

# 2023

## ASEE Research Leadership Institute

# SPONSORSHIP KIT

**March 6 – 8, 2023**

**Westin Arlington**



# OVERVIEW

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The ASEE's Engineering Research Council exists to support and enhance research in engineering, technology, computing, and applied science in educational organizations.

Since 2011, the ASEE Research Leadership Institute, formerly the Engineering Research Conference, has included exciting speakers and opportunities to connect with colleagues on topics critical to the success of research leadership.

Join approximately 130 associate deans, associate vice presidents/provosts, deans, and other university research leaders at this intimate networking event. To learn more about how to participate as a sponsor, see the below packages and a la carte items.

## VISIONARY | \$10,000

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### BENEFITS:

- Six (6) conference registrations.
- One (1) full page, 4C cover position ad in conference program. Specs and deadlines available upon reservation.
- Organization logo with hotlink displayed in Sponsors section of the RLI web site.
- Recognition in the conference program.
- Promotional display opportunity

**PLUS, non-exclusive rights to your choice of one of these premier events:**

### **Breakfast or Luncheon Monday, March 6th or Tuesday, March 7th**

Your sponsorship includes a 20-minute speaking opportunity for an organization executive or partner to discuss a topic relevant to the conference program (subject to program committee approval). Additional benefits include organization logo on 'Thank you' signage in the room, plus verbal recognition.



# LEADERSHIP | \$6,000

## BENEFITS:

- Four (4) conference registrations.
- One (1) full page, 4C ad in conference program. Specs and deadlines available upon reservation.
- Organization logo with hotlink displayed in Sponsors section of the RLI web site.
- Recognition in the conference program.
- Promotional display opportunity

## **PLUS, sponsorship of one of the following:**

### **Refreshment breaks, Monday, March 6th or Tuesday, March 7th**

Reserve the right to be recognized as a sponsor of this excellent networking opportunity. The morning and afternoon breaks will provide attendees with a needed respite between sessions and afford them the opportunity to network with colleagues. Benefits include organization logo on thank you signage. This opportunity is non-exclusive.

### **Name Badge Holders**

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on the name badge holder each attendee will receive upon registering. First come, first served. Exclusive opportunity.

### **Name Badge Lanyards**

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on the name badge lanyard each attendee will receive upon registering. First come, first served. Exclusive opportunity.



# EDUCATOR | \$3,500

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## BENEFITS:

- One (1) conference registrations.
- Organization name and logo, plus a link to organization web site, displayed in Sponsors section of the RLI web site.
- Recognition in the conference program.
- Promotional display opportunity

## ADDITIONAL OPPORTUNITIES

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### ASEE RLI Program

Leverage your sponsorship and increase your visibility to attendees by placing an ad in the conference final program. This schedule and agenda are used by all attendees as a daily guide and key to the event. Every activity, session, and event are listed in this informative guide. Deadlines and specs available upon reservation.

Available full-page positions:

**Cover Position: \$2,500**

**Full page, four-color: \$1,500**

### Branded Giveaway Item

This is your opportunity to reach the associate deans, associate provosts/presidents, deans, and other research leaders directly with customized content by placing your message directly in their hands! Reinforce your brand in the minds of conference attendees. Your organization marcom piece will be given to each attendee upon registering.

**Sponsorship Rate: \$2,000**

### Table Top Display

Interested in getting extra visibility during the meeting? The sponsorship includes a 6ft. skirted table with 2 chairs. Table does not need to be manned at all times, but materials will be accessible at all times. Please be advised recognition in sponsor signage, the website, and the program are not included.

**Sponsorship Rate: \$2,000**

## BECOME AN RLI SPONSOR TODAY!

Custom packages are available upon request. Contact **Ashley Krawiec, Director of Event Sales,** at [a.krawiec@asee.org](mailto:a.krawiec@asee.org).