



ICFAD

INTERNATIONAL COUNCIL
OF FINE ARTS DEANS

S PONSORSHIP OPPORTUNITIES AND PARTNER ALLIANCES

Your company is invited to be a Sponsor of one of the many programs offered by the International Council of Fine Arts Deans. In doing so, your company's name will be prominently placed before hundreds of Deans and Associate Deans throughout the world who receive e-communication from ICFAD and who attend our Annual Conference in October.

Our Annual Conference

Each part of our Conference – from the Receptions to the Educational Program to the Lunch Programs – offers name-recognition opportunity. We hope you will agree that we have developed a sponsorship opportunity to serve every level of financial support. If your company would like to have an exhibit at the ICFAD Conference, as well as receive added name recognition benefit by sponsoring one of the Conference events, please consider the possibilities described here.

Each Conference sponsorship opportunity includes:

- Complimentary invitation to send one representative to meet our members and guests, throughout the day and evening of the Conference on which your sponsored event is being held
- Opportunity for additional representatives from your company to attend all Conference events, by registering for the Conference at the ICFAD Member rate
- A 6' table will be available for your team to display information about your company, at the event you sponsor
- An introduction and message of appreciation to your company from the podium, at the beginning of the event you sponsor
- Your company's name on Sponsor Recognition poster on display throughout the Conference
- Your company's name in all Conference printed and on-line promotions, beginning in the spring and running through the Conference
- Your company's name in all Conference e-mail promotions to Deans and Associate Deans throughout the nation and to many in other parts of the world, beginning in the spring and running through the Conference
- The opportunity to include something from your company at our Conference Registration Table (This can be a brochure or a promotional item with your company's logo on it, or both)
- Your company's one-page advertisement included in Conference registration materials – printed and electronic
- Your company's name, logo, introduction, and a link to your website on the ICFAD website, on our Sponsor Recognition page
- A list of attendees and their contact information, provided post-Conference to ensure full inclusion
- First opportunity to be the featured sponsor for the same program, the following year

In addition, the following opportunities and corresponding benefits are available:

Professional Development Workshops \$1,500

The day before our Conference begins, ICFAD offers its Deans the opportunity to arrive early for a full-day of smaller-group education with peers. Topics include Development (for Deans and members of their Development team); Mentoring Initiatives for New Deans (a very popular program intended to support Deans who have been in their positions for three years or fewer); and Fellows (an enrichment program for future Deans).

Welcome Reception Sponsor \$5,000

Meet and greet all who have arrived the day before the educational seminar, as the host of our Wednesday evening Opening Reception.

Breakfast Sponsor (two available – Thursday and Friday) \$2,500

The Thursday morning Breakfast before our program starts is where many people will pick up their Conference materials, and see their colleagues and friends for the first time. Your company can be part of the upbeat beginning of the main Conference day.

Morning Break Sponsor (two available – Thursday and Friday) \$1,000

Capture your audience while they are stepping out of the classroom area. The Deans are yours for meaningful conversation, while enjoying a break that your company has provided. They will certainly be appreciative.

Seminar Luncheon (two available – Thursday and Friday) \$4,000

The luncheon on Thursday is part of the educational program and features a speaker of national prominence.

Afternoon Break Sponsor (two available – Thursday and Friday) \$1,000

There are so many creative ways we can capture your audience's attention mid-day! An ice cream cart or a host of other fun ideas will energize the Deans as they continue with their education and networking. Your company can make the magic happen!

Celebrate the Arts Cocktail Reception \$5,000

This event is always well attended, and all appreciate the cocktails and hors d'oeuvres after a full day of seminars.

Closing Reception Sponsor \$5,000

Following two full days of education and idea- and resource-sharing with colleagues, Arts Deans are energized! Sponsoring the Closing Reception at ICFAD's Annual Conference is a great opportunity to deliver your company's marketing message with an enthusiastic and receptive audience.

Roundtable Presentation Sponsor (\$1,500)

On Thursday afternoon, Deans and Associate Deans participate in active dialog as part of our Roundtable Presentations: Timely Topics in the Arts. Each attendee has the opportunity to attend three, 30-minute sessions (with five minute breaks for transition, between).

Celebrate the Arts in our Host City (two opportunities of \$3,000 each, or) \$6,000

Join us as we board a private bus to tour and experience the arts in the city we are visiting. The half-day, Saturday excursion is a much anticipated opportunity for our Deans and Associate Deans to network together and explore what is happening in the arts in other parts of the country, in a relaxed setting.

Put Your Message in Writing

Your institution or company may clearly communicate your message to our Deans by placing your advertisement in our Program Book, produced annually and distributed at our Conference. This publication is a high-quality, four-color book that serves as a commemorative piece for each ICFAD Annual Conference. Full-page ads (7.75" wide x 10.25" high, no bleed) are available for \$1,000 and half-page ads (7.75 " wide x 5" high) are \$750. After each Conference, the program book is available to members throughout the year, on the ICFAD website.

In addition to companies selling products and services to ICFAD member institutions, our members themselves have used this opportunity to communicate with other institutions about new degree programs being offered, productions available, and more.

In-kind Sponsorship Opportunities

Each year, ICFAD turns to printers and other providers of products and services needed to make this Annual Conference a success, and offers opportunity for prominent promotion of your business throughout the weekend as the products and services you share are appreciated by our attendees. Examples include, but are not limited to:

Media Sponsor

Your company may build a web-based platform from which the Deans and Associate Deans attending the conference may download speaker materials, refer to Conference agendas, and read about and experience the services your company provides. At the Conference, your company's representative can be with our team hosting registration and showing the attendees how the website works and telling them more about the services your company provides.

Audio Visual Sponsor

Demonstrate the technical abilities of your company (as are needed in lectures and demonstrations) by providing equipment and a staff person to operate the equipment, during our educational seminar, attended by Deans and Associate Deans from around the globe.

Our Website Sponsor \$2,500

ICFAD's website includes a forum where our members communicate with one another, post job openings, and more.

- Exclusivity! We will only have one sponsor of our site, whose company logo, a paragraph introducing the products or services the company provides, and a link to its website will be included on the page of our site where members go to use the search engine (*i.e. probably our most popular page*). Note that the website includes a Sponsor Recognition page where others are listed. It is our intention to make this opportunity distinctively separate to serve your marketing interests.
- First opportunity to be the featured sponsor for the same program, the following year
- Your company's name and contact information on our website, with a link to your company's website, for one full year





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SPONSORSHIP AGREEMENT

My company would like to be the proud sponsor of:

- Professional Development Workshops \$1,500
- Welcome Reception Sponsor \$5,000
- Breakfast Sponsor
(two available – Thursday and Friday) \$2,500
 - Thursday \$2,500
 - Friday \$2,500
- Morning Break Sponsor
(two available – Thursday and Friday) \$1,000
 - Thursday \$1,000
 - Friday \$1,000
- Seminar Luncheon
(two available – Thursday and Friday)
 - Thursday \$4,000
 - Friday \$4,000
- Afternoon Break Sponsor
(two available – Thursday and Friday) \$1,000
 - Thursday \$1,000
 - Friday \$1,000
- Celebrate the Arts Cocktail Reception \$5,000
- Closing Reception Sponsor \$5,000
- Roundtable Presentation Sponsor (\$1,500)
- Celebrate the Arts in our Host City
(two opportunities of \$3,000 each, or) \$6,000
 - \$3,000
 - \$3,000
 - \$6,000
- Put Your Message in Writing

In-kind Sponsorship Opportunities

- Media Sponsor
- Audio Visual Sponsor
- Our Website Sponsor \$2,500

I understand that payment must be made in full, prior to the event.

Today's Date: _____

Contact Name: _____

Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please make your check payable to International Council of Fine Arts Deans and mail it to:
P.O. Box 331
West Palm Beach, FL 33402

OR

VISA MasterCard
Card Number: _____ Exp. Date _____

CCV Number: _____ Billing Zip Code: _____

Signature: _____

Questions? Please contact (561) 514-0810 or www.icfad.org