

# SPONSORSHIP OPPORTUNITIES

Thank you for supporting the Iowa Veterans Entrepreneurship Conference. Below is a selection of sponsorship opportunities. We are also happy to work with you to create a benefits package that includes various marketing collateral and on-site opportunities that reach *your* market, helping reinforce your branding strategy and achieve your marketing objectives. For more information, contact Jean Walsh at (515) 294-2776 or jeanw@iastate.edu.

Sponsorship Opportunities	Exhibitor \$500   10 Spots	Title Sponsor \$10,000   1 Spot	Premier Sponsor \$7,500   2 Spots	Pitch Competition \$5,500   1 Spot	Investor Sponsor \$5,000   4 Spots	Partner Sponsor \$2,500   10 Spots
Exhibit Table	★	Prime Location Choice	Preferred Location Choice	★	★	★
Two Conference Registrations	★	★	★	★	★	★
On-site Visual Representation		★	★	★	★	★
Company Logo on Conference Website		Prominent Position of Logo & Link	Preferred Position of Logo & Link	★	★	★
Company Logo on Conference Emails		Logo & Link	Logo & Link	★ + Checks & Certificates	★	
Sponsor Acknowledgment		Opening Session	Lunch Session	1st Round and Finale Pitches	Closing Session	
Ad in Printed Program Book		Full Page	1/2 Page	1/4 Page	1/4 Page	
Social Media Recognition		Two Specific Announcements	Two Specific Announcements	General Announcement	General Announcement	
Company Promotional Emails		One Pre- & One Post- Conference	One Pre- & One Post- Conference			
Speaking Opportunity		Opening Session	Lunch Session	Present Checks & Certificates at Finale		
Pitch Competition				Judging Spots during Round 1 & Finale		

## TITLE SPONSOR — \$10,000 | One Spot **Filled**

The Sponsor at this level will receive ALL benefits listed with Premier Sponsor level listed below, PLUS:

- Speaking opportunity<sup>\*\*</sup> (2-3 minutes) to address attendees during Opening Session (instead of Lunch Session)
- First choice of prime location of display table in the Exhibit area
- Prominent positioning of company logo\* in conference promotional materials and on website
- Verbal and visual acknowledgment\* during Opening Session (instead of Lunch Session)
- Full Page advertisement<sup>\*\*</sup> in program book (instead of ½ Page)

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## **PREMIER SPONSOR — \$7,500 | Two Spots**

*Sponsors at this level receive ALL benefits listed with Investor Sponsor level listed below, PLUS:*

- Speaking opportunity\*\* (2-3 minutes) to address attendees during Lunch Session
- Choice of preferred location of display table in the Exhibit Area
- Two promotional emails\*\* sent on your behalf to registered attendees (one prior and one post conference – you write the content)
- Verbal and visual acknowledgment\* during Lunch Session (instead of Closing)
- ½ Page advertisement\*\* in program book (instead of ¼ Page)
- Two company specific announcements\* on social media (we will write content)
- Company logo\* and link included on conference emails
- Preferred positioning of company logo\* in conference promotional materials and on website

## **PITCH COMPETITION SPONSOR — \$5,500 | One Spot**

*Sponsors at this level receive ALL benefits listed with Partner Sponsor level listed below, PLUS:*

- Verbal and visual acknowledgment\* during Round 1 and Finale of Pitch competition
- Assign an individual from your company as a judge during Round 1 of the Pitch Competition
- Assign an individual (different person from Round 1) as a judge during the Finale of the Pitch Competition
- Company logo\* included on Pitch Competition certificates and Finale checks
- Hand out certificates and checks during Finale

## **INVESTOR SPONSOR — \$5,000 | Four Spots**

*Sponsors at this level receive ALL benefits listed with Partner Sponsor level listed below, PLUS:*

- Verbal and visual acknowledgment\* during Closing
- ¼ Page advertisement in program book \*\*
- Social media general announcement (we will write content)
- Company logo\* included on conference emails

## **PARTNER SPONSOR — \$2,500 | Ten Spots**

*Sponsors at this level receive the ALL benefits listed with Exhibitor level listed below, PLUS:*

- Visual on-site recognition\*, where applicable
- Company logo\* included on conference website

## **EXHIBITOR — \$500 | TEN Spots**

*Exhibitor package includes the benefits listed below:*

- 6' skirted display table with two chairs and ID sign in the Exhibit Area on Friday & Saturday (preassigned location)
- Two conference registrations to the Conference (additional registrations @ \$75)

## **GIVEAWAY ITEMS IN ATTENDEE CONFERENCE BAGS\*\*\* — \$250**

Opportunity to include your own promo products or marketing handouts in the attendee conference bags. You supply the item/flyer, and we'll put it in the bags.

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## SPONSORSHIP CONFIRMATION AND PAYMENT

**If paying by credit card**, to reserve a sponsorship package or exhibit table, please use this [online REGISTRATION link \(https://go.iastate.edu/H9LEPY\)](https://go.iastate.edu/H9LEPY) to select the sponsorship package and pay online.

**If paying by check or ISU worktag**, to reserve a sponsorship package or exhibit table, please use this [registration link \(https://www.isupjcenter.org/iowa-veterans-conference-sponsorship-sign-up/\)](https://www.isupjcenter.org/iowa-veterans-conference-sponsorship-sign-up/) to select the sponsorship package and to be invoiced.

**PLEASE NOTE:** These sites are for only signing up for sponsorship. Sponsorship signup **DOES NOT register you** (others) to attend the conference. Please use or share [THIS LINK](#) to register to attend the conference.

To be considered CONFIRMED for sponsorship / exhibiting, and receive corresponding benefits, we must receive your registration by **March 29**. Once all exhibiting spots are filled a waiting list will be started. Benefits will begin as soon as payment is received.

Upon submitting your registration, you will have the option to pay by credit card online or submit a check. Payment is due no later than March 29. Your spot will be considered confirmed when payment is received. Please be sure all attending staff register for the conference. Additional attendees (beyond two) are \$75 each. If paying by check, **payment is due by March 29**. Please make a check out to ISU Pappajohn Center for Entrepreneurship and mail to 1805 Collaboration Place, Suite 1300, Ames, IA 50010.

## THE FINE PRINT (ALL THE \*, \*\*, \*\*\*, \*v\*)

Please kindly note the deadlines for us to receive your print-ready artwork/copy/logo and/or delivery of items. We cannot guarantee the inclusion of said item(s) if received after deadline dates. There will be no refunds if item(s) is/are not received by said date. Logo can be emailed to Jean Walsh at [jeanw@iastate.edu](mailto:jeanw@iastate.edu) if not uploaded during registration. Artwork/copy should be emailed to Jean Walsh at [jeanw@iastate.edu](mailto:jeanw@iastate.edu). Deliveries should be sent to Jean Walsh; ISU Pappajohn Center for Entrepreneurship; 1805 Collaboration Place, Suite 1300; Ames, IA 50010.

### LOGO and Ads – VECTOR format

To preserve the quality of your artwork, our preference is to receive high-resolution vector/line art format (.ai/.eps/.png) files with transparency. Logos will be enlarged for use on posters, social media posts, program books, etc. For this reason, low-resolution JPGs and PNGs will not work. Please submit both CMYK and RGB color modes. Ads may be submitted as CMYK only.

If you have multiple arrangements of your logo, please send them all. For example, some companies may have a “short and wide” logo that is well-suited for use as a web banner and square version that is better suited for use as an icon in a mobile app.

- \* Logo received no later than March 29
- \*\* Print Ready Artwork/Copy received no later than April 5
- \*\*\* Own promo products or marketing handouts received no later than 5pm on April 30
- \*v\* Specifics to be discussed and in cooperation with Conference Committee

**For specific sponsorship information and to secure your spot, visit [www.isupjcenter.org/event/iowa-veterans-entrepreneurship-conference/](http://www.isupjcenter.org/event/iowa-veterans-entrepreneurship-conference/) or scan QR code.**

