

# THE VALUE OF SPONSORING ALUMINUM ASSOCIATION MEETINGS

Take advantage of our sponsorship opportunities to increase your company's visibility during Aluminum Association Spring and Annual Meetings, the premier gathering of aluminum industry leaders.

## **WHO** - CAN BUY THEM

Any Association member is welcome to purchase a sponsorship

## **WHAT** - ARE SPONSORSHIPS

A sponsorship puts your company name and logo on any of the events during the Annual or Spring Meeting and offers great exposure for your brand

## **WHY** - SHOULD I BUY

It generates greater name recognition and visibility for your company as well as helps us offset the full cost of producing these meetings

Buy sponsorships for two meetings now and get:

- More exposure- your logo will be on the first promotional email to the last
- 10% discount- commit to sponsoring at both meetings this year and receive a 10% discount on your combined sponsorship
- Less emails- from us regarding sponsorship opportunities

## **WHAT** - DO YOU GET

All sponsors receive

- Recognition throughout the meeting - at the registration desk, in the event app, in Chair's opening remarks, general session slides
- Logo placement on the registration website
- Recognition in full membership emails leading up to the meeting

See the attached list for what comes additionally with each sponsorship opportunity

## **WHAT** - IS NEW THIS YEAR

- Buy sponsorships for both the Spring and Annual meeting together
- More options: room key cards, wifi, welcome message, and dessert reception

## **HOW** - CAN I BUY ONE

Contact Francesca Licari ([flicari@aluminum.org](mailto:flicari@aluminum.org), 703-358-2990) with questions or to purchase a sponsorship

## **WHEN** - ARE THEY AVAILABLE

Sponsorships are available at the Annual and Spring Meetings

You can buy sponsorships prior to each meeting or buy sponsorships for both meetings at the same time

# SPONSORSHIPS 2018

## NETWORKING EVENTS

|                            | SPRING  | ANNUAL         | BOTH    |
|----------------------------|---------|----------------|---------|
| Monday Lunch               | \$5,000 | \$5,000        | \$9,000 |
| Monday General Session     | \$5,000 | \$5,000        | \$9,000 |
| Tuesday General Session    | \$5,000 | \$5,000        | \$9,000 |
| Wednesday General Session  | \$5,000 | \$5,000        | \$9,000 |
| Coffee Break (4 available) | \$750   | \$750          | \$1,350 |
| <b>ADDITIONAL OPTIONS</b>  |         |                |         |
| Member Gift                | \$3,000 | \$3,000        | \$5,400 |
| Banner Ad (2 available)    | \$2,000 | \$2,000        | \$3,600 |
| Welcome Message            | \$1,500 | Only in Spring |         |

# SPONSORSHIP BENEFITS

## NETWORKING EVENTS

### General Sessions

- Signage and logo placement at the event
- Special recognition in the opening remarks
- Opportunity to introduce the speaker and help with selection process

### Breakfasts and Lunches

- Signage and logo placement at the event
- Special recognition in the opening remarks

### Coffee Break

- Coffee break sponsorships are available for: Sheet and Plate, ATG, Casting and Recycling and Government Affairs
- Signage in the room of the committee meeting you are sponsoring
- Recognition during the committee chair's opening remarks
- Option to include small promotional items (to be provided by the sponsor, such as company pens or notepads) in the room

## ADDITIONAL OPTIONS

### Banner Ad

- Put your logo in the hands of everyone using our meeting app; your logo will appear across the top of the landing page of the app

### Member Gift

- Get your company logo placed with the member gift, given out to every meeting attendee

### Welcome Message

- Have your logo be the first thing attendees see when they turn on the TV in their hotel room. This sponsorship is a 1 day rental of a hotel TV channel where you can display your logo and a short written message to meeting attendees (language to be approved by the Association)