

URMIA'S 55TH ANNUAL CONFERENCE

NEW ORLEANS | SEPTEMBER 28–OCTOBER 2, 2024



2024 SPONSORSHIP GUIDE

BE A PART OF URMIA'S 55TH ANNUAL CONFERENCE!

Your support allows URMIA to offer the highest quality educational programs and promote effective risk management practices.

Thank you for your support and involvement in URMIA.

**NEW SPONSORSHIPS AT
EVERY LEVEL AVAILABLE**

www.urmia.org/sponsorship

BENEFITS OF SPONSORSHIP

INCREASE YOUR VISIBILITY IN THE FIELD OF HIGHER EDUCATION RISK MANAGEMENT

URMIA is the only association dedicated solely to the practice of higher education risk management. Investing in URMIA's hybrid annual conference gives you the opportunity to communicate your message, services, and products to this targeted audience from more than 800 institutions of higher education.

URMIA's mission – to advance the discipline of risk management in higher education – depends on the generous support of organizational sponsors and supporters. Annual conference sponsorship gives you access to the largest gathering of those in higher education risk management and insurance, and raises your visibility with all URMIA members.

HIGH IMPACT: RECOGNITION FOR ALL SPONSORS

URMIA recognizes all sponsors' commitment to higher education risk management before, during, and after the annual conference. Each sponsor receives:

- Recognition on the URMIA conference website with a link to the sponsor's website
- Recognition in pre-conference marketing and the conference onsite programs, signage/banners, and sponsor slideshow shown in general and educational breakout session rooms
- Optional, unstaffed sponsor information table for displaying company materials and promotional items at the conference for tier 3 and above sponsors
- Name badge ribbon denoting "Sponsor"
- Access to the registered attendee list (Name, Organization, Location)

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

2024 URMIA ANNUAL CONFERENCE

SEPTEMBER 28-OCTOBER 2, 2024 | NEW ORLEANS

The URMIA Annual Conference is the industry's premier face-to-face and virtual educational and networking forum for risk managers and companies whose focus is higher education. As a sponsor, you can increase your brand recognition among risk management professionals and have access to key decision makers in the field of higher education risk management.

GENERAL INFORMATION:

- Sponsorships are available on a first-come, first-served basis. Prior year's sponsors have priority.
- Sponsorship opportunities and amounts may change as programming is finalized. We will work with sponsors to find an appropriate sponsorship alternative, if needed.
- Solicitation of conference attendees is strictly prohibited. Sponsors should refrain from sending mass communications.



DID YOU KNOW?

URMIA offers year-round professional development on several platforms. We invite you to consider becoming a content contributor.

www.urmia.org/contributecontent

DID YOU KNOW?

URMIA is the only association dedicated solely to the practice of higher education risk management. Whether face-to-face or virtual, investing in URMIA gives you the opportunity to communicate your message, services, and products to this targeted audience from more than 800 institutions of higher education, 130 companies serving higher education, and 2,900+ individuals.

URMIA's mission to advance the discipline of risk management in higher education depends on the generous support of our affiliate sponsors and supporters. Sponsorship of our 2024 hybrid conference gives you access to the largest gathering of our members for the year and stretches beyond with a virtual component as well as recordings that live on in the URMIA library. All this raises your visibility to all URMIA members.

BECOME A SPONSOR TODAY!

INTERESTED IN EXPLORING SPONSORSHIP OPPORTUNITIES?

Let us help you find a perfect match!

Contact the URMIA Office:

812.727.7130

urmia@urmia.org



PLATINUM

\$35,000+

Platinum-level sponsorship offers the sponsoring company the highest level of visibility. This sponsorship level is achieved through sponsoring a combination of events/items totaling \$35,000+.

Benefits:

- All opportunities listed in tiers 1, 2, and 3
- 30-second sponsor video played during a general session
- Digital banner on conference mobile app
- Dedicated social media post

TIER 1

\$20,000+

Benefits:

- All opportunities listed in tiers 2 and 3
- Large logo placement in all presentation areas
- 150-word description with logo on URMIA website
- Large logo placement inside marketing materials
- Full table, unmanned, at in-person conference and private virtual space in the conference app

TIER 2

\$10,000+

Benefits:

- All opportunities listed in tier 3
- Medium logo placement in all presentation areas
- Medium logo placement inside marketing materials
- Half table, unmanned, at in-person conference and option to add virtual space in the conference app

TIER 3

\$5,000+

Benefits:

- Small logo placement in all presentation areas
- Name placement in marketing materials
- Inclusion of a small (4 oz. or less) promotional item in virtual registrants' pre-conference mailer and added to the onsite attendees' conference bag
- One-third table, unmanned, at in-person conference
- Serve as a moderator for a conference session

URMIA SUPPORTERS

\$1,500–\$4,999

Choice of one of the following benefits:

- Table in sponsor/raffle area
- Inclusion of a small (4 oz. or less) promotional item in virtual registrants' pre-conference mailer and added to the onsite attendees' conference bag
- Serve as a moderator for a conference session

FRIENDS OF URMIA

\$500–\$1,499

This category is open for you to customize your commitment based on your ability to support the URMIA mission and assist in underwriting programs. This can be a stand-alone sponsorship or one that is combined with other commitments to elevate your benefits to higher tiers. Recognition is provided alongside the opportunity supported. A combination of multiple commitments could elevate your benefits to levels as described in tiers 1, 2 or 3 above.

SPONSORSHIPS: EVENTS/ITEMS/EXPERIENCES

TIER 1 (MEMBER/NON-MEMBER PRICING)

\$20,000+

GENERAL CONFERENCE SPONSOR - TIER 1 . . . \$20,000/\$30,000

Enjoy tier 1 level benefits as a general sponsor of the annual conference.

CONFERENCE BAG . . . \$25,000/\$32,000

Sponsor's logo will be displayed prominently on the bags given to all conference attendees.

CLOSING EVENING EVENT - COCKTAILS & DINNER . . . **SOLD** . . . \$26,500/\$35,000

A perennial favorite of conference attendees, this signature event highlights the host city and is included with a full conference registration. This sponsorship supports the evening's dinner and cocktail service. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

GENERAL SESSION . . . \$20,000/\$30,000

The conference committee selects the keynote speaker based on the overall program. Sponsor will have the opportunity to introduce the speaker. Includes streaming to virtual registrants.*

OPENING RECEPTION . . . **SOLD** . . . \$21,000/\$30,500

The opening reception kicks off the annual conference with style. The event is the perfect opportunity for attendees to reconnect with old friends and meet new ones and is included with a full conference registration. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

TIER 2 (MEMBER/NON-MEMBER PRICING)

\$10,000-\$19,999

GENERAL CONFERENCE SPONSOR - TIER 2 . . . \$10,000/\$15,000

Enjoy tier 2 level benefits as a general sponsor of the annual conference.

INTERNET CONNECTION FOR ATTENDEES . . . \$15,750/\$21,000

As the exclusive wireless internet provider at the conference, the sponsor's name can be assigned as the Wi-Fi password.

LUNCHEONS (2 available) . . . \$15,750/\$21,000

Conference luncheons include educational and networking opportunities and are open to all full conference registrants. Sponsor will be recognized during event and introduce session.*

HOST A HAPPY HOUR NETWORKING PRIOR TO MEET & GREET OR CLOSING EVENT . . . \$15,000/\$20,000

Cheers to another successful URMIA program! You can host your very own happy hour and invite attendees that you've met throughout the day/program, or those that you've wanted to meet and haven't gotten the chance to. Utilize this benefit to expand your inner business circle to finish out the day. Sponsor has reserved meeting space for a 60-minute reception complete with cash bar and snacks. Option for host bar at additional cost of consumption.

CAREER CENTER/FAIR . . . **SOLD** . . . \$15,000/\$20,000

Be URMIA's career center sponsor and receive recognition throughout the year! URMIA's online career center allows employers to list open positions and job seekers to post resumes and apply for jobs. In addition to the online center, URMIA will host a career center area at the conference branded with the sponsor's logo. The sponsor also receives a 200 x 200-size logo in the onsite center. Experience our career center for yourself at careers.urmia.org.

MOBILE APP . . . **SOLD** . . . \$10,000/\$15,000

In-app visibility with one in-app banner, one push notification to onsite and virtual attendees, and use of one dedicated video room that can be staffed during the entire event or at designated times to network with attendees or have small group conversations.

PRESIDENT'S RECEPTION . . . **SOLD** . . . \$10,500/\$16,000

This invitation-only event welcomes newcomers to meet URMIA's leaders and conference committee in a more intimate, casual environment. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

HOTEL KEY CARD/WALLETS . . . **SOLD** . . . \$10,500/\$16,000

Sponsor's custom key card or key wallets will be distributed to all attendees at the conference hotel.

BREAKFASTS (3 available) . . . \$10,500/\$16,000

Conference breakfasts include educational and networking opportunities and are open to all onsite full conference registrants. Sponsor will be recognized during event.*

RELAXATION STATION . . . **SOLD** . . . \$10,500/\$16,000

This area offers attendees a moment of Zen to recharge, including chair and/or foot massage. Sponsor has the option to provide therapists with branded t-shirts and provide logo items specific to the event.*

LANYARD SPONSORSHIP . . . **SOLD** . . . \$10,000/\$15,000

A great opportunity for visibility! Sponsor's logo will be displayed on conference attendee name badge holder or lanyards.

* Event signage provided by URMIA

TIER 2 CONTINUED (MEMBER/NON-MEMBER PRICING)

\$10,000-\$19,999

SOCIAL MEDIA **SOLD** \$10,500/\$16,000
Sponsor will be recognized on event social media board displayed near onsite registration, as a page of the event website, and as the homepage of the conference website during live event.

PROGRAM BOOKS **SOLD** \$10,000/\$15,000
Sponsor's logo will be included on front page and title page of onsite conference program book.

BE THE CHANGE EXPERIENCE SPONSOR - INTERN, CONFERENCE, MEMBERSHIP **SOLD** \$10,000/\$15,000
In support of the association's DEIB efforts, funding could impact three individuals and their institutions. Sponsorship would fund a total of three scholarships that impact URMIA's DEIB initiatives with recipients from Minority-Serving Institutions. The three separate scholarships support an internship at a member institution, an annual URMIA membership, and attendance for an individual to the annual conference. This could be one sponsor or four sponsors at \$2,500 each.

SUPPORT AN EDUCATIONAL TRACK (Tier 3) \$7,500/\$12,500
Position your brand as a supporter of a track of education identified by the annual conference programming committee. The track includes at least two 60-minute sessions available to all attendees and a 30-minute flash session to in-person attendees. Banner stand for that room/topic that day would indicate sponsor support. Sponsor has option to serve as moderator for sessions in that track. **NEW**

TIER 3 (MEMBER/NON-MEMBER PRICING)

\$5,000-\$9,999

GENERAL CONFERENCE SPONSOR - TIER 3 \$5,000/\$5,250
Enjoy tier 3 level benefits as a general sponsor of the annual conference.

URMIAfit 5K WALK/RUN/ROLL **SOLD** \$5,250/\$7,000
Help us create a wonderful event with a fitness focus for the URMIA community. Sponsor logo located on runner bib and gift for event participants. Sponsor will have the opportunity to be at the start/finish line.*

HYDRATION STATION **SOLD** \$7,500/\$10,000
Make sure attendees know who is quenching their thirst with a logo on our conference water bottle and signage located near water stations.

URMIAfit TRACKER & WELLNESS CHALLENGE \$7,500/\$10,000
Be the sponsor who encourages personal well-being activities while at the conference. QR codes will be available at URMIAfit formal events and participants can also log points to climb the leader board by logging their daily step count, writing in a gratitude journal, connecting socially with others in the well-being challenge (identified by a ribbon on their name badge) and stopping by the wellness table. Sponsor is encouraged to provide a wellness-themed giveaway in the attendee bag and provide prizes for winners. **NEW**

NEWCOMER WELCOME GIFT \$5,775/\$7,500
Gift item varies by year and will be discussed with sponsor.

HOSTED REFRESHMENTS AND REFRESHERS

BREAK TIME \$5,250/\$7,000
During a break in your busy day of URMIA learning, allocate a few minutes of free time to fuel up with a healthy snack and exciting conversation. Ask other attendees about what similar sessions you've attended or plan to later in the day! Who was your favorite speaker so far? What tool have you picked up to put in your tool belt? Sponsor has space complete with snacks.

URMIAfit \$5,250/\$7,500
Each morning, attendees are invited to start their day right with this energizing fitness program.

GOLF OUTING **SOLD** \$5,250/\$7,000
This annual tradition offers the golfers in our group a great chance to see old friends or meet new ones before the conference kicks off.

CHARGING STATION **SOLD** \$5,250/\$7,000
Sponsor's logo will be displayed at all charging stations at the event.

NEWCOMERS' SESSION **SOLD** \$5,250/\$7,000
Make a great first impression at this special session welcoming URMIA's newest members and first-time conference attendees. Sponsor will be recognized during event.

BREAKS (7 available) \$5,250/\$7,000
Session breaks offer attendees a chance to refuel between conference sessions. Signage will display collective sponsor logos.

EXPERIENTIAL LEARNING OPPORTUNITIES \$5,250/\$7,000
Experiential Learning Opportunities (ELO) are designed to advance conference objectives giving attendees additional content-rich experiences that enhance learning and provide a forum to engage with each other. By giving participants the opportunity to see and explore projects on local campuses or risk management-related attractions in the community, ELOs connect URMIAans to the association, the city, and each other. Registration is offered for a separate fee. Sponsor has opportunity to submit idea for tours and host them.

HOST A MORNING COFFEE CHAT - FOR VIRTUAL OR IN-PERSON ATTENDEES \$5,250/\$7,000
Start your morning chatting with some new friends in a Networking Lounge. Grab a beverage and talk about what you're most looking forward to at the URMIA conference.

URMIA SUPPORTERS (MEMBER/NON-MEMBER PRICING)

\$1,500–\$4,999

URMIA SUPPORTERS \$1,500–\$4,999

This general event sponsorship allows sponsors to select their desired level of support.

ANNUAL CONFERENCE

SCHOLARSHIP FUND (5 available). \$2,500/\$3,000

Sponsorship supports scholarships for selected members who apply for financial assistance to attend the annual conference.

FRIENDS OF URMIA

\$500–1499

This category is open for you to customize your commitment based on your ability to support the URMIA mission and assist in underwriting programs. This can be a stand-alone sponsorship or one that is combined with other commitments to elevate your benefits to higher tiers. Recognition is provided alongside the opportunity supported. A combination of multiple commitments could elevate your benefits as described in tiers 1, 2 or 3 above.

FRIENDS OF URMIA \$500

This general sponsorship allows sponsors to select their desired level of support.

URMIAcares COMMUNITY SERVICE EVENT \$500

Open to multiple sponsors, this supports URMIA attendees' opportunity to give back to our host community in pre-conference activities.

ASSOCIATION RECOGNITION ADD-ONS

Add-ons occur outside of the annual meeting and can be combined with a sponsored item of the annual conference to achieve a higher level of sponsorship recognition.

EMERGING RISK SERIES. \$25,000

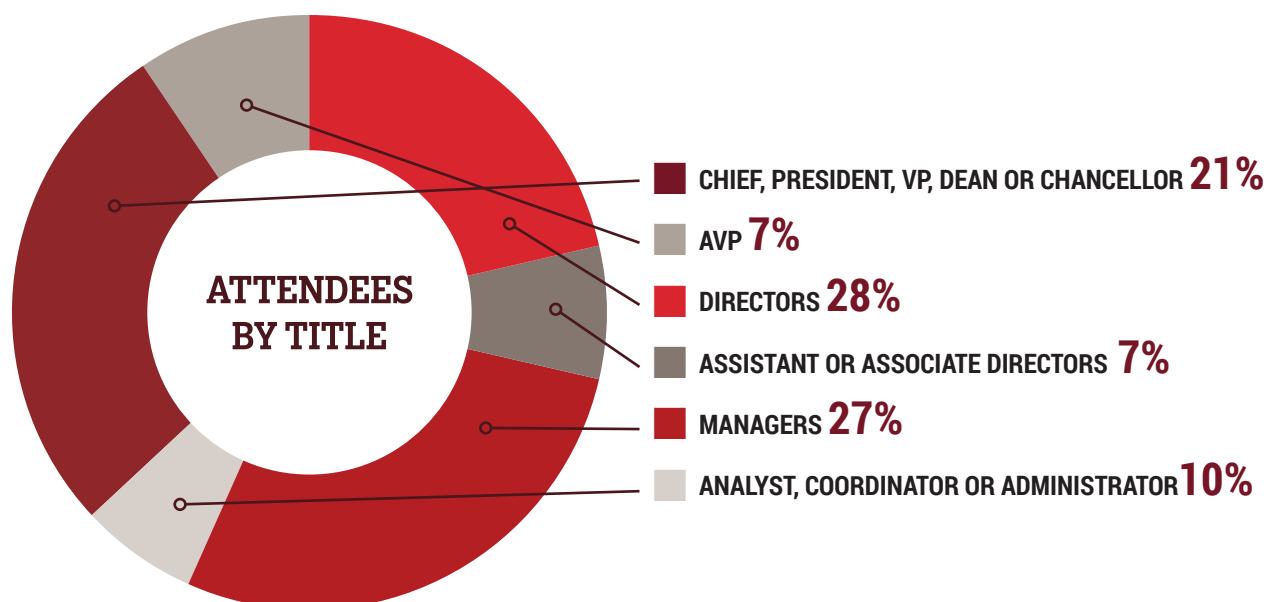
Create a biennial think tank and curated learning around trends and emerging risks. Kick it off with a survey occurring once every two years followed by six URMIA*Insights* articles, an annual conference session, and three webinars.

NEW

TECHNOLOGY SHOWCASE. \$2,000 EACH

URMIA's affiliate members will be offered the opportunity to present solutions in real time through demonstrations of products and services as 10-minute poster sessions during a scheduled break. These events, free of charge to URMIA Annual Conference in-person attendees, would consist of a series of presentations that are supported by the technology showcase sponsors.

NEW



URMIA MEMBERSHIP by the numbers*

2,969 Total Individual Members

FROM:

Colleges & Universities

For-profit Companies

Student

Retirees

805

CAMPUSES
REPRESENTED



132

AFFILIATE
ORGANIZATIONAL
MEMBERS

* as of 09/16/2023

