

INQAAHE Event Sponsorship: a brief guide

INQAAHE organizes annual events for QA community and HE at large. It invites sponsors for investment in exchange for marketing at its events. The following sponsorship types and levels are possible:

- **Types:**
 - **Financial:** a sponsor offers physical currency to INQAAHE in exchange for promotions or other benefits as outlined in the sponsorship agreement.
 - **In-kind:** a sponsor provides goods or services instead of physical currency. In-kind sponsorships can range from a venue partner to sponsoring prizes/mementos, hosting dinners or other catering services, digital sponsorship (e.g. digital event platforms/spaces, an app for the event, poll questions, media walls, or live tweets), transportation and the like.
 - **Media:** media sponsors for the advertisement and publicity purposes of the event.
- **Levels:**
 - **Host Sponsor:** exclusive hosting of an INQAAHE event at a host facility
 - **Platinum Sponsor (USD 15000):** exclusive sponsorship of an event, including tabletop display, gala dinner and the like.
 - **Gold Sponsor (USD 10 000):** coverage of technical and other facilities at an event, including printing, publishing, catering for welcome session
 - **Silver Sponsor (USD 7000):** coverage of coffee breaks, special mementos
 - **Bronze Sponsor (USD 5 000):** coverage of transportation, tours
 - **Contributor (open):** donations toward a cause.

The packages are customizable to meet the goals of each sponsor and to ensure it works within planned budget. For more information, please, contact secretariat@inqaahe.org.

Benefits

	BENEFITS	HOST	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTOR
1	Sponsor name displayed as part of the official event name	✓	✓				
2	Welcome remark at the opening ceremony	✓	✓				
3	Special speech at the Gala Dinner	✓	✓				
4	Dedicated slot for a session/workshop at the event	✓	✓	✓			
5	Name and logo placement, displayed by sponsorship level, on all materials related to event	✓	✓	✓	✓	✓	
6	Prominent ad in Official Event Program	✓	✓	✓	✓	✓	
7	Logo placement on banners, which serve as backdrop in all photo opportunities	✓	✓				
8	Name recognition in all media releases related to events	✓	✓	✓	✓	✓	✓
9	Logo placement on the event page & calendar	✓	✓	✓	✓	✓	✓
10	Special acknowledgement on the INQAAHE web page for the event	✓	✓	✓	✓	✓	✓
11	Complimentary registrations	3	3	2	2	1	TBD
12	Logo placement at INQAAHE website (Partners area) for 1 year	✓					