



# Sponsor Prospectus

May 25–28, 2021



# Join us as a sponsor May 25–28, 2021 for the AIR Forum Virtual

This is an important moment for higher education. It is adapting to our changing world while influencing the world to change. Be part of this moment. Sponsor the 2021 AIR Forum Virtual.

This engaging, comprehensive virtual event delivers the knowledge-rich conference experience that has supported higher education data professionals for over 60 years.

Our sponsors and exhibitors are integral to providing participants with a conference that continues to lift the bar. AIR Forum Virtual is the place to be May 25–28, 2021, and we hope you'll join us!



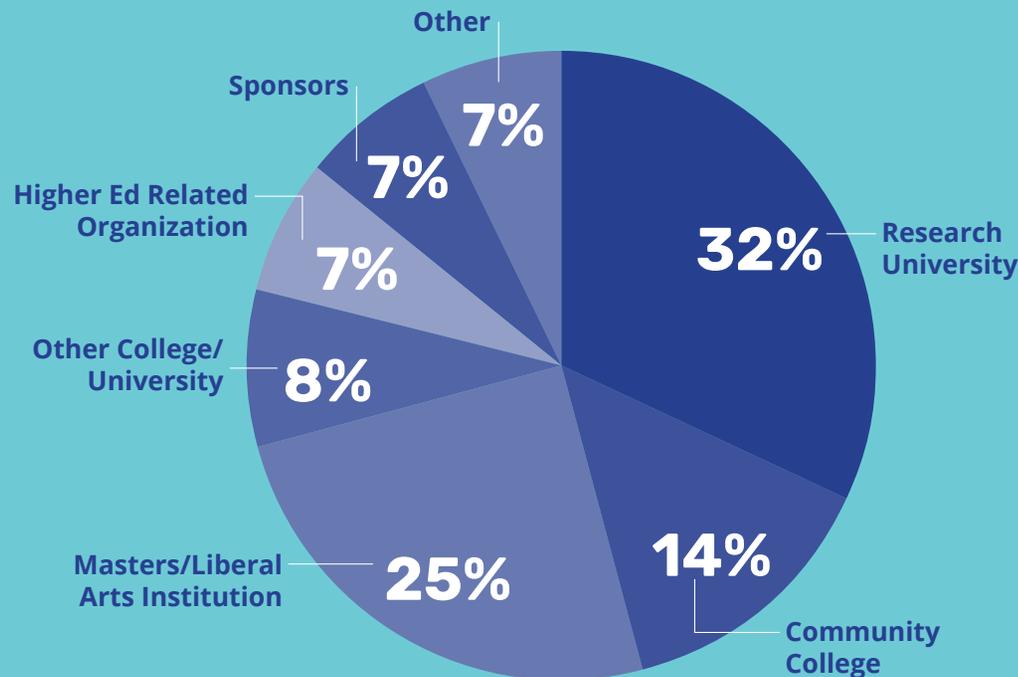
# Gain Brand Exposure

AIR Forum attendees are highly engaged higher education professionals who support data-informed decision making in higher education. If you are looking to gain brand exposure and build relationships within this sector—and especially with decision influencers, the 2021 AIR Forum Virtual is your exclusive chance to connect and be a part of the world's largest gathering of professionals in these fields.

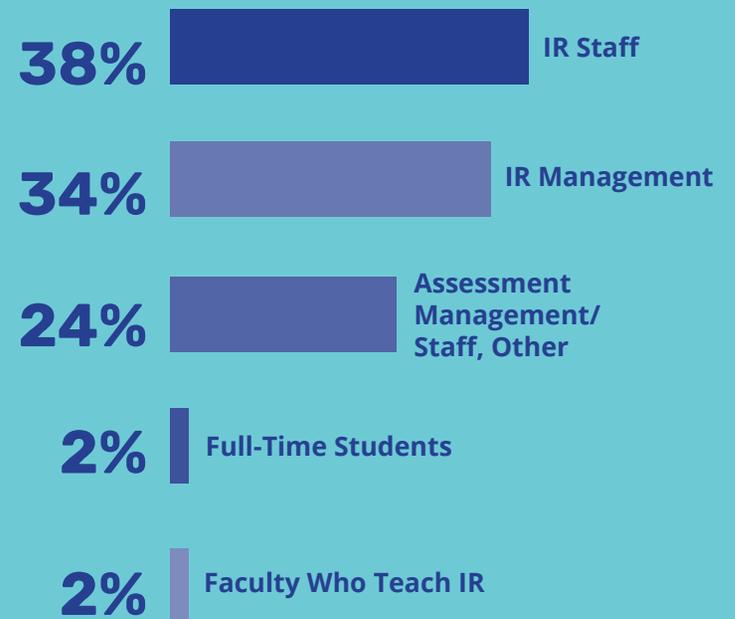
# 34%

of attendees are IR management and have strong influence

ATTENDEES BY TYPE OF ORGANIZATION



ATTENDEES BY IR ROLE

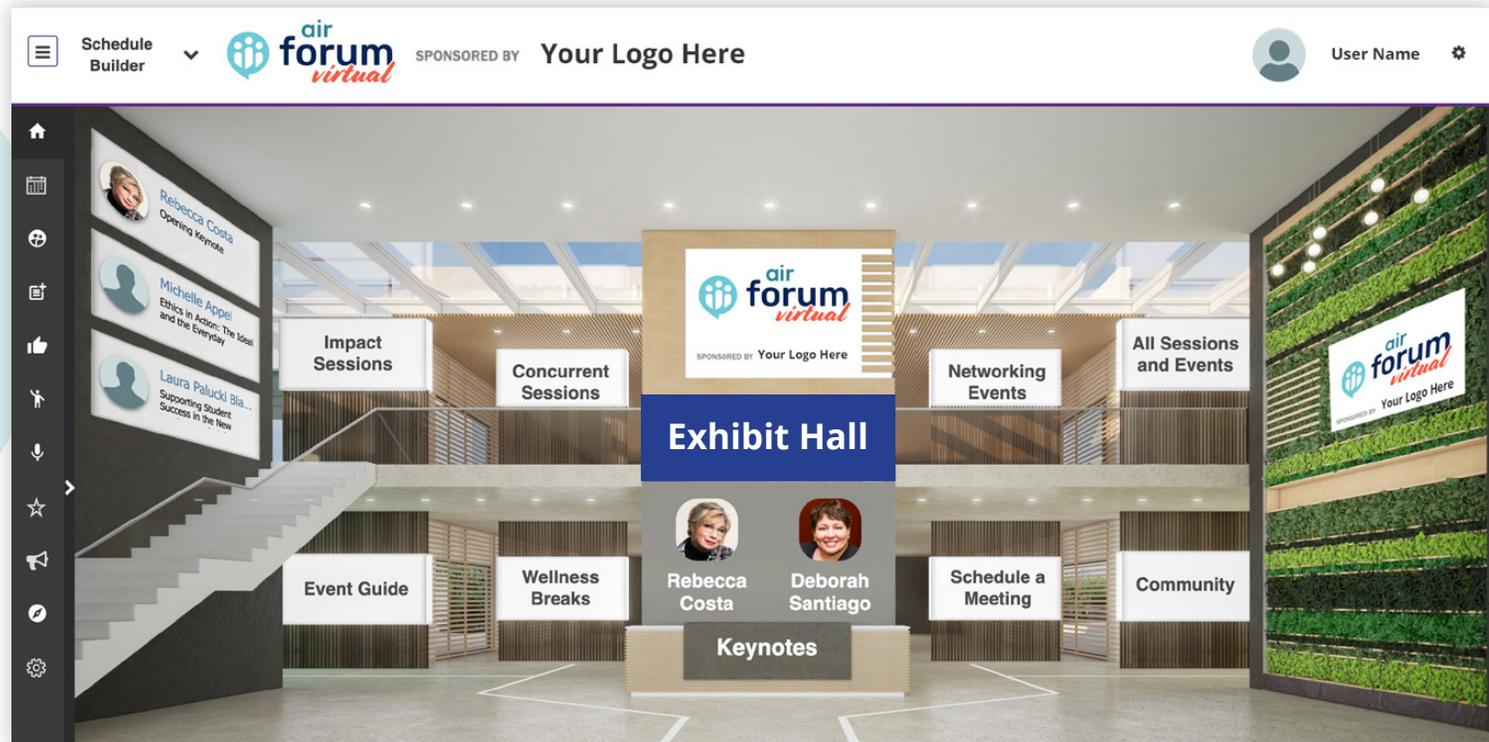


# Enjoy an Advanced Digital Platform

Our digital platform provides a dynamic, user-friendly environment for sharing knowledge, research, best practices, and case studies. The virtual program includes live keynotes, discussions, and interactive sessions with live Q&A.

As a sponsor, our digital platform offers a seamless way to manage your conference experience: Design your digital booth, upload resources, present and attend sessions, interact at networking events, and schedule one-on-one meetings with attendees.

**38%**  
of attendees are  
IR staff who influence  
decision makers





## SPONSORSHIP LEVELS

	<b>BRANDED</b> Limit 1 - \$25,000	<b>DIAMOND</b> Limit 4 - \$15,000	<b>PLATINUM</b> Limit 6 - \$8,500	<b>GOLD</b> Limit 10 - \$6,000	<b>SILVER</b> Limit 15* - \$3,500 Exhibit booth only
<b>Visibility</b>					
<ul style="list-style-type: none"> <li>Co-branding with AIR on all pre-event marketing, website, and scheduler platform during the virtual event, May 25–28. Example: AIR Forum Virtual, sponsored by [company name].</li> <li>Acknowledgement on AIR social media (includes sponsor tagline, handle, and website link).</li> </ul>	✓				
<ul style="list-style-type: none"> <li><b>Digital marketing:</b> (1) 100-word paragraph in a promotional email to AIR Forum Virtual attendees on behalf of sponsors. No more than five sponsors will be included per email. Digital marketing collateral available for download on the sponsor listing page of the AIR Forum Virtual website.</li> </ul>	✓	✓	✓		
<ul style="list-style-type: none"> <li>Sponsor name, logo, description, website link, and social media handles displayed on the AIR Forum Virtual sponsor listing webpage.</li> <li>Sponsor listing in virtual event platform.</li> </ul>	✓	✓	✓	✓	✓
<b>Special Event</b> (The session content is provided by AIR.)					
<ul style="list-style-type: none"> <li>Sponsor of closing LIVE STREAM keynote with a 30-second ad before keynote session.</li> <li>Sponsor recognized in pre-session marketing on website and in session listing. Example: Closing keynote sponsored by [company name]/[logo].</li> </ul>	✓				
<ul style="list-style-type: none"> <li>Sponsor of LIVE STREAM impact session with a 20-second ad to run before one of four impact sessions.</li> <li>Sponsor recognized in pre-session marketing on website and in session listing. Example: Featured live session [insert name], sponsored by [company name]/[logo].</li> </ul>		✓			
<ul style="list-style-type: none"> <li><b>Sponsor of Featured Session</b> — Sponsor name on screen during introduction of session and at the end of the session.</li> <li>Sponsor recognized in pre-session marketing on website and in session listing. Example: Featured session [insert name], sponsored by [company name]/[logo].</li> </ul>			✓		



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<b>Concurrent Sessions</b>					
<ul style="list-style-type: none"> <li>(1) 40-minute sponsor-created content session (pre-recorded with live chat). Guaranteed not to be scheduled at the same time as another sponsored session.</li> </ul>	✓	✓			
<ul style="list-style-type: none"> <li>(1) 20-minute sponsor-created content session (pre-recorded with live chat). A moderator will manage the discussion throughout the duration of the session. To be scheduled during sponsor showcase sessions.</li> </ul>	✓	✓	✓		
<ul style="list-style-type: none"> <li>15-minute sponsor-created content session (pre-recorded). Available as on-demand content.</li> </ul>				✓	
<b>Networking Event</b>					
<ul style="list-style-type: none"> <li>Sponsor-created coffee talk discussion groups: (2) 20-minute sponsor-created content discussion group.</li> <li>Sponsor representative will be the host/moderator.</li> <li>May be scheduled at the same time as other sponsored coffee talks.</li> <li>Cannot be a sales pitch. Must be an actionable discussion.</li> </ul>	✓	✓			
<b>Virtual Booth</b>					
<ul style="list-style-type: none"> <li>Listing as a subject matter expert.</li> <li>Company logo, description, video, resources, and representatives.</li> <li>A Zoom Room in which attendees can interact with reps face-to-face during booth hours.</li> <li>Resources that may be linked (videos, PDF flyers, white papers, and other publications).</li> </ul>	✓	✓	✓	✓	✓
<b>Leads</b>					
<ul style="list-style-type: none"> <li>Sponsor representatives may request one-on-one meetings with attendees or host small user group meetings by invitation using the scheduler.</li> <li>Contact information may be collected when attendees visit a virtual sponsor booth, join a sponsored activity, meeting, or participate in giveaways.</li> </ul>	✓	✓	✓	✓	✓



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<b>Attendee Contact Lists*</b>					
• Attendee mailing list with name, title, institution, and address (pre-/post-conference).	✓	✓	✓	✓	✓
• Attendee email list with email address for Forum attendees that have opted to receive marketing information from our Sponsors.	✓	✓	✓		
<b>Sponsor Reps Registrations Included**</b>					
• 6	✓				
• 4		✓			
• 3			✓		
• 2				✓	
• 1					✓
<b>Attendee Engagement</b>					
• May offer an advertised sponsor giveaway at booth.	✓	✓	✓	✓	✓

\*All lists are for one-time use.

\*\*Additional representatives can be added for \$200 per representative.

# Additional Opportunities

## **Sponsor on-demand content — \$10,000 (Limit 1)**

Sponsor the on-demand content following the conference. On-demand content is available to attendees for 30 days (about 4 and a half weeks) following the conference. Sponsor is recognized as a post-conference on-demand content sponsor in marketing materials and schedule. Sponsor logo will appear at the top of the online platform immediately following the live event and 30 days after. First right of refusal to Branded or Diamond sponsors. Not available to Silver level.

## **Sponsor attendee snack boxes — \$3,500 (Limit 15)**

Sponsor branded snack boxes to be mailed to attendees prior to the conference. Recognized as snack sponsor on website and sponsor listing. Sponsor logos will be included on the inserted flyer. Not available to Silver level.

## **Sponsor attendee digital coffee gift cards — \$2,000 (Limit 5)**

Sponsors will be listed in marketing materials, on the AIR Forum Virtual website as coffee sponsors, and in an email accompanying the digital coffee card. Not available to Silver level.

## **Break sponsorships — Happy Hour: \$1,000 (Limit 2)**

Sponsor a daily Zoom Happy Hour to conclude each conference day. Sponsors will be listed as the break sponsor in marketing materials, sponsor listing, schedule, and verbally in break. Customization costs to be borne by the sponsor. Not available to Silver level.

## **Attendee scholarships — Contributions begin at \$500 (Unlimited)**

Give to the attendee scholarship fund and be listed as a scholarship contributor. Many of our attendees are facing financial hardship and are challenged to fund registration fees. Through an application process, scholarships in the amount of \$100 per attendee will be awarded to offset registration fees for selected recipients. Sponsors will be recognized as a scholarship sponsor on the website and in virtual booth listing. Available to all levels. No limit to the number of sponsors.



## Connect With Us

For more information, contact: Emily White at [meetingplanner@airweb.org](mailto:meetingplanner@airweb.org)