



REGIONAL FORUMS

# 2020 IC3 REGIONAL FORUMS SPONSORSHIP OPPORTUNITIES



India +91 (91) 6787-3284



U.S. +1 (201) 626-6651



info@ic3conference.com



www.ic3regionalforums.com



# About

## IC3 Regional Forums

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Expected to attract 40-125 [average 75] delegates at each of the ~30 forums in 2020, the IC3 Regional Forums are a series of one-day events in high schools across India, Africa, South Asia, Southeast Asia, the Middle East and Oceania, organized by the IC3 Committees.

Hosted at local high schools, the IC3 Regional Forums provide an opportunity for learning and knowledge creation through breakout sessions, along with networking between counselors, teachers and principals from the local area and universities from across the globe.

The IC3 Regional Forums are aligned with IC3's mission to empower schools to build and maintain robust, well-resourced and research-oriented career and college counseling offices. The IC3 Regional Forums enable access for hundreds of schools that have limited resources for travel and training of their principals, teachers and counselors.

# Goals

## of IC3

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- Encourage dialogue and collaboration to support the role of school-based counseling that guides the ambitions of students and families seeking best-fit higher education institutions
- Build a community of like-minded professionals to encourage ethical, supportive and thoughtful contribution to the post-high school transition process
- Drive sustainable growth of high schools and universities through collaboration across countries

# At-A-Glance

## IC3 Regional Forums

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- Delegates include high school directors, principals and school-based counselors; university admissions representatives; organization representatives
- Each IC3 Regional Forum is a one-day event at a local school
- Program will include opening/closing addresses, breakout sessions and networking
- Some IC3 Regional Forums may have optional student interaction opportunities in the form of a student fair

# Reach

## the Right Community

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- Achieve brand awareness and recognition amongst this influential group of decision-makers and leaders in the higher education community
- Create a meaningful impact on high school counselors and/or international universities
- Capture attention through an influential platform that is relevant to your objectives and intended audience
- Help encourage growth and collaboration in this community, and support the IC3 Movement's goals

# 2020 Regional Forums Sponsorships



## Co-Host

\$25,000 • Available: 2

- Acknowledgment in the opening remarks at all IC3 Regional Forums attended
- Logo on website, social media and electronic marketing for all IC3 Regional Forums
- Branding projected on screen at all IC3 Regional Forums
- 1 exhibit table at each IC3 Regional Forum (~30 events)
- 1 full page program ad\*
- 1 IC3 Regional Forum registration at each IC3 Regional Forum (~30 events)



## Diamond

\$10,000

- Logo on website, social media and electronic marketing for all IC3 Regional Forums
- Branding projected on screen at all IC3 Regional Forums
- 1 half-page program ad\*
- Choose 15 IC3 Regional Forums and receive 1 complimentary registration for those events



## Ruby

\$7,500

- Logo on website, social media and electronic marketing for all IC3 Regional Forums
- Branding projected on screen at all IC3 Regional Forums
- 1 quarter-page program ad\*
- Choose 10 IC3 Regional Forums receive 1 complimentary registration for those events

## Sapphire

\$5,000

- Logo on website
- Mention in program booklet\*
- Choose 7 IC3 Regional Forums and receive 1 complimentary registration for those events

## Diversity & Access

\$5,000

The sponsorship will pay for 10 scholars to attend IC3 Regional Forums, including travel and accommodation as applicable.

- Logo on website
- 1 quarter-page program ad\*
- Choose 5 IC3 Regional Forums and receive 1 complimentary registration for those events

## Mobile App

\$5,000 • Available: 1

- Logo on website
- Sponsor logo on mobile app login screen
- 1 quarter-page program ad\*
- Choose 5 IC3 Regional Forums and receive 1 complimentary registration for those events

## Bags

\$5,000 • Available: 1

- Logo on website
- Sponsor logo and IC3 logo on IC3 Regional Forums bag [for all events]\*\*
- Choose 5 IC3 Regional Forums and receive 1 complimentary registration for those events

\* Ad artwork and/or logo must be provided by 15 December 2019.

\*\* Deadline to sign up for this sponsorship is 15 November 2019.

# 2020 Regional Forums Sponsorships



## Badge & Lanyard

\$5,000 • Available: 1

- Logo on website
- Sponsor logo and IC3 logo on IC3 Regional Forums badge [for all events]\*\*
- Choose 5 IC3 Regional Forums and receive 1 complimentary registration for those events

## Pen


\$2,000 • Available: 1

- Logo on website
- Sponsor logo and IC3 logo on IC3 Regional Forums pen [for all events]\*\*
- Sponsor to provide ~2,000 pens
- Choose 2 IC3 Regional Forums and receive 1 complimentary registration for those events

## Gifts & Giveaways

\$2,000

Choose your item [such as pins, water bottles, flash drives, other gift item/swag, etc.], for ALL 2020 IC3 Regional Forums

- Logo on website
  - Sponsor to provide ~2,000 gift items and ship to each location\*\*\*
  - Choose 2 IC3 Regional Forums and receive 1 complimentary registration for those events
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## Advertising Opportunities

### Full Page Program Ad

\$1,500

- 1 full page advertisement in program booklet [distributed to all participants at ~30 events]
- Artwork due 15 December 2019

### 1/2 Page Program Ad

\$900

- 1 half-page advertisement in program booklet [distributed to all participants at ~30 events]
- Artwork due 15 December 2019

### 1/4 Page Program Ad

\$500

- 1 quarter-page advertisement in program booklet [distributed to all participants at ~30 events]
- Artwork due 15 December 2019

\* Ad artwork and/or logo must be provided by 15 December 2019.

\*\* Deadline to sign up for this sponsorship is 15 November 2019.

\*\*\* Sponsor will ship the items to the IC3 Regional Forum Host School locations. The IC3 Regional Forums committee will provide attendance estimates for each event.

# 2020 Sponsorships

## At-A-Glance



	EVENT ACKNOWLEDGMENT	WEBSITE PRESENCE	SOCIAL + E-MARKETING PRESENCE	BRANDING ON SCREEN AT EVENTS	PROGRAM AD**	COMPLIMENTARY REGISTRATIONS	NOTES / OTHER
<b>SPONSORSHIPS</b>							
CO-HOST	●	●	●	●	Full Page	1 at <b>ALL</b> IC3 Regional Forums	1 exhibit table at each IC3 Regional Forum (~30 events)
DIAMOND		●	●	●	1/2 Page	1 at <b>15</b> IC3 Regional Forums	
RUBY		●	●	●	1/4 Page	1 at <b>10</b> IC3 Regional Forums	
SAPPHIRE		●			Mention	1 at <b>7</b> IC3 Regional Forums	
DIVERSITY & ACCESS		●			1/4 Page	1 at <b>5</b> IC3 Regional Forums	Sponsor 10 scholars' attendance, travel and accommodations
MOBILE APP		●			1/4 Page	1 at <b>5</b> IC3 Regional Forums	Sponsor logo on mobile app login screen
BAGS***		●				1 at <b>5</b> IC3 Regional Forums	Sponsor logo and IC3 logo on IC3 Regional Forums bag (for all events)
BADGE & LANYARD***		●				1 at <b>5</b> IC3 Regional Forums	Sponsor logo and IC3 logo on IC3 Regional Forums badge (for all events)
PEN***		●				1 at <b>2</b> IC3 Regional Forums	Sponsor to provide ~2,000 pens with sponsor logo and IC3 logo on IC3 Regional Forums pen (for all events)
GIFTS & GIVEAWAYS		●				1 at <b>2</b> IC3 Regional Forums	Sponsor to provide ~2,000 gift items and ship to each location*
<b>ADVERTISING OPPORTUNITIES</b>							
FULL PAGE PROGRAM AD					Full Page		Advertisement in program booklet (distributed to all participants at ~30 events)**
1/2 PAGE PROGRAM AD					1/2 Page		Advertisement in program booklet (distributed to all participants at ~30 events)**
1/4 PAGE PROGRAM AD					1/4 Page		Advertisement in program booklet (distributed to all participants at ~30 events)**

\* Sponsor will ship the items to the IC3 Regional Forum Host School locations. The IC3 Regional Forums committee will provide attendance estimates for each event.

\*\* Ad to be provided by 15 December, 2019.

\*\*\* Deadline to sign up for this sponsorship is 15 November 2019.

# 2020 IC3 REGIONAL FORUMS SPONSORSHIP AGREEMENT

All sponsors will receive acknowledgment prior to, during and after the IC3 Regional Forums through IC3 Regional Forums promotional materials, website, mobile app, and more (according to sponsorship category), and significant engagement with IC3 Regional Forums attendees/delegates in the exhibit areas, social and networking events, and beyond throughout the regional events.

Organizations are welcome to apply for multiple sponsorship packages. Please contact [partnerships@ic3conference.com](mailto:partnerships@ic3conference.com) with questions or to learn more about IC3 Regional Forums sponsorship opportunities.

## TERMS AND CONDITIONS

1. IC3 Regional Forums are organized by UnivAssist Inc. [the Company]. The Company does not endorse the programs, products, or services of the participating individuals/institutions/organizations.
2. The Company reserves the right, in its sole discretion, to accept or refuse sponsorship applications.
3. Applicant agrees to pay all fees, charges, and/or expenses covered in this contract on demand. In the event that the Company is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant. The laws of the state of New Jersey shall govern the validity of this Agreement without regard to conflicts of law principles.
4. Sponsors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or service providers in any display, parent or subsidiary companies excepted.
5. Sponsors will be invoiced upon receipt of application. The invoice amount will reflect a non-refundable deposit of 20% of the cost of sponsorship, which is due within 15 days of the application date. Final balance payment for sponsorship must be received within 60 days from invoice date. Failure to make payment by the aforementioned deadlines will result in cancellation of the sponsorship.
6. CANCELLATION POLICY: Within 15 days of application date: A sponsor can cancel without penalty within 15 days of application. 15-60 days from application date: A sponsor will be liable for 20% of the cost of sponsorship. 60 days from application date: A sponsor will be liable for payment of the full sponsorship fee to the Company.
7. If the sponsor is planning on attending the event, they must name one person to be their representative in connection with installation, operation, and removal of any exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the sponsor shall be responsible. The sponsor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
8. Applicant hereby agrees to indemnify, defend, and hold harmless the Company from any and all claims, demands, suits and liability for any damage, loss, harm or injury to any person or any property of the Applicant and its affiliates, officers, employees and its agents. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless the Company and its affiliates, subsidiaries, members, agents, directors, officers and employees against any claims or expenses arising out the use of the event premises.
9. Promotional activity is limited to the confines of space assigned by the Company.
10. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, the Company does not permit the videotaping of sessions at the meeting without express permission.
11. This document and its attachments represent the entire agreement between the Applicant and the Company and may not be altered unless mutually agreed upon in writing.
12. In the event that any provision of the Agreement or the application of any such provision to either the Company or the Applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.

# 2020 IC3 REGIONAL FORUMS SPONSORSHIP AGREEMENT

## SPONSORSHIP CATEGORY

## ORGANIZATION INFORMATION

### SPONSORSHIPS

CO-HOST: \$25,000

DIAMOND: \$10,000

RUBY: \$7,500

SAPPHIRE: \$5,000

ACCESS & DIVERSITY: \$5,000

MOBILE APP: \$5,000

BAGS: \$5,000

BADGE & LANYARD: \$5,000

PEN: \$2,000

GIFTS & GIVEAWAYS: \$2,000

ORGANIZATION \_\_\_\_\_

CONTACT FIRST NAME \_\_\_\_\_

CONTACT LAST NAME \_\_\_\_\_

DESIGNATION/TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

COUNTRY \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

### METHOD OF PAYMENT

CHECK       WIRE TRANSFER       CREDIT CARD

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

### ADVERTISING OPPORTUNITIES

FULL PAGE PROGRAM AD:  
\$1,500

1/2 PAGE PROGRAM AD: \$900

1/4 PAGE PROGRAM AD: \$500

AUTHORIZING SIGNATURE:

X \_\_\_\_\_

DATE \_\_\_\_\_

