



UEDA

Higher Education Networks:
Powering Talent + Innovation + Place

University Economic Development Association

SPONSORSHIP
OPPORTUNITIES | 2023

WHY SPONSOR UEDA?

Higher education institutions, private sector businesses, public sector agencies, and economic development organizations are at the nexus of modern economic growth. Never in history have partnerships between these four 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 professional 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.

WHO ARE OUR MEMBERS?

UEDA serves more than 1,000 professionals through our international membership of over 100+ (and growing!) institutions and organizations. Our core membership comprises college and university professionals focused on economic development, entrepreneurship, innovation, talent development, and community engagement. Those we serve increasingly include higher education partners in private industry, entrepreneurship, local government, economic development organizations, federal agencies, workforce development, manufacturing, and financial institutions. These organizations and institutions are driving modern economic engagement and providing leadership to their regions and communities every day. In partnership with regional stakeholders, they are working to achieve shared economic and community impact goals. Each stakeholder group brings its own perspective and ideas to UEDA, and the resulting diversity of ideas is vital to our continued success.



GET STARTED TODAY! CUSTOM PACKAGES AVAILABLE

All sponsorship opportunities can be packaged into custom branding solutions to meet your organization's needs. To discuss sponsorship opportunities, contact Spencer Abrams at info@universityeda.org.

DIGITAL SPONSORSHIP & ADVERTISING

In addition to the opportunities described below, all sponsorship opportunities can be 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. To discuss sponsorship opportunities, contact Spencer Abrams at info@universityeda.org.

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 that 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, that 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

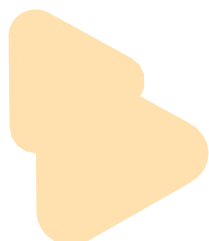
12 Months | **\$1,000**

For branding-based options, UEDA offers website sponsorships. 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.

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.



CUSTOM PACKAGES AVAILABLE!

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

PROGRAMMING SPONSORSHIP

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 five 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.

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.

FOR MORE INFORMATION

To begin your sponsorship, contact Spencer Abrams at info@universityeda.org.

PROGRAMMING SPONSORSHIP

UEDA NETWORK SPONSORSHIP

Per Network. Annually | **\$10,000**

Focused on knowledge, programming, best practices, and regional collaboration, UEDA Networks connect higher ed institutions, partners, and development managers in the areas of Talent, Innovation, and/or Place. Through group sessions, online discussion boards, ideation, and ecosystem development, participants have the opportunity to work through complex, regional problems with colleagues across the nation. UEDA Networks offer a diverse repository of resources for participants, creative tactics, professional development content, and networking opportunities through information sharing and collaboration. UEDA Networks build stronger organizations. UEDA Networks have monthly virtual convenings and online forums.

- Two (2) sponsor thank you acknowledgement at each network convening
- Logo and name listed in all network promotions
- Logo listed on virtual workspace
- Logo and link listed on UEDA website, Networks page
- Logo and mention on any webinar conducted by the network
- Logo on virtual background of convening facilitator

FOR MORE INFORMATION

To begin your sponsorship, contact Spencer Abrams at info@universityeda.org.

UEDA NETWORKS

About the Talent Network

The Talent Network focuses on topics surrounding regional talent needs and development. With school, community, and corporate partners, colleges and universities participate in cradle-to-grave talent development. Talent development encompasses the delivery of lifelong learning at multiple levels and to multiple audiences: the effective education of children in the pre-K-12 pipeline; undergraduate education; specialized graduate and post-doctoral training; executive degree programs (e.g., accelerated MBAs for mid-career professionals); continuing education for adults throughout life; industry training; and beyond.

About the Innovation Network

The Innovation Network advances conversations around innovation and knowledge transfer. Innovation consists of intellectual, creative, and business processes—from ideation to implementation—that lead to application of new knowledge to solve problems of identifiable markets or user groups, or to otherwise enhance society. Innovation requires an intellectual orientation that is collaborative, transdisciplinary, problem-solving oriented, and risk-tolerant. Innovation and creativity are not limited to technology development and business formation. They lead to societal, economic, technological, policy, artistic, or cultural outcomes. In a way, we are, today, reinventing new forms, based on the original form of university economic development—Cooperative Extension—in place since the late 19th century.

About the Place Network

The Place Network engages in collaboration around developing regions where talent and innovation can grow and thrive. Competitive, successful communities and regions are attentive to the health, education, environment, housing, safety, and entertainment needs of community members. Leadership cultivates networks and connections that build community and competencies. Citizens practice good government and the community works to assure equity of opportunity and social justice.



SUMMIT 2023

Salt Lake City



SUMMIT SPONSORSHIP OPPORTUNITIES

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 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 & Chancellors
- 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 Spencer Abrams at info@universityeda.org. All sponsorship and exhibition opportunities can be packaged into custom branding solutions to meet your organization's needs.

2023 SUMMIT SPONSORSHIP FORM

To sponsor the UEDA Summit, please complete this commitment form to indicate your desired level and the deliverables you would like to apply to your sponsorship from each level. Please return this form to the UEDA representative who contacted you, or to Spencer Abrams at info@universityeda.org. The sooner this sponsorship form is returned, the sooner your sponsorship visibility starts taking place! Upon submission, we will process, invoice you and confirm your deliverables.

<input type="checkbox"/>	Startup Level	
\$1,000 Receive all items in this list.	<ul style="list-style-type: none"> ✓ 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 ✓ Recognition on Sponsor Honor Roll signage 	
<input type="checkbox"/>	Launch Level	
\$2,500 Receive STARTUP LEVEL plus choose ONE from the list to the right.	<ul style="list-style-type: none"> • Exhibit space including 6' clothed table (power available upon request) • Introduce speakers for a breakout session panel • Company logo on signage at registration and information desks • Recognition on event signage during breakfasts • Recognition on event signage during breaks 	
<input type="checkbox"/>	Spark Level	
\$5,000 Receive STARTUP LEVEL plus choose ONE from LAUNCH and THREE from the list to the right.	<ul style="list-style-type: none"> • UEDA Organization Membership through December 2024 • Ad in the event mobile application • Recognition on signage during morning or afternoon breakout sessions • Electronic banner advertisement throughout UEDA website through December 2024 • One Summit event registration 	
<input type="checkbox"/>	Growth Level	
\$7,500 Receive STARTUP LEVEL plus choose ONE from LAUNCH, THREE from SPARK and ONE from EACH of the lists to the right.	<ul style="list-style-type: none"> • Serve as sponsor and co-emcee of a networking reception (4) • Introduce a keynote speaker (4) • Serve as sponsor and co-emcee for Lightning Round Sessions (2) • Concurrent session physical room named after sponsor (4) • Sponsor all Talent Sessions (logo on signs, ballots, announcement) 	<ul style="list-style-type: none"> • Sponsor all Innovation Sessions (logo on signs, ballots, announcement) • Sponsor all Place Sessions (logo on signs, ballots, announcement) • One Summit event registration

More →

<input type="checkbox"/>	Collaboration Level	
	<p>\$10,000 Receive STARTUP LEVEL plus choose ONE from LAUNCH, THREE from SPARK , ONE from EACH of the lists from GROWTH, and THREE from the list to the right.</p>	<ul style="list-style-type: none"> • Serve as sponsor and co-emcee for the Awards Luncheon (2) • Reserved table (accommodates 8-10 people) at the Awards Luncheon, which can be used by non-registered guests • Name badge with sponsor logo provided to all participants (1) • Ballroom named after sponsor (1) • Address (15-minutes) provided during a plenary session by top executive or a designee of the organization (4) • One Summit event registration
<input type="checkbox"/>	Leadership Level	
	<p>\$15,000 This item is added to COLLABORATION level.</p>	<ul style="list-style-type: none"> • Keynote speaking opportunity with a message and format determined in collaboration with UEDA
<input type="checkbox"/>	Legacy Level	
	<p>\$20,000 This item added to LEADERSHIP and COLLABORATION levels.</p>	<ul style="list-style-type: none"> • UEDA Summit co-branded with sponsor
<input type="checkbox"/>	YES! Include me as a sponsor of the University Center Cohort	
	<p>additional 25% of Summit sponsorship level</p>	<p>Included in signage and promotions for University Center Cohort Social media recognition as a sponsor of the University Center Cohort</p>

Custom packages are also available. Please email Spencer Abrams at info@universityeda.org. If you have an idea for other deliverables or opportunities for engagement, we are happy to discuss those opportunities with you. We are open to innovating!

Please complete the organization information below.

Company/Organization Name _____

Contact Name _____

Title _____ Email _____

Phone _____

Street Address _____

City _____ State/Prov _____ Postal Code _____

Please be sure you have checked off all deliverables for all levels as sponsorship package levels build off of each other. Send completed form to your UEDA contact or info@universityeda.org.

Get ready to experience the ultimate fusion of elevation and aspiration! Salt Lake is not just any ordinary city - it's a modern metropolis that's just minutes away from breathtaking mountains. This is the perfect destination for those with an adventurous spirit and a thirst for new experiences. We've got the perfect balance of tradition and progress, giving you the best of both worlds.



WHY SALT LAKE CITY?

We've got world-class arts and every kind of outdoor adventure you could imagine. Our day trips are incredible, and the nightlife is just as amazing. Ready to step out of the ordinary and into the extraordinary, join us at the UEDA Summit this October!

This is the place where you belong - where open minds and fresh perspectives come together. Don't wait any longer, come experience it for yourself!

www.SUMMIT.UNIVERSITYEDA.org

