

2022 AKA Annual Leadership Workshop Sponsorship Packages

	Bronze	Silver	Gold	Platinum	Platinum+
Pre-Event Marketing					
Cost	\$500	\$1,000	\$2,000	\$3,000	\$5,000
Inclusion in Event Email Marketing Materials				x	x
Dedicated Attendee Email					x
50 Word Description in Pre-Event Email Marketing					x
25 Word Description in Pre-Event Marketing				x	
Landing Page Logo and Link (Top Tier)					x
Landing Page Logo and Link (Mid Tier)			x	x	
Registration Page Logo & Link (Top Tier)					x
Registration Page Logo & Link (Mid Tier)			x	x	
Social Media Promotion (Pre-Event)	x	x	x	x	x
Logo on AKA Website/ Workshop Page	x	x	x	x	x
Inclusion in Sponsor List on Twitter	x	x	x	x	x
Access					
Complimentary Ticket - Leadership Workshop	0	1	2	3	Staff
Complimentary Ticket - 1 Pre-Workshop	1	1	2	3	Staff
Marketing During Event					
Electronic Expo Booth			x	x	x
Sponsorship of a Session at the Workshop (see blue box)			x	x	x
Expo Booth Sizing			Mid	Mid	Large
Expo Booth Prioritization on screen			Mid	Mid	High
Mainstage Break Android (15 seconds)	1	1	1	2	3
Mainstage Break Android (30 seconds)				1	2
Mainstage Break Android (Prior to Fireside)					1
Sponsored Chat Messages					3
Social Media Promotion (During Event)		1	1	3	3
Post-Event Marketing					
50 Word Description in Post-Event Email					x
25 Word Description in Post-Event Email				x	
Social Media Promotion (Post-Event)					x
Logo in 4 issues of KT					x
Logo on workshop page of website	x	x	x	x	x
Post-Event Data					
Contact list of booth attendees			x	x	x
Access to attendee list				x	x
Access to event data				x	x
Access to event recordings				x	x

Gold , Platinum, and Platinum+ (choose a session to sponsor)

(Session Choice is on First Come, First Serve Basis)

Platinum + - Deans' Forum or any other session

Platinum - UG, G Network, Fireside Chat (or any \$1K Session of choice)

Gold - Any \$1K session

Session Listing	Sponsorship
Deans' Forum	\$ 3,000.00
Undergraduate Education Network Pre-Workshop Session	\$ 2,000.00
Graduate Education Network Pre-Workshop Session	\$ 2,000.00
Session 1 (Buckwalter Keynote)	\$ 1,000.00
Session 2 (Anderson & Panel on future of kinesiology)	\$ 1,000.00
Fireside Chat	\$ 2,000.00
Session 3 (DEI)	\$ 1,000.00
Session 4 (Round Tables)	\$ 1,000.00
Session 5 (Curricular Innovation)	\$ 1,000.00