

PACIFIC NORTHWEST ASSOCIATION FOR INSTITUTIONAL RESEARCH & PLANNING

2008 CONFERENCE



**TECHNOLOGY:
THE GOOD, THE BAD
AND THE UGLY**

OCTOBER 15-17

TACOMA, WASHINGTON

**SPONSORSHIP
OPPORTUNITIES**

We Invite You to Become a Sponsor

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, 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 90 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 exclusive Hotel Murano

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.

Please note all opportunities are listed in US Dollars

MAJOR SPONSOR (only one available) \$2500

- 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 x11 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
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GOLD SPONSOR: THURSDAY NIGHT SOCIAL \$2000

- Company logo displayed visibly at the dinner
- Opportunity to provide one piece of advertising material (production and shipping costs to be covered by sponsor) for conference delegate package (max 8.5 x11 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: WELCOME WINE & CHEESE RECEPTION \$1000

- 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
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DELEGATE BAG SPONSOR (1 ONLY) \$500 (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
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REFRESHMENT BREAK SPONSOR (5 AVAILABLE) \$500

- 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 8.5x11 double sided) into the package given to all registered delegates
 - Name listed in conference program
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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 2008 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 29th, 2008: Deadline to submit sponsorship application and payment

September 15, 2008: Deadline to submit art work/logo

PNAIRP

Pacific Northwest Association for Institutional Research & Planning

2008 Conference Sponsorship Application

October 15-17

TACOMA, WASHINGTON

Contact Information

Company

Name: _____

Contact Name:

Address:

City _____ State/ Prov _____ Zip/Postal
code _____

Phone _____ Fax _____

Email _____ Website _____

Sponsorship Level (please check the appropriate circle)

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.

Cheque made payable to PNAIRP

Charge Payment to the following card: American Express Master Card Visa

Credit Card Number _____ Expiry Date _____

Name as it appears on card _____

Signature _____ Date _____

Submitting your application

Fax: fax the completed registration form with credit card payment information to:

Heather Friesen, PNAIRP Treasurer

Fax: (250) 852-6261

Mail: Mail completed registration form and payment to

Heather Friesen, PNAIRP Treasurer

Institutional Planning & Analysis Director

Thompson Rivers University

Box 3010 Kamloops, BC Canada V2C 5N3

Questions: Contact Dorys Crespin-Mueller at dcrespin@tru.ca or (250)8285493

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

Dates to Remember:

August 29th, 2008: Deadline for sponsorship application

September 15th, 2008: Deadline for submission of artwork/logo