World Information Architecture Day

February 20, 2016

@wiadtampa

worldiaday.org

wiadtampa.org

iainstitute.org

Thank you, <Sponsor Name>, for sponsoring World Information Architecture Day 2016.

We’re delighted that you’ve decided to invest in sponsorship of World Information Architecture Day. World IA Day 2015 was the biggest event in IA Institute history, and arguably in the entire history of information architecture.

World IA Day 2016 continues to grow with 71 locations internationally spanning 35 countries. Your participation in this year’s event may have a truly global impact.

In exchange for payment of $600 as a sponsorship fee, WIAD Tampa Bay agrees to provide the following consideration for the term of this contract date through March 1, 2016:

* A table at our venue to advertise products or services to attendees who are within your target market
* Promotion through our websites (local & global via rotating banner), through our social media accounts, on select printed materials, and mentions throughout the day of our event
* Up to 4 hours of free IA work to benefit your business

**WIAD Highlights:**

* Sponsorship agreement will run from date of payment through March 1, 2016
* World IA Day is the flagship event of the Information Architecture Institute (IAI), a 501(c)6 organization with over 1400 members, 11,000 followers on Twitter, 7,600 members of the IAI LinkedIn group and nearly 4,000 newsletter subscribers.
* World IA Day is about bringing the information architecture community together. We're fostering links within the local communities and on a global scale. We're sharing information, ideas, and research. And we're doing it through unconventional, exciting, and engaging IA events next February. We are a free event, open and accessible to the public.
* 2016 represents 71 participating cities with attendees from 35 countries across 6 continents.
* Attendees include information architects, user experience designers, scholars, students, content strategists, entrepreneurs, business leaders, developers and others interested in learning and discussing IA.

**Required Elements:**

Along with payment, provided by December 20th, 2015 the sponsor agrees to supply World IA Day representative with:

* Logo in RGB, CMYK, and Grayscale in .eps, .png or.ai format (preferred in vector)
* Tagline to appear, where appropriate, as deemed by the WIADTampa staff for the environment within which the sponsorship appears
* Link to appear with brand mention
* Names of company representatives staffing a table and number of lunches to provide.

**Payment Details:**

* Payment must be received by December 20, 2015
* By Check:  
  Pay to the order of World IA Day Tampa Bay in USD  
  Mail to: 6002 N 9th St, Tampa FL 33604
* By Credit Card (additional 2.9% processing fee will be added)

**Sponsorship Agreement Acceptance:**

**World IA Day Authorized Representative Signature**:

Printed Name:

Title:

Date:

**Sponsor Authorized Representative**:

Printed Name:

Title:

Date: