

A Proposal to Become

National Sponsor

of



Introduction

We are pleased to present this opportunity for your company to become a National Sponsor and an integral partner of the Association for Experiential Education. The Association for Experiential Education (AEE) began in the early 1970's on the belief that the core of learning is greatly enhanced by experiential forms of education. AEE currently has more than 1,500 individual, organizational and institutional members which translates into over 3,000 active participants in over 30 countries around the globe.

The Association for Experiential Education hosts numerous conferences throughout the year including an annual international conference, 8 regional conferences and a research and evaluation symposium. These events are a time for unparalleled professional development and renewal. Each year more than 1,500 experiential educators from around the world come together for unsurpassed networking, professional development, continuing education, and community building, with workshops, internationally recognized presenters, an exhibit hall, and world class entertainment.

Opportunity to Meet Your Objectives

The Association for Experiential Education is proud to invite your organization to become a National Sponsor to support the continued work and research of experiential education. Creating positive brand awareness is the foundation of this sponsorship proposal. As a National Sponsor, you will be recognized in all marketing, promotion, and public relations initiatives. Specifically, this proposal is designed to fulfill the following business objectives for your organization:

- ☆ Draw attention to you organization's commitment to the community.
- ☆ Establish a positive brand identity for your organization and create marketing experiences with both current and potential clients.
- ☆ Build a sense of pride among employees, their families and stakeholders through the role you company played in being a sponsor at the Association for Experiential Education's 10 annual events.

Sponsorship Rights & Benefits

As a National Sponsor of the Association for Experiential Education, your organization will be provided with a list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the rights your company will receive is outlined below. Other promotional ideas can be developed from this list.

Platinum Sponsor at the Annual International Conference

- Sponsorship of overall conference events which includes;
 - Verbal recognition during all general sessions
 - Prominent placement of organization's banner at event
 - Organization's name listed as event sponsor in Conference Program
- Organization's name and logo on conference save the date, brochure and poster
- Organization's name and logo included on all paid print advertisement
- Half-page ad in the conference brochure
- Full-page ad in the conference program
- Organization's name and logo included in conference program

- Organizations name and logo included on conference attendee bag
- Your promotional material included in attendee bags
- Large banner ad on the homepage of the AEE website for 60 days
- Organization's name and logo included on the AEE conference website with a link to your company's website
- Organization's name and logo included on all e-mail updates to conference attendees
- Opportunity for live or video presentation about your organization during the conference
- Exhibit space in a premiere sponsor location
- Four complimentary registrations to the conference
- One year Association for Experiential Education organizational membership

Presenting Sponsor at the 8 Regional Conferences and the Annual Research Symposium

- Organization's name and logo on conference save the date and brochure
- Organization's name and logo included in conference program
- Verbal recognition during conference
- Prominent placement of organization's banner at event
- Organization's name and logo included on the AEE regional conference website with a link to your Organization's website
- Organization's name and logo included on all e-mail updates to conference attendees
- Opportunity for a live or video presentation about your organization at the conference
- Complimentary registrations to the conference

An Extraordinary Marketing Value

The fee to become a National Sponsor of the Association for Experiential Education is \$15,000. The fee is complete and includes all rights and benefits outlined on the previous pages.

Thank You for Reviewing This Opportunity

Our sincere thanks for your consideration of this sponsorship proposal. We look forward to the opportunity to work with you on meeting your marketing objectives.

For more information on of this proposal contact:

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