Two complimentary event registrations ($1,750 value)
- Address (15-minutes) provided during a plenary session by top executive or a designee of the organization
- Reserved dinner table (accommodates 8-10 people) at the Awards Banquet, which can be used by non-registered guests
- Large ad in the event mobile app
- Customized hotel key provided to all hotel guests with sponsor logo / artwork
- Exhibit space including 6' clothed table (power / power strip available upon request)
- Recognition on all event signage
- Electronic banner advertisement throughout UEDA website through October 2021
- Electronic banner advertisement in monthyl email newsletter through October 2021
- All standard sponsorship deliverables listed on page 8

FOR MORE INFORMATION

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PROVOST SPONSOR

One available | **$10,000**

- UEDA organization-level membership through December 2021 ($1,290 value)
- Two complimentary event registrations ($1,750 value)
- Serve as co-emcee for the Awards banquet
- Assist in presenting Awards to category winners during Awards banquet
- Name badge with sponsor logo provided to all participants
- Sponsor provided video shown during the Awards banquet
- Large ad in the event mobile app
- Exhibit space including 6' clothed table (power / power strip available upon request)
- Recognition on event signage during banquet
- All standard sponsorship deliverables listed on page 8

FEATURED KEYNOTE/ AUTHOR SPONSOR

One available, based on speaker/author participation | **$10,000**

- UEDA organization-level membership through December 2021 ($1,290 value)
- Two complimentary event registrations ($1,750 value)
- Serve as emcee for the featured keynote speaker / author session
- Reserved seat at table with featured keynote speaker / author
- Name badge with sponsor logo provided to all participants
- Two-minute video provided by sponsor played before keynote address
- Large ad in the event mobile app
- Exhibit space including 6' clothed table (power / power strip available upon request)
- Recognition on event signage during keynote address
- All standard sponsorship deliverables listed on page 8

BOOK SPONSOR

Two available, based on speaker/author participation | **$6,000**

- UEDA organization-level membership through December 2021 ($1,290 value)
- Book written by featured keynote speaker / author provided to all attendees with plastic bookmark with sponsor-provided artwork on one side
- Company logo on signage at book signing table
- Reserved seat at table with featured keynote speaker / author
- Special podium recognition
- Large ad in the event mobile app
- Exhibit space including 6' clothed table (power / power strip available upon request)
- Company link and / or logo on all event collateral and promotional materials
- 100-word company description and logo in event mobile app
- Company logo and link on event web pages and archive following the event
- Sponsor-provided promotional materials included in event materials presented to all attendees

SUMMIT SPONSORSHIP OPPORTUNITIES

LIGHTNING ROUND SPONSOR

One available | **$9,000**

- UEDA organization-level membership through December 2021 ($1,290 value)
- One complimentary event registration ($875 value)
- Serve as emcee for the Lightning Round Session
- Opportunity for a 10-minute talk during the session (topic to be approved by UEDA)
- Logo on program at session
- Large ad in the event mobile app
- Exhibit space including 6′ clothed table (power / power strip available upon request)
- Recognition on event signage during session
- All standard sponsorship deliverables listed on page 8

ROOM / LOUNGE SPONSOR

Ballroom, one available | **$8,000**
Lounge, one available | **$8,000**
Breakout, two available | **$6,000**
Breakout, one available | **$4,000**

- UEDA Organization-level membership through December 2021 ($1,290 value)
- One complimentary event registration ($875 value)
- Room / lounge renamed to sponsor name and promoted on all materials, signage, and mobile app
- Option to add sponsor-branded pens and / or notepads for each session held in room
- Large ad in the event mobile app
- Exhibit space including 6′ clothed table (in sponsored room, power / power strip available upon request)
- All standard sponsorship deliverables listed on page 8

CHANCELLOR SPONSOR

One available | **$8,000**

- UEDA organization-level membership through
- December 2021 ($1,290 value)
- Two complimentary event registrations ($1,750 value)
- Address (15-minutes) provided during a plenary session by top executive or a designee of the organization
- Reserved dinner table (accommodates 8-10 people) at the Awards Banquet, which can be used by non-registered guests
- Large ad in the event mobile app
- Customized hotel key provided to all hotel guests with sponsor logo / artwork
- Exhibit space including 6′ clothed table (power/ power strip available upon request)
- Recognition on all event signage
- Electronic banner advertisement throughout UEDA website through October 2021
- Electronic banner advertisement in monthly email newsletter through October 2021
- All standard sponsorship deliverables listed on page 8

FOR MORE INFORMATION

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FOUNDATION-LEVEL SPONSORS

These sponsorships support projects, initiatives, and content specific to the foundational topics of Talent, Innovation, and Place. In addition to recognition within topic programming, each sponsorship includes:

- UEDA Organization-level membership through December 2021 ($1,290 value)
- One complimentary event registration ($875 value)
- Large ad in the event mobile app
- Exhibit space including 6" clothed table (power / power strip available upon request)
- Recognition on event signage during session
- All standard sponsorship deliverables listed on page 8
- Plus, one of the following topical content areas...

TALENT SPONSOR

$7,500

- Recognition on event signage during all talent-based sessions for the Awards of Excellence
- Recognition on all awards ballots during all talent-based sessions for the Awards of Excellence

INNOVATION SPONSOR

$7,500

- Recognition on event signage during all innovation-based sessions for the Awards of Excellence
- Recognition on all awards ballots during all innovation-based sessions for the Awards of Excellence

PLACE SPONSOR

$7,500

- Recognition on event signage during all place-based sessions for the Awards of Excellence
- Recognition on all awards ballots during all place-based sessions for the Awards of Excellence

CUSTOM PACKAGES AVAILABLE!

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NETWORKING SPONSOR

One available | **$6,000**

- UEDA Organization-level membership through December 2021 ($1,290 value)
- One complimentary event registration ($875 value)
- Serve as co-emcee of a networking reception
- Sponsor-provided napkins with sponsor logo used at a reception
- Large ad in the event mobile app
- Exhibit space including 6′ clothed table (power / power strip available upon request)
- Recognition on event signage during reception
- All standard sponsorship deliverables listed on page 8

MOBILE APP SPONSOR

$5,500

- UEDA organization-level membership through December 2021 ($1,290 value)
- One complimentary event registration ($875 value)
- Banner ad throughout mobile application
- Large ad in the event mobile app
- Exhibit space including 6′ clothed table (power / power strip available upon request)
- All standard sponsorship deliverables listed on page 8

AM/PM EDUCATIONAL SPONSOR

$5,500

- UEDA organization-level membership through December 2021 ($1,290 value)
- One complimentary event registration ($875 value)
- Sponsor-provided notepads and / or pens placed at participant seats for breakouts (optional)
- Large ad in the event mobile app
- Exhibit space including 6′ clothed table (power / power strip available upon request)
- Recognition on event signage during morning or afternoon breakout sessions
- All standard sponsorship deliverables listed on page 8

FOR MORE INFORMATION

To begin your sponsorship, contact Tim Hindes at 216.200.UEDA (8332) or tim.hindes@universityeda.org.

SUMMIT SPONSORSHIP OPPORTUNITIES

BREAKFAST SPONSOR

$4,500

- Recognition on event signage during a breakfast
- Exhibit space including 6' clothed table (power / power strip available upon request)
- Medium ad in the event mobile app
- All standard sponsorship deliverables listed on page 8

SAVE THE DATE SPONSOR

$3,000

- Company logo on a Save the Date promotional item promoting the 2021 Summit distributed to all attendees*
- All standard sponsorship deliverables listed on page 8

PLENARY SPONSOR

Limited available | **$3,000**

- Introduce keynote speaker at event
- Medium ad in the event mobile app
- All standard sponsorship deliverables listed on page 8

BREAK SPONSOR

$3,000

- Recognition on event signage during break
- Medium ad in the event mobile app
- All standard sponsorship deliverables listed on page 8

EXHIBITOR

$3,000

- One complimentary event registration ($875 value)
- Exhibit space including 6' clothed table (power / power strip available upon request)
- 100-word company description and logo in event mobile app
- Company logo and link on event web pages and archive following the event
- Sponsor-provided promotional materials included in event materials presented to all attendees

REGISTRATION SPONSOR

$2,000

- Medium ad in the event mobile app
- Company logo on dedicated sign at registration and information desks displayed throughout the conference
- All standard sponsorship deliverables listed on page 8

BREAKOUT SESSION SPONSOR

$1,500

- Organization representative introduces speakers for a breakout session panel
- Company listed in program as sponsor of the breakout session
- All standard sponsorship deliverables listed on page 8

*Promotional item costing $2.50 or less (per item) to be chosen by sponsor and UEDA. Higher-cost items can be purchased, with the sponsor paying the difference.

SOCIAL/EDUCATIONAL TOUR SPONSOR

$1,500

- Company logo on dedicated sign on transportation
- One free registration on the tour
- Medium ad in the event mobile ap
- All standard sponsorship deliverables listed on page 8

WELCOME SPONSOR

$1,000

- Company logo printed on hotel key folder presented to all attendees
- All standard sponsorship deliverables listed on page 8

CUSTOM PACKAGES AVAILABLE

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UEDA
SUMMIT2020
Savannah

WHY **SAVANNAH, GEORGIA?**

Southern charm is at the heart of Savannah. With rich history, old-fashioned hospitality, and a growing city life, traditional roots meet urban culture. There is always something to discover in Savannah.

Savannah, Georgia is a charming southern escape where art, architecture, trendy boutiques, and ghost stories are all set under a veil of Spanish moss. Savannah is a place where cuisine comes straight from the coast and cocktails are served at every meal. Come and discover the enchanting soul of Savannah. Consistently named one of the "world's friendliest cities" by *Condé Nast Traveler* readers, this coastal town has a world-class reputation for hospitality and grace.

As the oldest US city in the state of Georgia, Savannah offers its 300,000 residents some of the most diverse opportunities. Between historic landmarks, signature coastal cuisine, the eclectic Starland District, Tybee Island, and the Moon District, Savannah promises timeless enrichment to the masses. Savannah's downtown area, which includes the Savannah Historic District, the Savannah Victorian Historic District, and 22 parklike squares, is one of the largest National Historic Landmark Districts in the United States.

With such rich history, Savannah offers visitors the opportunity to grow through education and discovery.