



## **Georgia Independent College Association (GICA) 2018 Meeting Sponsorship Guidelines & Benefits**

The Georgia Independent College Association (GICA) is an association of Georgia's private, not-for-profit colleges and universities. Through partnerships with institutions, businesses, and community leaders, GICA supports private higher education in Georgia in the areas of public policy, research, fundraising for student financial aid, and collaborative programs.

### **What is Sponsorship?**

This is an excellent way to meet key institutional members and provide an opportunity to expose your company's product and services to key decision makers at any one of our 25 member institutions. While sponsors are not permitted to attend educational portions of our events, we do provide ample opportunities for interaction with our members. Only GICA Corporate Ally Program partners are permitted to sponsor GICA events.

### **Donations and Proceeds**

GICA is a tax-exempt, nonprofit corporation (501c3) whose members are 25 accredited and nonprofit private colleges throughout Georgia.

### **Payment**

Sponsorship payments must be made **prior to the event**. Please make checks payable to The Georgia Independent College Association and send payment to GICA, One Georgia Center, 600 West Peachtree Street, Suite 1710, Atlanta, GA 30308.

### **Types of Meeting Sponsorship Opportunities (See Page 2)**

The table on the next page describes the types of meeting sponsorship opportunities that are typically offered. Please note that the availability of each type differs by event, and it is also possible that the requirements of a particular meeting require adjusting the specific types of sponsorships offered. Please refer to the individual GICA events listed on the [Sponsorship page](#) of the GICA website for information about the types of sponsorships for each event. Contact Lisa Macke at 404-233-5433 Ext. 24 or [lmacke@georgiacolleges.org](mailto:lmacke@georgiacolleges.org) if you have specific questions about sponsorships.

| Description and Benefits  | Cost   |
|---|--|
| <p>The <b>General Sponsorship</b> supports the programmatic expenses associated with bringing in recognized experts as speakers and providing food for an event. Sponsors can exhibit a display booth in a designated area during the meeting (one company per booth). There is no formal presentation by sponsors. Company logo appears on the meeting agenda and on meeting publicity on the GICA website. Company can furnish promotional material to place in the meeting packet. Sponsor will receive contact information of all meeting attendees. Two representatives from the company can interact with the participants during selected entertainment events, meals and breaks. The cost of this sponsorship varies and is dependent upon the type of group that is meeting.</p> | <p><b>\$250 - \$3000</b></p>                   |
| <p>The <b>Special Event Sponsorship</b> supports an evening event and entertainment. This option provides an excellent opportunity for two representatives from the company to mingle with participants in an informal way during an evening event and/or entertainment. There is no formal presentation by sponsors; however, the company is acknowledged during the event. Company logo appears on the meeting agenda and on meeting publicity on the GICA website. Company can furnish promotional material to place in the meeting packet. There is a one company limit per event sponsorship. Sponsor will receive contact information of all meeting attendees.</p>   | <p><b>\$850 or more depending on event</b></p> |
| <p>The <b>Lunch Sponsorship</b> supports the costs associated with luncheon food at the event. There may or may not be a formal presentation by sponsors; however, the sponsor is acknowledged during the meal regardless. Company logo appears on the meeting agenda and on meeting publicity on the GICA website. Company can furnish promotional material to place in the meeting packet. There is a one company limit per sponsorship. Sponsor will receive contact information of all meeting attendees. Two representatives from the company can interact with the participants during lunch.</p>   | <p><b>\$500 - 2000</b></p>                     |
| <p>Either the <b>Breakfast Sponsorship</b> or the <b>Break Sponsorship</b> support the costs associated with the meeting food for these events. There is no formal presentation by sponsors. Company logo appears on the meeting agenda and on meeting publicity on the GICA website. Company can furnish promotional material to place in the meeting packet. There is a one company limit per sponsorship. Sponsor will receive contact information of all meeting attendees. Two representatives from the company can interact with the participants during either the breakfast <u>or</u> during the break.</p>   | <p><b>\$250- \$2000</b></p>                    |
| <p>The <b>Marketing Sponsorship</b> offers the perfect opportunity for companies who cannot attend a portion of a meeting but want to publicize their company's name and logo to participants. There is a one company limit per sponsorship. Material will be distributed acknowledging your company's support of private higher education.</p>   | <p><b>\$150</b></p>                            |