ACRA
American Cultural Resources Association

SPONSORSHIP OPPORTUNITIES 2016

Why Sponsor ACRA?

★ For ACRA Members:

- ★ Increase your firm's visibility as an industry leader
- ★ Network and build relationships with prospective collaborators
- ★ Support advocacy to ensure a legislative and regulatory environment in which the industry can thrive
- ★ Receive valuable educational and training opportunities for you and your employees in topics specific to the industry
- ★ Receive information on best practices in the industry that can help you improve quality and stay competitive

★ For Vendors Who Serve the Industry:

- ★ Access valuable marketing opportunities to reach the 150 members of ACRA, which comprise 1/3rd of the revenue of the $1 billion cultural resource management industry
- ★ Partner to provide information to ACRA members on cutting edge technologies and best practices in the industry
- ★ Support advocacy and educational activities that will help your client base—the CRM industry—grow and thrive

Sponsors receive benefits for 12 months from date of payment

Platinum Level: $10,000

- ★ Premier Sponsor of the Awards Ceremony at the Annual Conference (2 available)
  - ★ Opportunity to address attendees from the podium
  - ★ Signage at the Awards Ceremony
  - ★ Recognition in printed materials
- ★ 4 Conference Registrations ($1600 value)
- ★ Exhibit Table at the Annual Conference
- ★ Premier recognition and corporate link on the ACRA homepage throughout the year
- ★ One promotional email sent to ACRA members
- ★ Access to the ACRA member list for one promotional postal mailing per year
- ★ Company logo/brand on all ACRA member communications
- ★ Half page ad in our semi-annual newsletter

Gold Level: $7,500

- ★ Premier Sponsor of the Welcome Reception at the Annual Conference (2 available)
  - ★ Opportunity to address attendees from the podium
  - ★ Signage at the Welcome Reception
  - ★ Recognition in printed conference materials

- or -

- ★ Premier Sponsor of CRM Advocacy Day on Capitol Hill (2 available)
- ★ 3 Conference Registrations ($1200 value)
- ★ Exhibit Table at the Annual Conference
- ★ Acknowledgment on the ACRA homepage throughout the year
- ★ Company logo/brand on select ACRA member communications
- ★ One promotional email sent to ACRA members
- ★ Half page ad in our semi-annual newsletter

Silver Level: $5,000

- ★ Premier sponsor of the Saturday Committee Lunch event at the Annual Conference (2 available) OR Premier sponsor of the Friday Coffee Break (2 available) OR secondary sponsor of the Awards Ceremony or Welcome Reception (5 available)
  - ★ Signage at the Saturday Social event
  - ★ Recognition in conference printed materials
- ★ 2 conference registrations ($800 value)
- ★ Exhibit table at the Annual Conference
- ★ Acknowledgment on the ACRA homepage throughout the year
- ★ Company logo/brand on select member communications
- ★ Quarter page ad in our semi-annual newsletter

Bronze Level: $2,500

- ★ Sponsor snack break (2 available), Thursday Board lunch (1 available), or select session at the Annual Conference (10 available)
  - ★ Signage at sponsored break or session
  - ★ Recognition in conference printed materials
- ★ 1 conference registration ($400 value)
- ★ Acknowledgment on the ACRA homepage throughout the year
- ★ Company logo/brand on select member communications
- ★ Quarter page ad in our semi-annual newsletter

Copper Level: $1,500

- ★ 1 conference registration ($400 value)
- ★ Recognition in conference printed materials
- ★ Acknowledgment on the ACRA homepage throughout the year
- ★ Company logo/brand on select member communications
- ★ Business card sized ad in our semi-annual newsletter

Nonprofit Conference Exhibitor Only (no other benefits) $100 + person exhibiting must register for the conference

★ A la Carte Opportunities (for purchase individually OR to be added to above levels as substitutes): (smaller firms can go in together)

- ★ Audio/Visual Sponsor for the Conference: ($600/day) (3 available)
- ★ Tote Bags: $500 plus sponsor provides tote bags for conference that include their logo (1 available)
- ★ Include printed material in conference tote bags: ($250 plus provide materials) (unlimited)
- ★ Lanyards for conference Name Tags: $500 plus sponsor provides lanyards with their logos (1 available)
- ★ Sponsor a Conference Session: (Speaker Fees)($1000) (10 available)— smaller firms can go in together
- ★ Sponsor CRM Advocacy Day on the Hill: ($5000) (2 available)
- ★ Sponsor ACRA's new logo/rebranding: ($3000) (2 available)

Questions?
Contact Director of Strategic Initiatives Marion Werkheiser at marion@acra-crm.org or 703-489-6059.