

Sponsorship Guide



**SUMMER
UNIVERSITY**



**Wichita
2023**

SWTA Summer U Sponsorships

Sponsorship Opportunity	Description	Sponsorship Amount	On-Site Print Recognition on conference Banner	Pre-Conference Email highlighting Sponsor (will be one email for anyone in this category to attendees)	Pre-Conference Social Media Post	Post-Conference Social Media Post	Name, Logo, and Sponsor URL on Event Emails	Name, Logo, and Sponsor URL on Event Page	Name, Logo, and Sponsor URL on Registration Page
Premier Sponsor	There is no better way to gain visibility and align your organization with the conference, SWTA, and transit education than by becoming the Premier Sponsor. Conference promoted as “presented by [sponsor]”. Representative may give 3-minute remarks in each seminar session. Brochure/promo item may be included in registration bags. Pre-Conference Podcast coordinated with SWTA to promote the conference & your organization. Member spotlight article in SWTA Newsletter. On-Site Print Recognition on conference Banner. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Pre & Post Conference Social Media Post. Name, Logo, and Sponsor URL on Event Emails, Event Page, and Registration Page.	\$5,000	X	X	X	X	X	X	X
Tuesday Evening Offsite Social Event Sponsor	Appropriate signage during the event. Giveaways provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event. If event is ticketed, sponsor name will appear on ticket. On-Site Print Recognition on conference Banner. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Pre & Post Conference Social Media Post. Name, Logo, and Sponsor URL on Event Emails, Event Page, and Registration Page.	\$2,500	X	X	X	X	X	X	X
Hotel Room Key Sponsor	Quite possibly the highest branding exposure opportunity at the event. Your message/logo on one of side keys. Design must include SWTA logo or the name of the conference. On-Site Print Recognition on conference Banner. Name, Logo, and Sponsor URL on Event Emails, Event Page, and Registration Page.	\$2,500	X				X	X	X
Conference Luncheon - Monday, Tuesday, or Wednesday	10-15 Minute speaking opportunity. Appropriate signage during the event. Promotional materials provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event. On-Site Print Recognition on conference Banner. Name, Logo, and Sponsor URL on Event Emails, Event Page, and Registration Page.	\$2,000	X				X	X	X

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Welcome Reception Drink Sponsor	Appropriate signage during the event. Company representatives at drink station during the event. Giveaways provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event. If event is ticketed, sponsor name will appear on ticket. On-Site Print Recognition on conference Banner. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Post-Conference Social Media Post. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,500	X	X		X		X	X
Welcome Reception Food Sponsor	Appropriate signage during the event. Company representatives at food station during the event. Giveaways provided by sponsor distributed at the event. Company representatives greet registrants at the entrance to the event. If event is ticketed, sponsor name will appear on ticket. On-Site Print Recognition on conference Banner. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Post-Conference Social Media Post. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,500	X	X		X		X	X
Seminar Sponsor - Marketing, Young Professionals, Community Mobility, or Transit Law	Sponsoring a seminar is a great way to show your support of the personal and professional development of the attendees. May provide 5-min welcome/video at start of seminar. Includes appropriate signage, and company recognition during the program. On-Site Print Recognition on conference Banner. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,500	X					X	X
Agenda / Conference Card Sponsor	Your company logo is prominently displayed on the conference agenda or conference card. On-Site Print Recognition on conference Banner. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,500	X					X	X
Speaker Gift Sponsor	Conference Speakers will receive a gift after the conference with a personal message from SWTA and the sponsor. The message will include recognition to the sponsor. On-Site Print Recognition on conference Banner. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,500	X					X	X

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Marketing Social Hour	Join in on the Marketing Social hour. This sponsorship opportunity offers a 10-minute speaking opportunity and signage at the event. On-Site Print Recognition on conference Banner. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Post-Conference Social Media Post. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,250	X	X		X		X	X
Conference Badges	Attendees MUST wear their badges at all times during the conference – great daily exposure! On-Site Print Recognition on conference Banner. Name, Logo, and Sponsor URL on Event Page and Registration Page.	\$1,000	X					X	X
Attendee Welcome Gift Sponsor	Welcome conference attendees and have the first opportunity to promote your brand! Sponsor to set up a table near registration to welcome/greet attendees and provide a welcome gift purchased by sponsor. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Pre & Post-Conference Social Media Post. Name, Logo, and Sponsor URL on Event Page.	\$750		X	X	X		X	
Raffle Prize Sponsor	Each attendee will receive a ticket and during the Tuesday night offsite event a name will be drawn for 1 large prize valued at \$500.00 with recognition to the sponsor. Pre-Conference Email highlighting Sponsor (will be one email for anyone sponsor receiving this benefit to attendees). Post-Conference Social Media Post. Name, Logo, and Sponsor URL on Event Page.	\$750		X		X		X	
Registration Bag Inserts	One promotional item placed in each bag. Name, Logo, and Sponsor URL on Event Page.	\$500						X	