



ATD DATA & ANALYTICS SUMMIT

VIRTUAL CONFERENCE • OCTOBER 19 - 22, 2020



SPONSORSHIP OPPORTUNITIES

The Achieving the Dream (ATD) Data & Analytics Summit is a four-day virtual conference for college administrators, faculty, and staff which will focus on data analytics in higher education. Pre-conference workshops, concurrent sessions, and plenary sessions will give attendees keen insight on how to use analytics strategically to optimize student success.

The Summit provides several opportunities to virtually access attendees from ATD's Network Colleges, for engagement and networking. You will gain brand recognition and visibility through sponsorship of one or more of the following opportunities.

EVENT SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$5,000 - Two (2) Opportunities (One remaining)

- Two (2) Summit registrations plus 25% Discount on additional registrations
- Exclusive name recognition as sponsor of one (1) Plenary Session
- Sponsor one (1) Break - featuring your company's logo
- Opportunity to have promotional item included in welcome package mailed to attendees
- One (1) Expo booth in virtual exhibit hall for the duration of the Summit
- Expo booth will showcase your products and services, with either pre-recorded videos or a live videostream session in the booth.
 - Booths have a customizable lead generation feature built-in for capturing attendee interest.
 - Higher priority large booths more visible at the top of the page.
- Access to attendee list post Summit
- Brand Recognition via:
 - Hyperlinked sponsor logo displayed prominently on Registration website
 - Hyperlinked sponsor logo displayed prominently on Summit Lobby page
 - ⇨ Sponsors logo included in all emails to attendee list
 - Social Media with your company logo
 - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit



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GOLD SPONSOR - \$3,500 - Three (3) Opportunities

- Exclusive name recognition as sponsor of one (1) Pre-conference session
- Sponsor a Break - featuring your company's logo
- One (1) Summit registration plus 25% Discount on additional registrations
- Opportunity to have promotional item included in welcome box mailed to attendees
- One (1) Expo booth in virtual exhibit hall for the duration of the Summit
 - Expo booth will showcase your products and services, with either pre-recorded videos or a live videostream session in the booth. Booths have a customizable lead generation feature built-in for capturing attendee interest.
 - Medium-sized highly visible booth.
- Access to attendee list post Summit
- Brand Recognition via:
 - Hyperlinked sponsor logo displayed prominently on Registration website
 - Hyperlinked sponsor logo displayed prominently on Summit Lobby page
 - Social Media with your company logo
 - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit

SILVER SPONSOR - \$2,500 - Five (5) Opportunities

- 25% Discount on registrations on up to 6 registrations
- One (1) display booth in virtual exhibit hall for the duration of the Summit
 - Expo booth will showcase your products and services, with either pre-recorded videos or a live videostream session in the booth. Booths have a customizable lead generation feature built-in for capturing attendee interest.
 - Small-sized highly visible booth.
- Access to attendee list post Summit
- Brand Recognition on:
 - Hyperlinked sponsor logo displayed prominently on Registration website
 - Hyperlinked sponsor logo displayed prominently on Summit Lobby page
 - Social Media with your company logo
 - Sponsorship Level listed on ATD e-blasts to attendees prior to the Summit



BRONZE SPONSOR - \$1,000 - Multiple Opportunities

- Brand Recognition on:
 - Hyperlinked sponsor logo displayed prominently on Registration website
- One display booth in virtual exhibit hall for the duration of the Summit
 - Expo booth will showcase your products and services, with either pre-recorded videos or a live videostream session in the booth. Booths have a customizable lead generation feature built-in for capturing attendee interest.
 - Small-sized highly visible booth.

A LA CARTE OPPORTUNITIES

- Networking Activity Prize Sponsor - \$500
- Sponsor a Break featuring your company's logo - \$500

For more information about sponsorship options please contact
Khalisa Jacobs at kjacobs@achievingthedream.org or 240-450-3815