

**Brick City Homecoming Family Weekend – Gasser Lecture Series**

[October 16, 2015]

**Impact:** 500 attendees, plus on campus exposure to RIT alumni, families, students, and general public

**Event Exposure:**

**Print\*:** Rochester Business Journal, Democrat and Chronicle

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Event:** Day of media coverage, on campus radio, and signage

**Headline Sponsor Benefits: \$10,000**

- Speaking opportunities
- Mention in Press Release
- Access to VIP Meet and Greet
- 2 signed copies of Jerry Greenfield’s book
- Opportunity to offer ‘sponsor’ gift
- + all Supporting Sponsor benefits, (+5 tickets)

**Supporting Sponsor Benefits: \$5,000**

- Company logo feature in program, invitation and promotional materials
- Signage at event
- Option for Vendor Table
- 10 tickets to event (5 tickets)

**Power Your Potential** [March 2016]

**Impact:** Invitation sent electronically to all regional RIT alumni (include number), Audience mostly female business professionals

**Event Exposure:**

**Print\*:** Rochester Business Journal, Democrat and Chronicle

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Event:** Day of media coverage, on campus radio, and signage

**Headline Sponsor Benefits: \$7,500**

- Speaking opportunities
- Mention in Press Release
- Dinner with Keynote the night before
- 2 signed copies of speakers book\*
- Opportunity to offer ‘sponsor’ gift
- + all Supporting Sponsor benefits, (+4 tickets)

**Supporting Sponsor Benefits: \$2,500**

- Company logo feature in program, invitation and promotional materials
- Signage at event
- Option for Vendor Table
- 4 tickets to event

**RIT Entrepreneurs Conference** [October 23, 2015]

**Impact:** Attendance by 500+ students, entrepreneurs, alumni

**Event Exposure:**

**Print\*:** Rochester Business Journal, Democrat and Chronicle

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Event:** Day of media coverage, on campus radio, and signage

**Headline Sponsor Benefits: \$5,000**

- Speaking opportunities
- Mention in Press Release
- Recognition by the dean in welcome
- Opportunity to offer ‘sponsor’ gift
- + all Supporting Sponsor benefits, (+4 tickets)

**Supporting Sponsor Benefits: \$2,500**

- Company logo feature in program, invitation and promotional materials
- Signage at event
- Option for Vendor Table
- 2 tickets to event

**Speaker Series Sponsorship**

Become an Orange or Brown level sponsor for a partnership covering all Saunders events

**Orange Package \$25,000 (\$5,000 discount)**

- Headline sponsorship of all Saunders events
- Branding featured in all promotional activities
- Branding included in all event day materials, broadcasts, and social media
- Tickets to all events

**Brown Package \$15,000**

- Supporting sponsorship of all Saunders events
- Branding included in all event day materials and broadcasts
- Tickets to all events

Ask us about other sponsorship opportunities including the Simone Center for Innovation and Entrepreneurship Events.

\* Paid advertising exposure dependent on timing of finalized sponsorship; to be confirmed upon agreement.

**Executive Leaders Network** [2015/2016, twice a year]

**Impact:** 750 invitations sent to executive level alumni and friends, 70-100 attendees at each event

**Event Exposure:**

**Print\*:** Rochester Business Journal, Democrat and Chronicle

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Event:** Day of media coverage, on campus radio, and signage

**Headline Sponsor Benefits: \$2,500 (per event)**

- Speaking opportunities
- Company logo feature in invitation
- Mention in Press Release
- Signage at event
- Opportunity to offer 'sponsor' gift
- Dinner with keynote the night before event
- Seat at head table
- 2 tickets to event

**Discover Venture Creations** [February 2016]

**Impact:** 50 RIT students and alumni, Promoted among the RIT community

**Event Exposure:**

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Supporting Sponsor Benefits: \$1,000**

- Access to Venture Creations Incubator companies
- Speaking opportunities
- Company logo in promotional materials
- Signage at event
- 2 tickets to event

**Beta Gamma Sigma (BGS)** [May 2016]

**Impact:** Eligible Saunders College of Business students and their families (~100)

**Event Exposure:**

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Supporting Sponsor Benefits: \$1,000**

- Speaking opportunities
- Company logo feature in promotional materials
- Signage at event
- Logo presence at BGS Founders Day in February

**Taking Care of Business** [February 2016]

**Impact:** 50 RIT students and alumni, Promoted among the RIT community

**Event Exposure:**

**Online:** Saunders Website, Saunders Social Media (Twitter, Facebook, Instagram, YouTube)

**Supporting Sponsor Benefits: \$1,000**

- Speaking opportunities
- Company logo feature in all materials
- Signage at event

\* Paid advertising exposure dependent on timing of finalized sponsorship; to be confirmed upon agreement.

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- Branding included in all event day materials, broadcasts, and social media
- Tickets to all events

**Brown Package \$15,000**

- Supporting sponsorship of all Saunders events
- Branding included in all event day materials and broadcasts
- Tickets to all events

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