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# IMPACT

## National Student Conference on Service, Advocacy, & Social Action

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### 2011 Sponsorship Packages

*We are currently recruiting sponsors for the 2011 IMPACT conference! Email [sponsorships@impactconference.org](mailto:sponsorships@impactconference.org) for more information or to hold your slot. See the great organizations who are sponsoring the conference on the [sponsors page](#).*

#### About IMPACT

The IMPACT Conference is historically the largest annual conference in the nation focused on engaging college students in service, advocacy and social action. This event builds on the legacy set forth by the COOL (Campus Outreach Opportunity League) National Conference and the Idealist Campus Conference, spanning an incredible 26-year history. We are excited that this year's conference will be held at Stetson University in DeLand, Florida on March 31-April 3, 2011. For more information on the conference, visit our website at [www.impactconference.org](http://www.impactconference.org).

Sponsorship of the conference is an essential piece to the success of the entire conference by providing sponsors with the opportunity to interact with the most active and engaged college students in the country while also helping the conference costs stay low making it accessible to more students. The conference has traditionally taken an innovative approach to sponsorship—rather than just asking sponsors to write a check, we are excited to invite our sponsors to be full participants in the IMPACT 2011! The real value of conference sponsorship is integration into the heart of service, advocacy and social action through your physical presence at the conference. This will inevitably lead to the development of meaningful and dynamic relationships with student leaders, campus staff, and other sponsors from across the country. It is a unique opportunity for organizations to expand their outreach and bolster their presence on college campuses from around the nation. The students who attend this conference are early adopters and civic trend-setters. There is no better way to reach college students who are passionate about creating a better world!

We're proud that the students who attend this conference typically represent a wide variety of demographics and interests including:

- Freshmen to seniors (highest concentration: juniors)
- Approximately 40 states each year
- Diverse issue areas: (highest concentrations: environment, community service, human rights, fair trade, education)
- Diverse approaches to social change (including service, advocacy, activism, and
- politics)

We are excited to announce that the IMPACT Conference has officially been designated 501c3 status. As a national non-profit, we are excited to continue our work with you in developing emerging college and university student leadership. Additionally, we are happy to provide sponsors with tax exempt receipts for their contributions to IMPACT 2011. Please do not hesitate to contact us with any questions about this new addition to our giving opportunities.

This year's Planning Committee wants to ensure that all of our sponsorship opportunities are as valuable to organizations as they are to attendees, and that they provide a way to build community among engaged college students and passionate organizations. To help sort through which sponsorship package might be best for you, below is a summary of available options and explanations of the various components of each package. Please don't hesitate to contact us with any questions about the process.

## Sponsorship Levels

### **All New: College and University Sponsor: \$100-\$500**

*College and universities are invited to support IMPACT 2011 through a series of gifts, this offer is only available to college and university sponsors.*

- \$100: Institution name featured as conference supporter in the conference program. \$200: Institution's name and logo featured in conference program.
- \$300: Institution is featured in the conference program through a 1/8 page advertisement.
- \$400: Institution is featured in the conference program through a 1/4 page advertisement.
- \$500: Institution is featured in the conference program through a 1/2 page advertisement.

### **Supporter Level Sponsor**

*\$600 by January 21, \$1000 after January 21*

- Exhibitor table at Opportunities Fair—includes table, chairs, and linen
- One complimentary conference registration
- Sponsor recognition on conference website via a hyperlink to website

### **Advocate Level Sponsor**

*\$1000 by January 21, \$1300 after January 21*

- Exhibitor table at Opportunities Fair—includes table, chairs, and linen
- One complimentary conference registration (all sponsors have the option to donate their complimentary registration to a college student participant for the 2011 conference)
- Sponsor recognition on conference website via a hyperlink to website Inclusion of materials in a conference flash drive, distributed to all conference attendees
- One invitation to the Campus Administrator Networking Event

### **Leader Level Sponsor**

*\$1300 by January 21, \$1600 after January 21*

- Exhibitor table at Opportunities Fair—includes table, chairs, and linen
- Two complimentary conference registrations (all sponsors have the option to donate their complimentary registration to a college student participant for the 2011 conference)
- Sponsor recognition on conference website via a hyperlink to website
- Inclusion of materials in a conference flash drive, distributed to all conference attendees
- Two invitations to the Campus Administrator Networking Event Logo or organization name projected or posted on-stage during opening session

### **Campus Administrator Networking Event Sponsor (only one slot available): \$5000**

- Exhibitor table at Opportunities Fair (in highly-visible location, )includes table, chairs, and linen
- Three complimentary conference registrations (all sponsors have the option to donate their complimentary registration to a college student participant for the 2011 conference)
- Sponsor recognition on conference website via a hyperlink to website
- Sponsor recognition on conference Facebook group page
- Inclusion of materials in a conference flash drive, distributed to all conference attendees
- Logo or organization name projected or posted on-stage during opening session
- Three invitations into Campus Administrator Networking Event
- Public recognition during the Networking Event
- Opportunity to give gift to Networking Event attendees (at sponsor's cost)
- Recognition and prime, highly-visible location during Networking Event

### **Opportunities Fair Sponsor (only one slot available): \$7500**

- Exhibitor table at Opportunities Fair (in highly-visible location, )includes table, chairs, and linen
- Three complimentary conference registrations (all sponsors have the option to donate their complimentary registration to a college student participant for the 2011 conference)
- Sponsor recognition on conference website via a hyperlink to website
- Sponsor recognition on conference Facebook group page
- Inclusion of materials in a conference flash drive, distributed to all conference attendees
- Logo or organization name projected or posted on-stage during opening session
- Three invitations to the Campus Administrator Networking Event
- Opportunity to post signage in the Opportunities Fair area
- Public recognition during all Opportunities Fair slots

### **Giveaway Sponsors (only three slots available): \$7000**

- Exhibitor table at Opportunities Fair (in highly-visible location, )includes table, chairs, and linen
- Three complimentary conference registrations
- Sponsor recognition on conference website via a hyperlink to website
- Sponsor recognition on conference Facebook group page
- Inclusion of materials in a conference flash drive, distributed to all conference attendees
- Logo or organization name projected or posted during opening session
- Three invitations to the Campus Administrator Networking Event
- Opportunity to post signage in the registration area (the entrance for all conference attendees)
- Choice of one of the following (first-come, first-served):
  - Printed Program: Full-page ad on the outside back cover of the printed program
  - T-Shirt: Logo on the sleeve of conference t-shirts, distributed to all conference attendees and featuring no other advertising
  - Flash Drive: Logo on outside of conference flash drive, plus prominent display of file inside drive

## **More Details on Sponsorship Components**

**Opportunities Fair:** Each year, the most energizing and exciting events of the weekend are the multiple Opportunities Fair sessions. This fair is much like a traditional exhibit hall, but with higher energy and more opportunity for sponsors to talk with students, campus administrators, and other nonprofit professionals about their work. There are several periods of time scheduled throughout the weekend for sponsors to table at the fair, and it is a great occasion to talk about your organization's work and ways for conference attendees to get involved. The best part of the Opportunities Fair is that the slots scheduled for this conference feature are dedicated times—there are no other events happening during that time, so conference attendees are free to browse the tables without having to take other programmatic elements into account.

**Campus Administrator Networking Event:** The Campus Administrator Networking Event is a time carved out especially for conference sponsors to connect with those folks who work on campuses (mostly in community services, service-learning, civic engagement, or career services offices). While we definitely want conference sponsors to connect with students throughout the weekend, this event offers a unique opportunity to connect with folks who are working on campuses in long-term capacities, and who often advise students about the plethora of opportunities to get involved with social change initiatives.

**Flash Drive:** Rather than providing conference attendees with tote bags stuffed with paper advertisements from conference sponsors, we go a more environmentally-friendly and technologically-savvy route. We will be providing all conference attendees a flash drive with one sponsor logo on the outside and an abundance of sponsor materials on

the inside. These flash drives will serve as a prime place to let attendees know a bit more about your organization's work, and they will also travel back home with attendees to their respective campuses—creating additional visibility for your organization.

**T-Shirt:** Conference t-shirts are the staple of any good student-oriented conference, and we're no exception! All conference attendees will receive a t-shirt at registration with your logo printed on it. There is only one t-shirt sponsor, so you can be sure that your logo will grab attention. Conference attendees will take these t-shirts back to their campuses with them, ensuring that your logo will have the eyes of students across the country.

**Printed Program:** The printed program is the guide to any well-organized conference. It is the companion booklet that helps attendees make decisions about which workshops to attend and where to find meals. Your logo could be on the back of that program, for all eyes to see—and with no other advertising competition whatsoever! The program is distributed to every conference attendee.

**Signage:** There are several opportunities to post or project signage with your organization's logo in the registration area and during the opening session of the conference. These two locations ensure that your organization will get visibility from all conference attendees during two exciting portions of the weekend!

**Facebook Group:** We all know that Facebook is dominating the college social market, and we're using the Facebook platform to connect with student attendees before, during, and after the event. The conference Facebook group will be a place for dialogue and a space for making connections with other participants—your logo can be added to this group for all to see, along with a link to your website.

### **Terms and Conditions of Sponsorship**

Sponsorship at the IMPACT Conference is geared toward nonprofit organizations that embrace social change and toward companies that embrace socially-responsible practices and policies. Sponsorship of the event is limited to these two categories, and more detail is available if your organization/company is not sure whether it fits these guidelines.

Participation in the IMPACT Conference is expected to be courteous and respectful. The conference attracts individuals and organizations which represent a wide variety of views and ideologies -- meaningful dialogue is encouraged, but disrespectful confrontation is not tolerated. Challenging others' viewpoints and asking questions is a hallmark of the conference, but must be undertaken in a spirit of respect and cooperation.