EVENT INFORMATION

DATE: May 11-13, 2020

LOCATION: University of North Carolina at Wilmington, Wilmington, N.C.

EXPECTED ATTENDANCE: 400 +

DEMOGRAPHIC PROFILE: Advancement professionals—including executives, front-line fundraisers, alumni relations professionals, and advancement services employees—from the 17 campuses and 3 affiliates that make up the UNC System.

BRIEF DESCRIPTION: This annual event is the only event that brings together advancement professionals at all levels from across the UNC System to share their best practices, learn about emerging issues and innovative programs, and develop strategies to enhance the effectiveness of their advancement efforts.

VISIT WWW.NORTHCAROLINA.EDU/2020ADVSYMP FOR MORE INFORMATION
2020 UNC SYSTEM ADVANCEMENT SYMPOSIUM
SPONSOR PROSPECTUS

THE UNIVERSITY OF NORTH CAROLINA SYSTEM
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## Sponsorships at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In Advance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symposium attendee list</td>
<td>One week in advance</td>
<td>One week in advance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designated page on Symposium website and app for logo display (displayed by sponsor level)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Event sponsorship (based on availability)</td>
<td>University leadership dinner, symposium opening reception, symposium luncheon, or symposium networking tailgate</td>
<td>Day 2 or Day 3 Breakfast, Refreshment Stations</td>
<td>UNC Symposium Program App or Attendee Giveaway</td>
<td>Attendee Door Prize</td>
</tr>
<tr>
<td><strong>On-Site</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional development speaking opportunities, 60 minutes each including Q&amp;A*</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to submit proposals for breakout sessions*</td>
<td></td>
<td></td>
<td>Two breakout sessions of two different tracks</td>
<td>One breakout session</td>
</tr>
<tr>
<td>Special recognition and remarks by sponsor during plenary opening or closing</td>
<td>3 Minutes</td>
<td>2 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retractable banner is welcomed to be displayed outside of room during the allotted presentation time</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred exhibit placement</td>
<td>Premium Plus</td>
<td>Premium</td>
<td>Prominent</td>
<td>Complimentary</td>
</tr>
<tr>
<td>Private meeting suite</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allotted time in symposium schedule for sponsor booth visits</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Branded sponsorship signage locations</td>
<td>Hospitality venue; Main Ballroom; Plenary and Luncheon locations</td>
<td>Hospitality venue; Main ballroom; Plenary and Luncheon locations</td>
<td>Plenary and Luncheon locations</td>
<td>Plenary and Luncheon locations</td>
</tr>
<tr>
<td>Sponsor ad posted in app with up to 4 requests to pin to the top of the activity stream (The UNC System will determine the time of your post’s placement)</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile app invitation for independent social gathering</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile app logo, description, link to content and promoted posts</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad profiles in the printed program booklet</td>
<td>Two full-page</td>
<td>One Full-page</td>
<td>One Half-page</td>
<td>One Quarter-page</td>
</tr>
<tr>
<td>Full conference passes</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Sponsored swag and/or ad flyer in welcome package</td>
<td>●</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

* Presentations must be pre-approved by The UNC System.
SPONSORSHIP BENEFITS

PLATINUM

EXCLUSIVE SPONSOR BENEFITS

IN ADVANCE

- Symposium attendee list one week in advance
- Designated page on Symposium website and app for logo display *(displayed by sponsor level)*
- Event sponsorship based on availability *(University leadership dinner, symposium opening reception, symposium luncheon, or symposium networking tailgate)*

ON-SITE

- Up to 3 professional development speaking opportunities, 60 minutes each including Q&A *(Presentations must be pre-approved by The UNC System)*
- Special recognition and 3-minute remarks by sponsor during plenary opening or closing
- Retractable banner is welcomed to be displayed outside of presentation room during the allotted presentation time
- Premium Preferred exhibit placement
- Private meeting suite in or near the hospitality venue
- Allotted time in symposium schedule for sponsor booth visits
- Branded sponsorship signage in both hospitality venue and main ballroom, as well as plenary and luncheon locations
- Sponsor ad posted in app with up to 4 requests to pin to the top of the activity stream *(The UNC System will determine the time of your post’s placement)*
- Mobile app invitation for independent social gathering
- Mobile app logo, description, link to content and promoted posts
- Two full-page ad profiles in the printed program booklet
- Full conference passes for up to 6 staff members
- Sponsored swag and/or ad flyer in welcome package

SPONSORSHIP FEE: $20,000
SPONSORSHIP BENEFITS

GOLD

EXCLUSIVE SPONSOR BENEFITS

IN ADVANCE
- Symposium attendee list one week in advance
- Designated page on Symposium website and app for logo display (displayed by sponsor level)
- Event sponsorship based on availability (Day 2 or day 3 breakfast, refreshment stations)

ON-SITE
- Up to 2 professional development speaking opportunities, 60 minutes each including Q&A (Presentations must be pre-approved by The UNC System)
- Special recognition and 2-minute remarks by sponsor during plenary opening or closing
- Retractable banner allowed to be displayed outside of presentation room during the allotted presentation time
- Premium Preferred exhibit placement
- Allotted time in symposium schedule for sponsor booth visits
- Branded sponsorship signage in either hospitality venue or main ballroom, as well as plenary and luncheon locations
- Sponsor ad posted in app with up to 2 requests to pin to the top of the activity stream (The UNC System will determine the time of your post’s placement)
- Mobile app invitation for independent social gathering
- One full-page ad profile in the printed program booklet
- Full conference passes for up to 4 staff members

SPONSORSHIP FEE: $10,000
SPONSORSHIP BENEFITS

SILVER

EXCLUSIVE SPONSOR BENEFITS

IN ADVANCE

- Designated page on website and app for logo display (*displayed by sponsor level*)
- Sponsorship for UNC Symposium program app or attendee giveaway

ON-SITE

- Prominent Preferred exhibit placement
- Allotted time in symposium schedule for sponsor booth visits
- Branded sponsorship signage in plenary and luncheon locations
- Opportunity to submit proposals for up to two breakout sessions of two different tracks (*pre-approved by Symposium committee*)
- One half-page ad profile in the printed program booklet
- Full conference passes for up to 2 staff members

SPONSORSHIP FEE: $5,000
SPONSORSHIP BENEFITS

BRONZE

EXCLUSIVE SPONSOR BENEFITS

IN ADVANCE

- Designated page on Symposium website and app for logo display *(displayed by sponsor level)*

- Sponsorship for attendee door prize

ON-SITE

- Complimentary Preferred exhibit placement
- Allotted time in symposium schedule for sponsor booth visits
- Branded sponsorship signage in plenary and luncheon locations
- Opportunity to submit proposal for a breakout session *(pre-approved by Symposium committee)*
- One quarter-page ad profile in the printed program booklet
- Full conference pass for one staff member

SPONSORSHIP FEE: $2,500