

## Virtual 2020 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT MEETING #CLDE20 EXHIBITOR & SPONSOR APPLICATION

June 4-5, 2020, July 24, 2020 and September 11, 2020

Exhibitor & Sponsor Application Deadline is May 28, 2020

[bit.ly/CLDE2020](https://bit.ly/CLDE2020)



Join the American Democracy Project (ADP) and NASPA for the 2020 Civic Learning and Democratic Engagement Meeting (CLDE) is the premier annual professional development venue for civic learning and democratic engagement professionals who work on behalf of 2-year and 4-year colleges and universities. This event brings together faculty members, student affairs professionals, senior campus administrators, students and community partners to facilitate exchanges of knowledge and develop a sense of community around our shared civic learning and democratic engagement work.

In the wake of the COVID 19 Pandemic, the conference will be virtual this year with numerous ways to reach attendees. Now more than ever, is the time to ensure that students graduate from our colleges and universities—both public and private—prepared to be the informed, engaged citizens that our communities and our democracy need!

### WHY BECOME A 2020 Virtual CLDE SPONSOR?

- Share information about your company with civic learning and democratic engagement professionals, typically over 600 in a given year
- Increase brand awareness and recognition
- Demonstrate your organization's support for advancing the civic engagement movement in higher education
- Build or develop your relationships with the American Democracy Project (ADP) and NASPA
- It is a critical year for voter education with the climate and upcoming elections
- Take advantage of an expanded time frame for content delivery and more touchpoints than a live event

What does Virtual CLDE 2020 look like for sponsors? We are spreading out the learning and networking over 3 months. We have intentionally picked days in June, July and September to continue the conversation around Civic Learning and Democratic Engagement. In choosing these days, our hopes are to provide robust opportunities to discuss strategies going into the academic year as well as prior to the fall elections.

In the Socio platform, virtual sponsors have the opportunity to:

- Sponsored concurrent sessions (concurrent sessions will now be one of four instead of one of ten).
- Participate in the virtual Exhibit Hall which will feature:
  - Request a Demo button on your profile
  - Options to attach or link brochures
  - A link to your session in your virtual exhibit booth
  - Ability to collect analytics on your embedded links
  - Unlimited links to video or other digital content
  - A banner ad on the landing page for constant brand awareness and the ability to hyperlink to draw more traffic to your site.

PLEASE CONTACT: Kristie Jacobsen Jerde at NASPA at 202.903.7500 ext. 1247 or Ramona Crawford at AASCU at 202.478.4643 for any questions. Please submit completed forms to Kristie at [kjerde@naspa.org](mailto:kjerde@naspa.org)

Gold	Silver	Bronze
\$7,500 min	\$3,000 min	Profit \$1,750 Non-profit \$1,250
<p>SELECT ONE OF THE OPPORTUNITIES LISTED BELOW:</p> <p><input type="checkbox"/> <b>Plenary Session Sponsorship</b></p> <ul style="list-style-type: none"> <li>• 60 second video to be aired prior to a major event</li> <li>• Live display of logo prior to event</li> </ul> <p>ALL GOLD SPONSORS ALSO RECEIVE:</p> <ul style="list-style-type: none"> <li>• Recognition as a Gold sponsor on conference website and the conference mobile application</li> <li>• Banner ad with link to your preferred web address</li> <li>• Complimentary registration for up to three (3) attendees; reduced sponsor registration available for additional attendees</li> <li>• Customized logo in the app</li> <li>• Plus bronze benefits</li> </ul>	<p>SELECT ONE OF THE OPPORTUNITIES LISTED BELOW:</p> <p><input type="checkbox"/> <b>Concurrent Session-\$5,000</b></p> <ul style="list-style-type: none"> <li>• Opportunity to conduct one of four concurrent conference sessions (limited to 4)</li> </ul> <p><input type="checkbox"/> <b>Mobile App—\$3,500</b></p> <ul style="list-style-type: none"> <li>• One opportunity available. Benefits include:                      Splash page ad on mobile app which links to sponsor website or landing.</li> </ul> <p>ALL SILVER SPONSORS ALSO RECEIVE:</p> <ul style="list-style-type: none"> <li>• Recognition as a Silver sponsor on conference website and the conference mobile application</li> <li>• Banner ad with link to your preferred web address</li> <li>• Complimentary registration for up to two (2) attendees; reduced sponsor registration available for additional attendees</li> <li>• Plus Bronze benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition as a Bronze sponsor on conference website and mobile application</li> <li>• Complimentary registration for one (1) attendee; reduced sponsor registration available for additional attendees</li> <li>• Customized Wall Post</li> <li>• A customizable space in the virtual Exhibit Hall for the length of the conference.</li> <li>• This includes:                             <ul style="list-style-type: none"> <li>-Logo placement</li> <li>-Request a Demo button</li> <li>-Links to all social media outlets</li> <li>-Option to attach brochures</li> <li>-Option to attach links to external videos</li> </ul> </li> </ul>

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## VIRTUAL 2020 CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT (CLDE) MEETING

### Sponsor Application

Name of Organization (as you would like it to appear in conference materials):

Mailing Address:

City:

State:

Zip Code:

Organization Phone:

Organization Website:

Onsite Contact 1 Name/Title:

E-Mail Address:

Onsite Contact 2 Name/Title:

E-Mail Address:

Onsite Contact 3 Name/Title:

E-Mail Address:

Onsite Contact 4 Name/Title:

E-Mail Address:

Company Description (for inclusion in the conference mobile app, 50 words or less):

Once you have submitted your application, we will send a follow up email requesting more information for the initial build of your virtual exhibit booth

Sponsorship \$

Additional Registrations Cost(\$50 per person) \$

Total \$

Payment type:

Check (made payable to NASPA)

Please send to: NASPA, 111 K Street NE, 10th Floor; Washington, DC 20002

Credit Card Total amount: \$

Cardholder name:

Cardholder address if different than above:

City:

State:

Zip Code:

Credit card number:

Expiration date:

Cardholder signature:

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