



Sponsorship Packages

Lead Sponsor: \$50,000

- **One sponsorship available at this level**
- Special consideration for recognition and involvement in all aspects of the event
- Premier logo placement on all Celebration marketing materials including:*
 - “Save the Date” and “Register Now” ads appearing in *Cornell Alumni Magazine*, *eship* magazine, Johnson School’s *Enterprise* magazine, School of Hotel Administration’s *Hotellie* magazine
 - Email messages distributed to 150,000 Cornell alums
 - Celebration website home page
 - Conference banner displayed at all Celebration events
 - Front cover of conference program
 - Back cover of conference program
 - “Thank you” signage posted at all events
- Logo, blurb, and link(s) in prominent area of all email messages
- Representative invited to serve on Celebration planning committee
- Logo and description on dinner program
- Signage at reception
- Ten conference registrations including a table for ten at Celebration banquet
- Two full page ads in conference program, including inside front cover placement
- “About Lead Sponsor” page on Celebration website
- Logo and description in “About our Sponsors” section of conference program and on Celebration Website
- Opportunity to create symposia panel session
- Option to designate up to five judges for “The BIG Idea” undergraduate idea competition

Underwriter: \$25,000

- **Two sponsorships available at this level**
- Logo placement on all Celebration marketing materials including:*
 - “Save the Date” and “Register Now” ads appearing in *Cornell Alumni Magazine*, *eship* magazine, Johnson School’s *Enterprise* magazine, School of Hotel Administration’s *Hotellie* magazine
 - Email messages distributed to 150,000 Cornell alums
 - Celebration website home page
 - Conference banner displayed at all Celebration events
 - Front cover of conference program
 - Back cover of conference program
 - “Thank you” signage posted at all events
- Logo, blurb, and link(s) in all email messages
- Representative invited to serve on Celebration planning committee
- Ten conference registrations including a table for ten at Celebration banquet
- Full page ad in Celebration program, plus additional ad on inside back cover of conference program (size to be determined by number of underwriting sponsors)
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Opportunity to create symposia panel session
- Option to designate up to three judges for “The BIG Idea” undergraduate idea competition

*Logo presence on all ads subject to commitment date.



Platinum: \$15,000

- **Multiple sponsorships available at this level**
- Representative invited to serve on Celebration planning committee
- Logo on back cover of conference program
- Five conference registrations including banquet attendance
- Full page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Opportunity to create symposia panel session
- Option to designate up to two judges for “The BIG Idea” undergraduate idea competition
- Logo on “Thank You” signage posted at all events

Gala Dinner: \$10,000

- **One sponsorship available at this level**
- Mention on back cover of conference program
- Full page ad in conference program
- Logo and description on dinner program
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Five conference registrations including attendance at Celebration banquet
- Logo on “Thank You” signage posted at all events

Student Business of the Year Lunch: \$7,500

- **One sponsorship available at this level**
- Mention on back cover of conference program
- Full page ad in conference program
- Option to announce the Student Business of the Year winner
- Logo and description on lunch program
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Five conference registrations including attendance at Celebration banquet
- Logo on “Thank You” signage posted at all events

Symposia: \$7,000

- **Three sponsorships available at this level**
- Mention on back cover of conference program
- Half page ad in conference program
- Option for sponsor table in reception area during symposia networking sessions
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Two conference registrations including attendance at Celebration banquet
- Logo on “Thank You” signage posted at all events

Gala Dinner Reception: \$5,000

- **One sponsorship available at this level**
- Mention on back cover of conference program
- Half page ad in conference program
- Signage at reception
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Two conference registrations, including two seats at Celebration banquet
- Logo on “Thank You” signage posted at all events

Benefactor: \$3,000

- **Multiple sponsorships available at this level**
- Mention on back cover of conference program
- Half page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration website
- Two conference registrations including attendance at Celebration banquet
- Logo on “Thank You” signage posted at all events

Friend: \$1,500

- **Multiple sponsorships available at this level**
- Mention on back cover of conference program
- Logo on “Thank you” signage posted at all events
- One conference registration including attendance at Celebration banquet

For additional information, contact Debra Moesch, Program Manager, 607-254-2802, or d1m8@cornell.edu. All sponsorships are tax-deductible within IRS guidelines.