

# Sponsorship Prospectus

*6<sup>th</sup> Annual SNCR Symposium & Awards Gala*

**2011**



Society for  
New Communications Research

## **Overview**

Please join us in presenting the 6th Annual Society for New Communications Research Symposium & Awards Gala held on November 3-4 at the Harvard Faculty Club at Harvard University in Cambridge, MA.

This very special event will feature the presentation of the Society's Excellence in New Communications Awards, as well as new research from the SNCR Fellows. We are offering a limited number of sponsorship opportunities in conjunction with this event in order to provide our sponsors with a high level of visibility with this select group of thought leaders focused on the latest developments in media and communications from the worlds of business, media, and academia.

## **About the Society for New Communications Research**

The Society for New Communications Research (SNCR) is a global nonprofit 501(c)(3) research and education foundation and think tank founded in 2005 to focus on the advanced study of the latest developments in media and communications, and their effect on media and business models, communications, culture and society.

SNCR is dedicated to creating a bridge between the academic and theoretical pursuit of these topics and the pragmatic implementation of new media and communications tools and methodologies.

The Society's Fellows include a leading group of futurists, scholars, business leaders, professional communicators, members of the media and technologists from around the globe—all collaborating together on research initiatives, educational offerings, and the establishment of standards and best practices.

For more information, please email Gina Hernandez, SNCR Program Director at [gghernandez@sncr.org](mailto:gghernandez@sncr.org) or call (408) 825-9288.

# Sponsorship Opportunities

Solidify your thought leadership by aligning your company with the strategically focused, forward-facing content at the Society for New Communications Research Symposium and the best practices shared through the SNCR Excellence in New Communications Awards.

Sponsorship allows you to take a leading role in helping to bring this unparalleled content to the public and educate the attendees of this event.

## **SNCR Awards Gala Table Sponsorship Package - \$1,500.**

- Table for eight (8) at SNCR Awards Gala Dinner (Value: \$1,200.)
- Sponsorship acknowledgment on SNCR website with company logo and customize profile page
- Organization listed in Program Guide

## **Symposium & Awards Gala Silver Sponsorship Package - \$2,500.**

- Inclusion of logo and/or company name in all event marketing and public relations efforts
- Sponsorship acknowledgment on SNCR website with company logo and customize profile
- Logo and 100-word company description in Program Guide
- Inclusion in signage and graphics
- Marketing collateral provided in attendee kit
- Inclusion of logo and link in post-conference email blast sent to all attendees
- Two full event registrations, including Symposium and Awards Gala (Value: \$990.)

## **Symposium & Awards Gala Gold Sponsorship Package - \$3,500.**

- Inclusion of logo and/or company name in all event marketing and PR efforts
- Sponsorship acknowledgment on SNCR website with company logo and customize profile
- Logo and 100-word company description in Program Guide
- Inclusion in conference signage and graphics
- Marketing collateral provided in attendee kit
- Inclusion of logo and link in post-conference email blast sent to all attendees
- Three (3) full event registrations, including Symposium and Awards Gala (Value: \$1,485)

## **Symposium & Awards Gala Platinum Sponsorship Package - \$5,000**

### **(Limited availability)**

- 7-10 minute presentation from symposium stage: A perfect opportunity to make an announcement or demo your new product for the SNCR audience
- Logo and/or company name featured in all event marketing and PR efforts
- Sponsorship acknowledgment on SNCR website with company logo and customize profile
- Logo and 100-word company description and link on SNCR website and event marketing materials
- Logo and 100-word company description in Program Guide
- Inclusion in signage and graphics
- Marketing collateral provided in attendee kit
- Acknowledgments and mentions from stage
- Inclusion of logo and link in post-conference email blast sent to all attendees
- Four (4) full event registrations, including Symposium and Awards Gala (Value: \$1,950+)

## **Customized Sponsorship Opportunities**

We've outlined our ideas about how we can meet your marketing objectives at the SNCR Research Symposium & Awards Gala. We'd like to hear your ideas. Call us at (408) 825-9288 to discuss how we work together to design a customized sponsorship package to meet your specific needs.

*The Society for New Communications Research is a 501(c)(3) tax-exempt foundation.*

*30% of all sponsorships are tax deductible.*

# Event Sponsorship Contract

Please fax or email this agreement to:  
Society for New Communications Research  
Gina Hernandez, Program Director  
Email: [gghernandez@sncr.org](mailto:gghernandez@sncr.org)  
Fax: (408) 416-3929

**Organization Name: (exactly as it should appear in event materials):**

\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Country: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

URL: \_\_\_\_\_

**Principal Contact Name/Title:** \_\_\_\_\_

(Contact Information if Different than Above)

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Country: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Logistics/Sponsor Contact Name/Title:** \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Accounts Payable Contact Name/Title:** \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Select from the following sponsorship packages:**

**SNCR Research Symposium and Awards Gala Sponsorships**

- Table Sponsorship - \$1,500 \_\_\_\_\_
- Silver Sponsorship - \$2,500 \_\_\_\_\_
- Gold Sponsorship - \$3,500 \_\_\_\_\_
- Platinum Sponsor Package - \$5,000 \_\_\_\_\_

**Total Amount Due: \$ \_\_\_\_\_**  
***(30% of all sponsorships are tax deductible.)***

Sponsor Authorized Signature \_\_\_\_\_

Name/Title: \_\_\_\_\_

Date: \_\_\_\_\_

SNCR Authorized Signature \_\_\_\_\_

Name/Title: \_\_\_\_\_

Date: \_\_\_\_\_

This application to participate as a sponsor of the Society for New Communications Research Symposium & Awards Gala will become a contract upon submission based on the rates and rules governing the event and general information included on this contract and Sponsorship Prospectus.

A deposit of 50% of net sponsorship cost is due upon receipt of invoice. The remaining balance is due no later than October 1, 2011. In the event that the SNCR is not in receipt of payment as outlined above, we reserve the right to re-assign sponsorship participation. In the event of contract cancellation, SNCR shall determine the cancellation assessment. Cancellation does not relieve the sponsor of the obligation to pay the determined cancellation assessment fee.