



Pacific Northwest Association for Institutional Research & Planning
*Collaborations, Partnerships and Data Sharing:
A Path to Better Research*
2011 CONFERENCE

OLYMPIA, WASHINGTON
October 5-7

SPONSORSHIP OPPORTUNITIES

We Invite You to Become a Sponsor

The Pacific Northwest Association for Institutional Research and Planning (PNAIRP) is an international association of USA and Canadian researchers and planners that is affiliated with the Association for Institutional Research (AIR).

Sponsorship is a great opportunity to gain exposure and recognition for your products and services while networking with higher education professionals. PNAIRP's membership includes members from Oregon, Washington, Idaho, Alaska, British Columbia and the Yukon, which maximizes your exposure in the Pacific Northwest. On behalf of PNAIRP's membership the Executive Committee would like to invite you to review the enclosed sponsorship package and select the opportunity which best showcases your organization.

Event Details

OVER 80 ATTENDEES EXPECTED

This is a well-established conference which draws institutional research experts from Canada & the United States. Delegates represent the entire higher education system: colleges (2 and 4 year), universities, university colleges, state and provincial bodies.

VENUE

This year's conference will be held at the Red Lion Hotel

BENEFITS

PNAIRP is pleased to offer sponsors a number of flexible opportunities to contribute to the success of the conference while highlighting your services & products.

Major Sponsor - \$2500 (only one available)

- ◆ Exclusivity as presenting sponsor
- ◆ Acknowledgment in conference materials
- ◆ Company logo displayed visibly at plenary session(s)
- ◆ Opportunity to provide corporate products or materials (*production and shipping costs to be covered by sponsor*) for conference delegate package, limited to one item and one advertising piece (*max 8.5 x 11 double sided size*)
- ◆ Logo included in the conference program
- ◆ Website identification and linkage to sponsor's site from conference website
- ◆ Banner (*provided by sponsor*) displayed prominently in conference registration area
- ◆ Exhibit table with brochures, promotional products, etc.
- ◆ Two complimentary conference registrations, which includes invitations to attend the Thursday Night Social event

Please note all opportunities are listed in US Dollars

Gold Sponsor - \$2000: Thursday Night Social

- ◆ Company logo displayed visibly at the reception
- ◆ Opportunity to provide one piece of advertising material (*production and shipping costs to be covered by sponsor*) for conference delegate package (*max 8.5 x 11 double sided size*)
- ◆ Verbal acknowledgment
- ◆ Logo in conference program
- ◆ Website identification and linkage to sponsor's site from conference website
- ◆ Exhibit table with brochures, promotional products, etc.
- ◆ Two complimentary conference registrations which includes invitations to attend the Thursday Night Social event

Silver Sponsor - \$1000: Welcome Wine & Cheese Reception

- ◆ Signage (*provided by sponsor*) displayed prominently at the reception
- ◆ Verbal acknowledgment
- ◆ Logo included in the conference program
- ◆ Website identification and linkage to sponsor's site from conference website
- ◆ Exhibit table with brochures, promotional products, etc.
- ◆ One complimentary conference registration which includes an invitation to attend the Thursday Night Social event

Delegate Bag Sponsor - \$500 (only one available)

PLUS COST OF BAGS UNLESS PROVIDED BY SPONSOR

- ◆ Exclusivity as the delegate bag sponsor
- ◆ Logo on a satchel bag given out to each delegate (bags can be provided by sponsor or charged to sponsor at cost)
- ◆ Logo in conference program
- ◆ Website identification and linkage to sponsor's site from conference website

Refreshment Break Sponsor - \$500

(only two available)

- ◆ Exclusivity as refreshment break sponsor for one specific time slot
- ◆ Signage with logo at refreshment area(s)
- ◆ Logo in conference program

Conference Package Inserts - \$300

- ◆ Inclusion of company's brochure/flyer (*no larger than 8.5 x 11 double sided*) into the package given to all registered delegates
- ◆ Name listed in conference program

Gifts-In-Kind Draw Prizes

Gifts-in-kind are most welcomed. These will be used as draw prizes during the conference. Please consider adding a donation of any suitable product or service to your sponsorship. We will in turn add your name to the conference program and offer verbal acknowledgment when the draw is made.

Thank you for your consideration of a 2011 PNAIRP Conference sponsorship. We are sure you will find a suitable sponsorship option for your organization. We look forward to working with you to make your sponsorship a success.



Next Steps

SELECT YOUR OPPORTUNITY

Choose the sponsorship opportunity that best suits you

REGISTER AS A SPONSOR

Fill out and send the attached sponsorship application

DATES TO REMEMBER

August 31, 2011:
Deadline to submit sponsorship application and payment
September 12, 2011:
Deadline to submit art work/logo

PNAIRP

Pacific Northwest Association for Institutional Research & Planning

2011 Conference Sponsorship Application

Contact Information

Company Name: _____

Contact Name: _____

Address: _____

City _____

State/ Prov _____

Zip/Postal Code _____

Phone _____

Fax _____

Email _____

Website _____

Sponsorship Level

(please check the appropriate box)

- Major Sponsor \$2500
- Gold Sponsor (*Thursday Night Social*) \$2000
- Silver Sponsor
(Welcome Wine & Cheese Reception) \$1000
- Delegate Bag Sponsor \$500
 - I will be providing the bags
 - Please bill me for the cost of the bags
- Refreshment Break Sponsor \$500
- Conference Package Insert \$300
- Gift in Kind Donation

Please specify item(s) donated: _____

Method of Payment

All funds must be submitted in US funds. *Check made payable to PNAIRP*

Signature _____ Date _____

Submitting Your Application

Mail completed registration form and check to

Michael Moon, Ph.D., PNAIRP Treasurer
Institutional Research & Planning Support
Willamette University
900 State Street
Salem, OR 97301

Questions: Contact Tonya Benton at tbenton@highline.edu or
206-878-3710, ext. 3205

Dates to Remember:

August 31, 2011: Deadline for sponsorship application

September 12, 2011: Deadline for submission of artwork/logo

Once your sponsorship application is received you will be sent a confirmation with shipping details for your materials and booth requirements.

