

**JAWS VIRTUAL CAMP  
December 4-6, 2020:  
Sponsor Recognition Opportunities**

**All sponsors will be recognized before the conference** on the CAMP webpage and through JAWS social media channels and email blasts, and may include items in the virtual conference swag bag, proportionate to the level of sponsorship.

**Tier 1 & 2 will be officially acknowledged as Media Sponsors**

**Tier 1 – \$500 (Media Sponsor level)**

Sponsors that opt for Tier 1 will receive:

**Digital program ad size:** 1/2 page

**Pre-CAMP:**

- Social media, email, website logo promotion as a Media Sponsor.
- 1 digital collateral for the digital swag bag.

**Tier 2 - \$750 (Media Sponsor level)**

Sponsors that opt for Tier 2 will receive:

**Digital program ad size:** 3/4 page

**Pre-CAMP:**

- Social media, email, website logo promotion as a Media Sponsor.
- 1 digital collateral for the digital swag bag.

**Tier 3 & 4 will be officially acknowledged as CAMP Advocates**

**Tier 3 – \$1,500**

Sponsors who select Tier 3 receive the benefits described in the previous Tiers (unless otherwise noted) plus:

**Digital program ad size:** Full page

**Pre-CAMP:**

- Social media, email, website logo promotion as a CAMP Advocate.
- 1 piece of digital collateral for the digital swag bag.

**During CAMP:**

- Featured on the conference page feed and in several rotating banners throughout the course of the event.
- A choice of one branded breakout room, lounge or virtual playground activity.
- 1 CAMP registration.

**Tier 4 – \$2,500**

Sponsors who select Tier 4 receive the benefits described in the previous Tiers (unless otherwise noted) plus:

**Digital program ad size:** Full page

**Pre-CAMP:**

- 1 piece of digital collateral for the digital swag bag or up to a 5-minute promotional video clip to include in the swag bag.
- Social media, email, website logo promotion as a CAMP Advocate

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**Tier 4 – \$2,500 (cont'd)**

**During CAMP:**

- Featured on the conference page feed and in several rotating banners throughout the course of the event.
- Opportunity to sponsor a specific session, with recognition on the slides and in the introduction.
- 2 CAMP registrations.

**Tier 5 & 6 will be officially acknowledged as CAMP Partners**

**Tier 5 – \$3,500**

Sponsors who select Tier 5 receive the benefits described in the previous Tiers (unless otherwise noted) plus:

**Digital program ad size:** Full page

**Pre-CAMP:**

- 1 piece of digital collateral for the digital swag bag or up to a 5-minute promotional video clip to share in your sponsored session and swag bag.
- Social media, email, website logo promotion as a CAMP Partner.
- Guest ad of 3-4 sentences and 1 logo in CAMP-related emails to registered and prospective attendees.

**During CAMP:**

- Featured on the conference page feed and in several rotating banners throughout the course of the event.
- Opportunity to sponsor a specific session, with recognition on the slides and in the introduction.
- 3 CAMP registrations.

**Tier 6 – \$5,000**

Sponsors who select Tier 6 receive the benefits described in the previous Tiers (unless otherwise noted) plus:

**Digital program ad size:** Full page

**Pre-CAMP:**

- 2 pieces of digital collateral for the digital swag bag or a 5-minute video clip to include in the swag bag.
- Social media, email, website logo promotion as a CAMP Partner.
- Guest ad of 3-4 sentences and 1 logo in CAMP-related emails to registered and prospective attendees.

**During CAMP:**

- Opportunity to sponsor a day at CAMP, with recognition on the slides and during the introduction of each session.
- Opportunity for an organization representative to welcome the attendees at the start of the day that is sponsored.
- Up to a 5-minute highly interactive welcome video shared prominently on the conference website for the day sponsored, and a link sent to all attendees in daily communications featured for that day.

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**Tier 6 – \$5,000 (cont'd)**

- Opportunity for an organization representative to welcome the attendees at the start of this day of the conference.
- A speaking opportunity during the event. This can take many forms, including Q&A sessions, a 30-minute slot to promote their brand on the virtual stage, and sharing case studies, followed by discussion, with the attendees.
- 4 CAMP registrations.

**Tier 7 – Official CAMP Sponsor – \$10,000**

The sponsor that selects Tier 7 will receive the benefits described in the previous Tiers (unless otherwise noted) plus:

**Pre-CAMP:**

- Press release promoting company as the main sponsor of the conference.
- 2 pieces of digital collateral for the digital swag bag.
- 5-minute welcome video clip to be prominently promoted on our main conference web page and in swag bag.
- Guest ad of 3-4 sentences and 1 logo in CAMP-related emails to registered and prospective attendees.
- Interview with an organization representative posted on the JAWS website and linked in JAWS' monthly newsletter.
- Co-branded virtual backdrop that attendees can use during the conference and on their social media.

**Digital program ad size:** Full page

**During CAMP:**

- Recognized as Official CAMP Sponsor during all sessions, including logo on slides.
- Opportunity for an organization representative to welcome the attendees at the start of the conference.
- A 60-minute customized session with attendees (must be relevant to the theme of the conference).
- A sponsored 90-minute branded ethnic cooking demo open to all attendees.
- 6 CAMP registrations.

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**A La Carte Package Options:**

- 1 piece of digital collateral for the digital swag bag: \$100
- Social media, email, website logo promotion: \$300 (media sponsor level)
- Banner with logo throughout the course of the event: \$300 (media sponsor level)
- 5-minute promo video clip featured in the digital swag bag: \$300 (media sponsor level)
- Sponsored and branded breakout room or lounge: \$1,000
- Sponsored and branded 60 minute virtual playground activity (Jazzercise, meditation, cocktail mixology demo, and so on): \$1,000
- CAMPSide Chats
  - 30-minute Q&A with the attendees: \$1,000
  - 30-minute live product demo: \$1,000
- T-shirt or mask sponsor (with logo branding): \$4,000
- Other branded tchotchkes to be mailed to attendees: prices vary

Is there something that you would like to do, but it's not included in our tiers or on our list? Let us know and we can talk about it! Contact Eloiza Altoro, JAWS Interim Executive Director at [director@jaws.org](mailto:director@jaws.org) or 414-333-6716.

**Please note:** All sponsorship offerings, including final marketing materials, promo videos and presentations are subject to JAWS approval.