



UEDA

Higher Education Networks:
Powering Talent + Innovation + Place



University Economic Development Association

**SUMMIT
SPONSORSHIP
OPPORTUNITIES | 2024**



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.



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.



2024 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.

SUMMIT SPONSORSHIP OPPORTUNITIES

Startup Level Includes	
<input type="checkbox"/> \$1,000	
	• Special podium recognition
	• 100-word company description and logo in event mobile app
	• Company logo and link on event web pages, app, and archive following the event
	• Sponsor-provided promotional materials included in event materials presented to all attendees
	• Recognition on event signage
Launch Level Includes	
<input type="checkbox"/> \$2,500	
	• Introduce speakers for a breakout session panel
	• Plus, all Items in STARTUP LEVEL
Exhibitor Level Includes – 10 available	
<input type="checkbox"/> \$4,000	
	• Exhibit space including 6' clothed table (power available upon request)
	• Plus, all Items in STARTUP LEVEL
Spark Level Includes	
<input type="checkbox"/> \$5,000	
	• Two UEDA Summit Registrations (\$725 value each)
	• UEDA Organization Membership through December 2025 (\$662 value)
	• Ad in the event mobile application
	• Plus, all Items in STARTUP LEVEL



Collaboration Level Includes – 2 available

<input type="checkbox"/> \$10,000	
	<ul style="list-style-type: none"> • Serve as sponsor and co-emcee for the Awards Dinner (2)
	<ul style="list-style-type: none"> • Address (15-minutes) provided during a plenary session by top executive or a designee of the organization (4)
	<ul style="list-style-type: none"> • UEDA Organization Membership through December 2025 (\$662 value)
	<ul style="list-style-type: none"> • Ad in the event mobile application
	<ul style="list-style-type: none"> • Three Summit event registrations (\$725 value each) • Plus, all Items in STARTUP LEVEL

Leadership Level Includes – 1 available

<input type="checkbox"/> \$15,000	
	<ul style="list-style-type: none"> • Reserved table (accommodates 8-10 people) at the Awards Dinner, which can be used by non-registered guests
	<ul style="list-style-type: none"> • Ballroom named after sponsor (1)
	<ul style="list-style-type: none"> • UEDA Organization Membership through December 2025 (\$662 value)
	<ul style="list-style-type: none"> • Ad in the event mobile application
	<ul style="list-style-type: none"> • Four Summit event registrations (\$725 value each) • Plus, all Items in STARTUP LEVEL

Legacy Level Includes – 1 available (SOLD OUT)

<input type="checkbox"/> \$20,000	
	<ul style="list-style-type: none"> • Keynote speaking opportunity with a message and format determined in collaboration with UEDA (1)
	<ul style="list-style-type: none"> • Reserved table (accommodates 8-10 people) at the Awards Dinner, which can be used by non-registered guests
	<ul style="list-style-type: none"> • UEDA Organization Membership through December 2025 (\$662 value)
	<ul style="list-style-type: none"> • Four Summit event registrations (\$725 value each)
	<ul style="list-style-type: none"> • Ad in the event mobile application • Plus, all Items in STARTUP LEVEL

For questions on custom packages or a different amount level of support 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.
Be sure you have selected your sponsorship level package.**

Send completed form to your UEDA contact or info@universityeda.org.

Company/Organization Name	
ContactName	
Title	
Email	
Phone	
Street Address	
City, State	
Zip Code	

Thank you for your support



WHY SOUTH BEND, IN?



Prepare to immerse yourself in the ultimate blend of charm and ambition! South Bend, Indiana, is no ordinary city – it's a vibrant hub nestled amidst stunning landscapes and bustling with modernity. Whether you're a thrill-seeker or a seeker of novelty, this city offers the ideal setting for your adventures. Here, tradition harmonizes seamlessly with progress, promising you a rich tapestry of experiences.

From top-notch cultural offerings to a plethora of outdoor escapades, South Bend has it all. Embark on unforgettable day trips, and when the sun sets, indulge in the electrifying nightlife. Are you ready to exchange the mundane for the extraordinary? Join us at the UEDA Summit this October and discover the magic firsthand!

South Bend welcomes you with open arms, where diverse perspectives converge in a spirit of inclusivity. Don't delay any longer – come and claim your place in this vibrant community where possibilities abound!