



2021 NAFSA All-Region Summit Sponsorships

As an entry point, all sponsors are invited to purchase one of three **Listing Packages** where their information will be listed within the event platform. The “Sponsorship” and “Sponsorship Plus+” packages will be setup by the sponsor through the event platform, Cadmium. These listings will be visible to all Summit attendees throughout the duration of the program and beyond (content will be available to regional leaders through December 15, 2021). In addition to the Listing Packages, sponsors have the option to add-on sponsorships from two categories, Pan-Regional and Region-Specific. The Region-Specific Add-Ons – which make up the bulk of the 2021 sponsorship opportunities – are divided into four categories.

- 1) **Pan-Regional Sponsorship Add-Ons:** shared content sponsorships, and advertisements on the Online Planner landing page.
- 2) **Region-Specific Sponsorship Add-Ons:** focused on each region’s individual events or content pieces. Divided into the following categories: Content, Social/Networking Event, Friend of the Region, Partnership Roundtable

Listing Packages (Required)– All sponsors must purchase one (1) of the following:

Package Name	Description	Price
Sponsorship Listing	<ol style="list-style-type: none"> 1) One (1) Full Regional Conference Registration 2) Listing on Event Sponsor Page, which includes: <ul style="list-style-type: none"> • Large Custom Listing Banner • Intro Video • PDF Files • Web Links • Giveaway Button • Staff List with Profiles • Text Chat Capabilities • Request Information Button • Like Button • Favorite Button 	\$875
Sponsorship Plus+ Listing	<p>Everything included in the Sponsorship Listing, plus the following:</p> <ol style="list-style-type: none"> 1) Video Chat Capabilities <ul style="list-style-type: none"> • Each sponsor can have up to four (4) chat rooms running simultaneously with up to twelve (12) participants in each room (including a representative from the sponsor) • Branded with organization graphics that are automatically pulled from the sponsor's Listing • There will be a minimum of three (3) dedicated times for attendees to visit sponsor listings and engage with sponsors. 2) Lead Retrieval Capabilities: <ul style="list-style-type: none"> • Access to reports that allow sponsors to view detailed information for attendees who have viewed their listing. 	\$1,250
Friend of the NAFSA All-Region Summit	Sponsor logo added to the “Friend of the NAFSA Regions” page that is linked on the Online Planner. Sponsor must provide an image with the correct dimensions for the logo.	\$500

For examples of how the sponsor listing on the Event Sponsor page will appear (included in "Sponsorship" and "Sponsorship Plus+" Listing Package purchases), please refer to the screenshots and video walkthrough in the [2021 All-Region Summit – Sponsor Listing Example](#) document.

Pan-Regional Add-Ons: Banners/Ads

Name	Description	# Available	Price
Conference Homepage Banner	Large, branded banner graphic will appear prominently on the main conference landing page from September 27 - December 15. This is a non-exclusive sponsorship with 4 other banners rotating throughout the 12-week period. The banner rotates continuously in 5 second intervals. Banner links back to the sponsor's conference listing.	5	\$1,000
Left-Hand Navigation Advertisement	Small, branded advertisement graphic will appear under the navigation menu on the left-hand side of the main conference landing page from September 27 - December 15. This is a non-exclusive sponsorship with 4 other advertisements rotating throughout the 12-week period. The graphic rotates continuously in 5 second intervals. Advertisement links back to sponsor's conference listing.	5	\$550
Know Before You Go Email	Sponsor name and branded banner graphic will appear in one of the "Know Before You Go" emails - large, branded banner graphic will appear at the bottom of the email, and sponsor name and small logo will be placed at the top of the message, under the header. Logo and banner will link back to the sponsor listing in the event platform. The two "Know Before You Go" emails will include key conference information and will be sent to all event registrants. One "Know Before You Go" email will be sent one week prior to the event start date; the other will be sent the day before the event start date.	2	\$1,500

Pan-Regional Add-Ons: Shared Content

Name	Description	# Available	Price
Opening Day Sponsorship	Sponsor one of the marquee events of the NAFSA All-Region Summit! The Opening Day sponsor will commit \$7,500 to be the exclusive sponsor of the NAFSA All-Region Summit Opening Day Kick-off and Celebration. This is designed as high-quality, educational programming by NAFSA regional volunteer leaders in consultation with experts in the field. This event will be attended by all attendees of the All-Region Summit. The elements of this special exposure include the sponsor logo and organization name in the following locations: <ol style="list-style-type: none"> 1) On the virtual platform, specifically, on the Opening Day components on the program schedule. 2) On the "Sponsors" tab of digital platform. 3) Two (2) slides dedicated to the sponsor that will be displayed during Opening Day programming. 4) Verbal recognition and thank you from Opening Day emcee. In addition, sponsor will receive event-specific benefits, including: <ol style="list-style-type: none"> 1) One 3-minute pre-recorded video greeting that will be shown to all attendees during Opening Day events. 2) Large, branded banner graphic that appears underneath the Opening Day video livestream for the full duration of the approximately 4-hour event. The banner links back to sponsor's listing in the platform. 3) Sponsor name and logo that appears in the Opening Day re-cap email that will be sent to all event registrants. The logo links back to the sponsor's listing in the platform. 	1	\$7,500

Closing Day Sponsorship	<p>Sponsor one of the marquee events of the NAFSA All-Region Summit!</p> <p>The Closing Day sponsor will commit \$7,500 to be the exclusive sponsor of the NAFSA All-Region Summit Closing Day Events and Celebration. This is designed as high-quality, educational programming by NAFSA regional volunteer leaders in consultation with experts in the field. The elements of this special exposure include the sponsor logo and organization name in the following locations:</p> <ol style="list-style-type: none"> 1) On the virtual platform, specifically, on the Closing Day components on the program schedule. 2) On the "Sponsors" tab of digital platform. 3) Two (2) slides dedicated to the sponsor that will be displayed during Closing Day programming. 4) Verbal recognition and thank you from Closing Day emcee. <p>In addition, sponsor will receive event-specific benefits, including:</p> <ol style="list-style-type: none"> 1) One 3-minute pre-recorded video greeting that will be shown to all attendees during Closing Day events. 2) Large, branded banner graphic that appears underneath the Closing Day video livestream for the full duration of the approximately 3.5-hour event. The banner links back to the sponsor's listing in the platform 3) Sponsor name and logo that appears in the Closing Day re-cap email that will be sent to all event registrants. Name and logo links back to sponsor's listing in the platform. 	1	\$7,500
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Region-Specific Add-ons

Region-Specific Sponsorship Add-Ons are specific to each region’s unique events or content that will appear within their Regional Track, including sessions, panels, breaks or meals, networking events, or “fun” events. Examples of the categories and potential opportunities are listed below. Full descriptions and benefits will be listed on the Cadmium Sales Portal (available for Global Partners on Tuesday, June 15 starting at 12:00am, Eastern Time, and for the Public on Tuesday, June 22 starting at 12:00am, Eastern Time).

Name	Examples from Regions	# Available	Price Range
Content	Region III ISSS Session Region V Business Meeting Region VIII Diversity, Equity, and Inclusion Session Sponsorship Bundle	59	\$300 - \$1,250
Social/Networking Events	Region I Trivia Night Region V Virtual Networking Reception Region XI Mentor/Mentee Networking Sponsorship	10	\$1,000 - \$1,500
Partner Roundtable	Region III Risk Management Session Region VIII T-Shirt Sponsorship and Roundtable	5	\$1,500 - \$2,000
Friend of the Region	Same Description for All Regions: Small Sponsor logo added to the “Friend of the NAFSA Regions” page that is linked on the Online Planner. Sponsor must provide an image with the correct dimensions for the logo. A team member will reach out to coordinate.	Unlimited	\$150