




# CORPORATE SPONSORSHIP

## BENEFITS

Showcase your commitment to athletic trainers and set your organization or company apart as an IATA Corporate Partner.

- Connect with over 1,300 members through eBlasts and social media content.
  - Open rate over 45% for eBlasts.
  - Over 500 Facebook followers, 1,500 Twitter followers, and 100 Instagram followers.
  - Last quarter, 4,300+ website views and 25+ click-through to corporate sponsor page.
- Network and display your company's goods and services with athletic trainers at annual meetings and social gatherings.
- Strengthen your understanding of trends and issues facing athletic trainers in the state.
- Engage with athletic trainers on issues that are important to your organization.
- Build lasting relationships with athletic trainers and community members.

# Corporate Sponsorship Levels

	Bronze Level* \$500	Silver Level* \$1,500	Gold Level \$2,500	Elite Level \$5,000
Listed on IATA web page as a corporate sponsor	✓	✓	✓	✓
Custom banner ad (provided by corporate partner) displayed in IATA e-blast(s)	(1)	(1)	(4)	(6)
Educational announcement(s) sent to members via email	(1)	(2)	(3)	(4)
Verbal acknowledgment IATA annual business meeting	✓	✓	✓	✓
Booth space at annual meeting	20% discount	20% discount	✓	✓
Listed in the meeting program as a corporate sponsor	✓	✓	✓	✓
Logo, with direct link to website, listed on IATA web page as a corporate sponsor		✓	✓	✓
Access to free job postings on IATA website		(1)	(2)	(3)
Acknowledgment of sponsorship in IATA e-blasts			✓	✓
Announcements sent to followers on social media			(2)	(4)
Authorization to include a company or organization advertisement as an official corporate sponsor			✓	✓
Verbal acknowledgment, recognition, and opportunity to speak in front of members at the annual IATA business meeting				✓
Verbal acknowledgement of sponsorship at annual IATA President's Breakfast				✓
Access to designated room to host interviews at IATA annual business meeting				✓

## Silver Plus (\$2,000) please pick two of the following

- Acknowledgment of sponsorship in IATA e-blasts
- (1) Announcements sent to followers on social media
- Standard size booth space at IATA annual meeting

## Bronze Plus (\$1,000) please pick one of the following

- Logo, with direct link to website, listed on IATA web page as a corporate sponsor
- 15% discount on additional event (see page 3)

# Other Additional Sponsorship Opportunities

## Quiz Bowl Sponsor \$250

- Logo on signage at the quiz bowl
- Name and logo recognition in the promotional materials for the quiz bowl and at the beginning of each session
- Introduce your organization at the end of quiz bowl prior to final jeopardy and read the final question.
- Present the award to the winning team

## Student Symposium Sponsor \$500

- Logo on signage at the event
- Name and logo recognition in the promotional materials
- Present a topic (to be approved by the education committee)
- Introduce a speaker and address the students as a group at the welcome

## Professional Symposium Sponsor \$1,000

- Logo on signage at the event
- Name and logo recognition in the promotional materials
- Present a topic (to be approved by the education committee)
- Introduce a speaker and address the professionals as a group at the welcome

## Business Meeting and Lunch Sponsor \$500

- Logo on signage at the event
- Name and logo recognition in the promotional materials
- Recognition at the lunch in front of members

## NATM Outing Sponsor \$2,000

- Logo on signage at the event
- Name and logo recognition in the promotional materials
- Logo (along with IATA logo) included on give-away for attendees
- Introduction at the pre-game/event get together

## President Breakfast Sponsor \$500

- Logo on signage at the event
- Name and logo recognition in the promotional materials
- Invitation to the breakfast
- Address the group at breakfast

## Awards Sponsor \$1,000

- Logo on signage at the event
- Name and logo recognition in the promotional materials
- Organization name will be included on the award

## Research Sponsor \$250

- Verbal recognition by the president during the business meeting
- Verbal recognition when the grant is being awarded

## Booth Space at Annual Symposium \$250

- Opportunity to get in front of over 400 certified and student AT members at the annual symposium

## Educational eBlasts to IATA Members \$250

- Show your expertise in the field and provide educational material through our regularly scheduled eBlasts to members. (Maximum of 4 per sponsor)

## Social media announcements to IATA Members \$250/announcement

- Opportunity to showcase your commitment to the profession as well as connect members to your company / organization. One announcement will be pushed via all IATA social media platforms (Maximum of 4 per sponsor)
  - Over 1,500 Twitter Followers
  - Over 500 Facebook Friends
  - 100+ Instagram Viewers

# Corporate Sponsorship Letter of Agreement

Please indicate the sponsor level below that your company would like to contribute. Your partnership with the Indiana Athletic Trainers' Association helps support IATA education and scholarship programs.

- ELITE LEVEL .....\$5,000
- GOLD LEVEL.....\$2,500
- SILVER PLUS .....\$2,000
- SILVER LEVEL .....\$1,500
- BRONZE PLUS .....\$1,000
- BRONZE LEVEL .....\$500

## Other Additional Sponsorship Opportunities

- Quiz Bowl Sponsor .....\$250
- Student Symposium Sponsor.....\$500
- Professional Symposium Sponsor .....\$1,000
- Business Meeting and Lunch Sponsor.....\$500
- NATM Outing Sponsor .....\$1,000
- President Breakfast Sponsor .....\$500
- Awards Sponsor .....\$1,000
- Research Grant Sponsor .....\$250
- Booth space at Annual Symposium.....\$250
- Educational eBlasts to membership.....\$250 each (max 4)
- Social media announcement.....\$250 each (max 4)

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Company (preferred wording for IATA publications)

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Company/School Address

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City State Zip

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E-mail ( ) Phone ( ) Fax

## Make check payable to Indiana Athletic Trainers' Association

Return contract and check to: IATA  
125 West Market Street, Ste 300  
Indianapolis, IN 46204

Contact Kim Williams at e-mail: [kwilliams@thecorydongroup.com](mailto:kwilliams@thecorydongroup.com)