SPONSORSHIP OPPORTUNITIES

AUSMC
AMERICAN UNIVERSITY
SOCIAL MEDIA CLUB

SPONSORSHIP PACKAGES:

All packages are negotiable and all offers of sponsorship are welcome. We're looking forward to working with you and making the 2014 Social Learning Summit a huge success!

WHY SPONSOR? At last year's SLS13:

300+ attendees • 10,000+ tweets • Panel topics trended 6 times in DC • #SLS13 trended 3 times in DC

KILOBYTE: $250

- Acknowledgement in SLS program and email newletters in March, April, and May 2014 (one month before and after the conference)
- Social media recognition one week prior to event: at least one tweet and one Facebook post from Social Media Club account
- Optional exhibitor table in high traffic area at SLS

MEGABYTE: $500

ALL BENEFITS OF KILOBYTE SPONSORSHIP, PLUS:

- One one25px square ad on website for March, April, and May 2014 (one month before and one month after the conference)
- Social media recognition in week prior to event: at least three tweets and one Facebook post from Social Media Club Account
- Logo displayed on electric screens at the conference
- Logo on branding material including program and larger banner

GIGABYTE: $1000

ALL BENEFITS OF MEGABYTE SPONSORSHIP, PLUS:

- Naming rights to one event panel or speaker (Panel presented by "Your Company")
- Unlimited branding/marketing materials in panel room
- Personalized banner highlighting panel and your company
- One 450px wide banner ad on web site for March, April, May and June 2014 (one month before and two months after SLS)
- Display ad in two Social Media Club newsletters prior to SLS
- Social media recognition one week prior to event: at least five tweets and one Facebook post from Social Media Club account
- One blog post on the AU Social Media blog (written by either a club member or the company)
- Large logo displayed on electronic screens at SLS
- One time use of attendee list for post-SLS email marketing

TERABYTE: $5000
(LIMIT ONE)

ALL BENEFITS OF TERABYTE SPONSORSHIP, PLUS:

- Event naming rights (Social Learning Summit presented by "Your Company")
- Optional five minute welcome speech at SLS
- Sponsor logo on all SLS branding including program, banner, and name badges
- Social media recognition one week prior to event: at least ten tweets and one Facebook post from Social Media Club account
- Three blog posts on AU Social Media Club blog (written by either a club member or the company)
- Two-time access to attendee list for post-SLS email marketing

WE'RE EAGER TO GET STARTED AS SOON AS POSSIBLE!

If interested—whether to sponsor or to participate in the conference—contact us: sls@ausmcedu.org