



## BUSINESS PARTNER SPONSORSHIP PROGRAM

SNEAPPA continues to value the important role and services Business Partners provide to our organization and in project partnerships across our respective institutions.

After a successful pilot rollout in late 2019, **SNEAPPA's Business Partner Sponsorship Program** will be included as a part of future meetings, and we invite our Business Partners to consider a sponsorship during the 2022-2023 session to further highlight your company, its role in our tri-state region, and its continued support of SNEAPPA:

### **2022-2023 SPONSORSHIP OPPORTUNITIES:**

- **MAIN PROGRAM SPONSOR (\$1,200)**
  - o *Includes:* Two (2) conference registrations; prominent logo placement on agenda, in pre-meeting promotional materials, and throughout meeting space as Main Program Sponsor; podium mention; opportunity to place collateral and/or small branded giveaway items at tables in meeting and registration areas; visible sponsor board
- **BREAKFAST SPONSOR (\$600)**
  - o *Includes:* One (1) conference registration; logo on agenda, in pre-meeting promotional materials, and within meeting space as Breakfast sponsor; podium mention during opening remarks; opportunity to place small collateral brochures at Shared Sponsor Table in registration area; visible sponsor board during Breakfast
- **LUNCH SPONSOR (\$600)**
  - o *Includes:* One (1) conference registration; logo on agenda, in pre-meeting promotional materials, and within meeting space as Lunch sponsor; podium mention prior to lunch; opportunity to place small collateral brochures at Shared Sponsor Table in registration area; visible sponsor board during Lunch
- **REGISTRATION SPONSOR (\$600)**
  - o *Includes:* One (1) conference registration; logo on agenda, in pre-meeting promotional materials, and within meeting space as Registration sponsor; podium mention during opening remarks; opportunity to place small collateral brochures at Shared Sponsor Table in registration area; visible sponsor board at Registration table
- **CAMPUS TOUR SPONSOR (\$300)**
  - o *Includes:* One (1) conference registration; logo on agenda, in pre-meeting promotional materials, and within meeting space as Campus Tour sponsor; podium mention during opening remarks; opportunity to place small collateral brochures at Shared Sponsor Table in registration area; visible sponsor board at meeting point(s) for tours

**NOTE: COPIES OF ATTENDEE REGISTRATION LISTS ARE NOT INCLUDED IN ANY SPONSORSHIP**

## **GENERAL SPONSORSHIP CRITERIA/CONSIDERATIONS:**

- Company participation in SNEAPPA (*attend meetings, etc.*)
- Connection to Host Site:
  - o *Campus is a client?*
  - o *Potential to co-present with host for a meeting's educational session?*
  - o *Geographic significance for company/host campus?*
- Other unique factors presented by your company for consideration
- Sponsorships available by meeting



## **2022-2023 SPONSORSHIP APPLICATION PROCESS & DUE DATES:**

**READY TO SIGN ON?** Simply eMail a ranked list of three (3) preferred sponsorship interests by meeting (*Fall 2022 or Spring, Summer or Fall 2023*) with supporting notes and contact information to Melissa Bergeron ([mbergeron@facil.umass.edu](mailto:mbergeron@facil.umass.edu)) and Jean Robinson ([jean\\_robinson@uml.edu](mailto:jean_robinson@uml.edu).)

- o **BY AUGUST 31, 2022** for **SNEAPPA FALL 2022 MEETING** (*notification by September 30, 2022*)
- o **BY DECEMBER 31, 2022** for **all 2023 SPONSORSHIP OPPORTUNITIES** (SPRING/SUMMER/FALL) (*notification by January 31, 2023*)



**STILL HAVE QUESTIONS?** Contact SNEAPPA President, **MELISSA BERGERON** ([mbergeron@facil.umass.edu](mailto:mbergeron@facil.umass.edu)) or SNEAPPA Vice President, **JEAN ROBINSON** ([jean\\_robinson@uml.edu](mailto:jean_robinson@uml.edu)) to discuss details and availability.