



WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

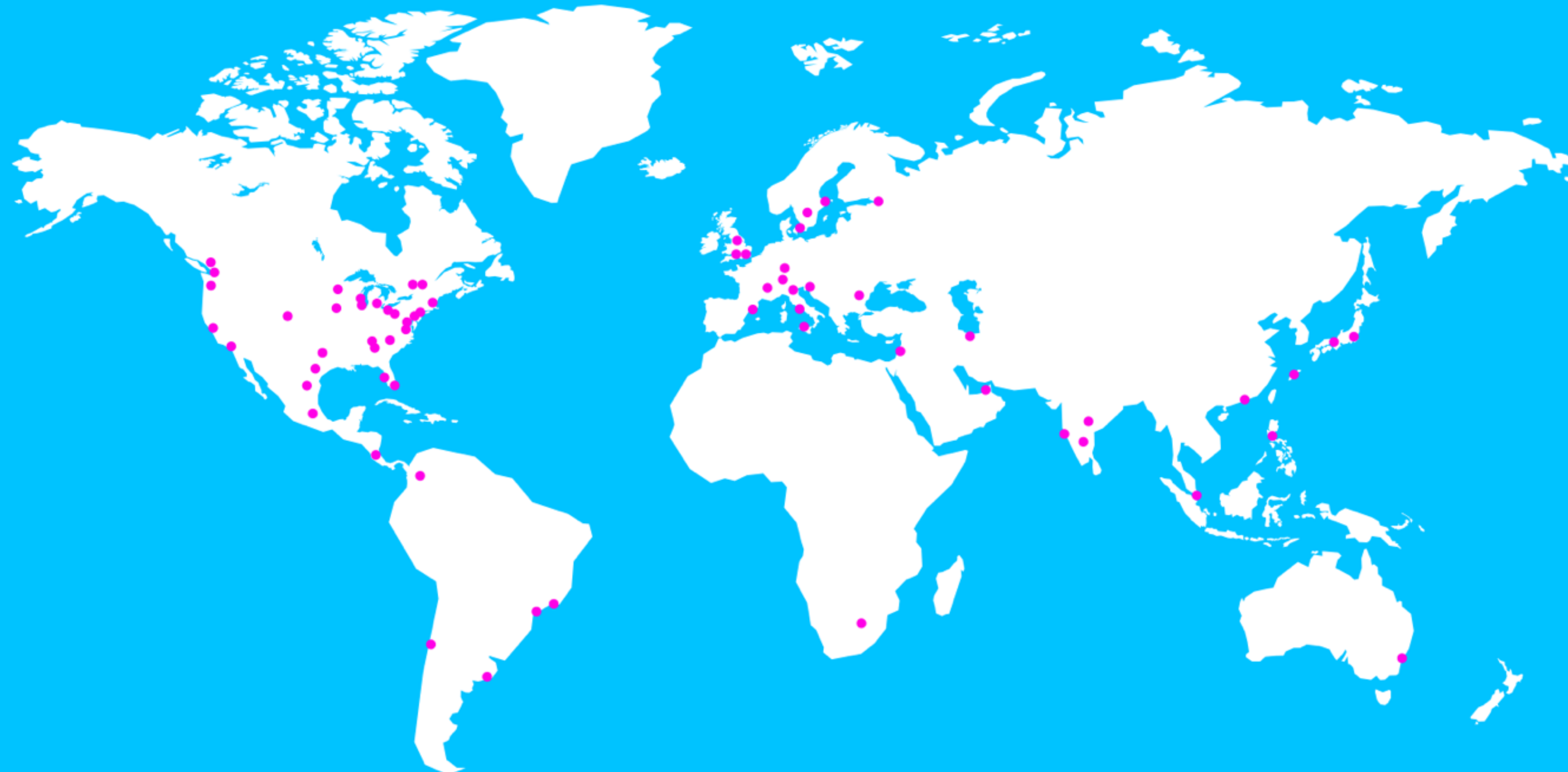
SPONSORSHIP PROSPECTUS

65 LOCATIONS. 29 COUNTRIES. 1 DAY

World Information Architecture Day is an annual event to celebrate the practice and education of Information Architecture.

On one day, locations around the world simultaneously come together to teach, learn, and shape the future of Information Architecture. Our event will be held on February 18th, 2017.

As an entirely volunteer-run non-profit, we are looking for sponsors to help us run our global logistics and support local event organization.



WHY SPONSOR?

- **It's global.** Exposure is massive as we hold events on 6 continents in 65 locations across 29 countries.
- **It draws a huge audience.** Over 6,000 people attended our event last year, representing a 46% growth from the year prior. We expect similar growth this year.
- **It has all levels of attendees.** People range from information architects and user experience designers to content strategists and product managers. We also draw scholars, librarians, students, and others.
- **It's the biggest event in our industry.** Leaders from many disciplines come together to donate their time & content for free.



PAST SPONSORS



“I love the fact that on one day, all over planet Earth, people who care deeply about making information easier to find get together to share what they know and move the practice of information architecture forward.”

LOU ROSENFELD

co-founder Rosenfeld Media

5 time sponsor of World IA Day

WHAT DO WE DO WITH SPONSOR MONEY?

- Host and support worldiaday.org
- Help locations secure a venue
- Issue certificates of event insurance, if necessary
- Make our content properly accessible for archiving
- Quality live stream & Wi-Fi at all event locations
- Provide 6000+ people a cup of tea or coffee & snack
- High quality intro video translated into local languages

GLOBAL SPONSOR LEVELS

WEB PUBLISHING PARTNER

\$15,000

- Formal thank you during all WIADs
- Announcement tweet at time of formalizing sponsorship + 30 tweets at time of your choosing and mentions globally
- Logo displayed on the footer of all pages of the 2017 and 2018 WIAD sites. Displayed with text “Website sponsored by [your company]”
- Partner paragraph on sponsor page.

ARCHIVAL PARTNER

\$12,000

- Formal thank you during all WIADs
- Announcement tweet at time of formalizing sponsorship + 20 tweets at time of your choosing and mentions globally
- Logo displayed on the footer of all pages of the 2017 WIAD site and all pages of our content library (WIAD, IAI).
- Partner paragraph on sponsor page.

LOGISTICAL SUPPORTER

\$10,000

- Formal thank you during all WIADs
- Announcement tweet at time of formalizing sponsorship + 10 tweets in the four weeks leading up to WIAD
- Logo displayed on the sponsorship page of the 2017 WIAD site and footer of every page of the WIAD site
- Logo displayed on all printed materials sent to WIAD locations. Displayed with text “Sponsored by [your company]”

** We are always open to tailoring the above levels to accommodate custom requests or different financial levels.*

GLOBAL SPONSOR LEVELS

FOOD & BEVERAGE PROVIDER

\$5,000

- Formal thank you during all WIADs
- Logo displayed near food or drink setup at majority of all WIAD locations
- Announcement tweet at time of formalizing sponsorship + 5 tweets in the four weeks leading up to WIAD
- Logo on sponsorship page of the 2017 WIAD site

SWAG SUPPLIER

\$3,000 + DIGITAL CODES

- Formal thank you during all WIADs
- Announcement tweet at time of formalizing sponsorship + 2 tweets in the four weeks leading up to WIAD
- Logo on sponsorship page of the 2017 WIAD site

** We are always open to tailoring the above levels to accommodate custom requests or different financial levels.*

THANK YOU.

READY TO POSITION YOUR COMPANY AS A LEADER IN IA?

Please contact:

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