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

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

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.

Rochester Institute of Technology, founded 1829
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.

saunders.rit.edu/events