

Sponsorship and Advertising Options 2024



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1. Sponsorships

AMTA has various sponsorship options which are open to members and in some cases to non-members. Sponsorships help **offset** the operating costs which are part and parcel of delivering our membership services and public outreach. Our benefactor level sponsorships contribute to offsetting all our running costs and, unless restricted by the sponsor, will be utilized as general funds.

2. Benefactor Sponsorships

Benefactor level sponsorships provide funds to assist in the execution of AMTA's Mission as directed by the Board of Directors. Benefactors receive recognition of their sponsorship at **all** AMTA workshops, technology transfer sessions, in **all** promotional material for those events and in **every** issue of Solutions newsletter.

Patron: \$15,000 per annum

Advocate: \$10,000 per annum.

Champion: \$7,500 per annum.

In general Benefactors receive all benefits that are available to individual workshop sponsors irrespective of how many workshops are held each year.

Benefactors will be identified in a scrolling banner prominently incorporated into AMTA website home (landing) page. Benefactors will also be identified as such on AMTA's website in a section that is distinct from that which reflects general membership. Benefactors shall be clearly identified and celebrated.

Benefactors also receive logo exposure on AMTA emailings with some variation depending on the level of benefactor. Patrons will be clearly identified as such in **EVERY** AMTA email campaign¹. Advocates and Champions are identified in all AMTA workshop/event email campaigns. Our email campaigns target multiple audiences; in addition to our active members our audience includes thousands of industry peers who were members, previously attended our events or otherwise are involved in the industry.

Patrons and Advocates participate in AMTA's webinar series as hosts of custom online event(s) open to AMTA members and other attendees invited by the Benefactor. The topic of these webinars is developed by the Benefactor in cooperation with AMTA Staff and the Tech Transfer Committee. Each webinar will be promoted with a dedicated email and social media campaign, primarily on LinkedIn.

Patrons and Advocates each receive a dedicated email campaign thanking them for their support and highlighting their contribution to AMTA and their leadership role in the Industry. Each campaign will be coordinated with a dedicated social media campaign, primarily on LinkedIn, with the same celebratory message.

Sponsorship includes certain advertising and promotional benefits as shown in the following table.

¹ Excluding MTC related email campaigns.

3. Sponsorship Comparisons

Event	Sponsorship Opportunity	Price	Logo/link on all (non-MTC) emails	Dedicated eMail & LinkedIn campaign	Logo/link on AMTA event emails	Benefactor specific webinar	List of attendees ¹	Recognition in attendee materials ²	Company provide promotional item ³	Logo in event brochure	Recognition before and during event	Complimentary Event Registration	6ft tabletop exhibit (when requested)	Sponsor Logo on Event Website	AMTA Website - 12 Mo ⁷	Solutions (Full page)- 12 Mo	Solutions (1/2 page)- 12 Mo	Solutions (1/4 page)- 12 Mo
All	Patron	\$15,000	✓	✓	✓	2	✓	✓	✓	✓	✓	4	✓	✓	✓	✓		
All	Advocate	\$10,000		✓	✓	1	✓	✓	✓	✓	✓	2	✓	✓	✓		✓	
All	Champion	\$7,500			✓		✓	✓	✓	✓	✓	1	✓	✓	✓			✓
Two Day Workshop	Workshop Sponsor	\$2,500			✓		✓	✓	✓	✓	✓	1	✓	✓				
Two Day Workshop	Networking Event Sponsor ⁴	Market ⁴			✓		✓	✓	✓	✓	✓	Y ⁵	✓	✓				
Two Day Workshop	Facility Tour ⁶	Market ⁶					✓	✓	✓	✓	✓	1	✓	0				
Two Day Workshop	Lunch	\$1,850					✓	✓	✓	✓	✓	1	✓	✓				
Two Day Workshop	Breakfast	\$875					✓	✓	✓	✓	✓	0	0	✓				
Two Day Workshop	Refreshment Break	\$750					✓	✓	✓	✓	✓	0	0	✓				
Two Day Workshop	Tabletop Exhibitor	\$850					✓	✓	✓	✓	✓	1	✓	✓				
One Day	Workshop Sponsor	\$1,250			✓		✓	✓	✓	✓	✓	1	0	✓				
One Day	Breakfast	\$450					✓	✓	✓	✓	✓	0	0	✓				
One Day	Lunch	\$925					✓	✓	✓	✓	✓	0	0	✓				
One Day	Refreshment Break	\$400					✓	✓	✓	✓	✓	0	0	✓				

Notes:

- All References to "Events" means all non-MTC events
- 1 Provided by email two weeks before and a final list after workshop (within two weeks after the event)
- 2 100-word company description provided by the company
- 3 Giveaway for event attendees
- 4 Market priced based on actual costs for event location; typically, \$3000 onsite, \$5000 offsite
- 5 Market priced based on actual costs for event location and level of sponsorship provided
- 6 Market priced based on actual costs for event location. Typically \$2000
- 7 Special section of website showing Benefactor level
- 8 Benefactors are entitled to (4/2/1) complimentary registrations per event (Patron/Advocate/Champion)

Individual workshop sponsors provide funds which offset the cost of providing training and networking opportunities to members and the industry at large. These sponsorship options do not represent the specific costs for providing, say, lunch but are a way to support a specific event at a level which meets a sponsor's budget. For most events there may be multiple sponsors in the same category (i.e. lunch may have more than one sponsor and sponsorship is not exclusive)

Two-day Events

Workshop sponsor: \$2,500
Lunch sponsor: \$1,850
Breakfast sponsor: \$875
Refreshment sponsor: \$750
Tabletop Exhibitor: \$850

One-day Events

Workshop sponsor: \$1,250
Lunch sponsor: \$925
Breakfast sponsor: \$875
Refreshment sponsor: \$750

Networking Event and Facility Tour Sponsorship

This type of sponsorship is available and is typically priced to ensure that the costs of the activity are fully or significantly covered. Due to significant differences in costs from one locale to another these are priced upon application.

All sponsors and benefactors will receive:

- List of attendees provided by e-mail two weeks prior to event and a final list after the workshop (within two weeks after the event)
- Acknowledgement in the attendee materials provided at event using a one hundred (100) word company description provided by the company
- Company may provide promotional giveaway item for event attendees

- Recognition before, at opening, during and at the closing of the workshop
- Logo or company name printed in the workshop brochure if registered before publication.
- In addition to the benefits listed above, each sponsorship level will receive recognition and identified for the sponsorship type they provided. Includes one or more complimentary registrations (depending upon the sponsorship level).

Annual sponsor and benefactor packages or other combination packages for any of the sponsorship levels can be provided upon request.

4. Advertising

AMTA Website Scrolling Banner

Sponsor logo is located on main AMTA webpage—scrolling on bottom of page. The main AMTA website is North America’s leading source for membrane information, events, training and more.

	3 months	6 months	9 months	Annual
Member (Divisions 1 and 2):	-	\$650	\$750	\$1,000
Discount		100%	77%	77%

Solutions Newsletter

The newsletter is available to all AMTA members.

	<u>1 Issue</u>	<u>4 Issues</u>	<u>4 Issue Discount</u>
Full Page Advertisement:	\$1,250	\$2,000	40%
1/2 Page Advertisement:	\$700	\$1,200	43%
1/4 Page Advertisement:	\$400	\$700	44%
1/8 Page Advertisement (Business Card):	\$250	\$400	40%

Online Training (Webinar)

Online Training Sponsor (one webinar) : **\$500**

- Promotion on the AMTA Online Education & Training Webpage
- Recognition on opening slide in the opening and closing slide at the end of the webinar.
- Thank-you recognition in upcoming *Solutions* Newsletter
- Recognition on marketing eblasts and social media for specific webinar series
- Registrant list for the webinar
- 25% discount on sponsor attendee registration
- Webinar content is developed by AMTA’s Tech Transfer Committee