



## The Power of Connection: Performance, Play and Creativity

June 20-22<sup>nd</sup>, 2019. New York Institute of Technology, NY, NY.

Imagine a world where artists, dancers, improvisers and designers collaborate with colleagues in science, technology, engineering, mathematics (STEM) and medicine to create trans-disciplinary, inclusive groups. These ensembles positively inform STEM education and research.

This is **CESTEMER** – a unique professional development conference where innovators learn from one another's practices in communication, teamwork, creativity, rigor and insight. It's a bi-annual gathering of people who create compelling learning environments by deeply engaging all parties across the arts, humanities and sciences.



### Sponsorship and Promotional Opportunities

**CESTEMER** has a limited number of sponsorship opportunities for organizations who are passionate about growing STEM for all. Sponsor and promotion benefits include designated attendees, media, and opportunities to reach our diverse attendees at the interface of arts, sciences and humanities.

#### **PREMIER - \$10,000** Supports 10 scholarships

Sponsor or Promotion:

Address attendees - 5 minutes

Recognition - press release, custom story on [cestemer.org](http://cestemer.org)

Social Media – weekly mention up to, during conference

Designated registrations - 3

Table at Share Fair

Website and program logo visibility



#### **CHAMPION - \$5,000** Supports 5 scholarships

Sponsor or Promotion:

Social Media – month of and during conference

Designated registrations - 3

Table at Share Fair

Website and program logo visibility



#### **ACADEMY - \$2,500** Supports 3 scholarships

Sponsor or Promotion:

Social Media – during conference Share Fair

Designated registrations - 2

Materials distributed at Share Fair

Website and program logo visibility



Contact [sponsor@cestemer.org](mailto:sponsor@cestemer.org) to reach your audience.

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**SUPPORTER - \$1,000** Supports 1 scholarship  
 Sponsor or Promotion:  
 Designated registrations - 1  
 Website and program logo visibility

**FRIEND - \$500** Supports conference  
 Sponsor or Promotion:  
 Designated registrations - 1  
 Website name

**BENEFITS AND PROMOTIONS**

Type & No. Designees		Address Attendees Press Release	Participant Contact Info	Social Media	Share Fair	Brand Visibility	Scholarships Supported
Premier \$10,000	3	X	X	X	Table	Web Page Logo Program Logo	10
Champion \$5,000	2		X	X	Table	Web Page Logo Program Logo	5
Academy \$2500	1		X	X	Materials	Web Page Logo Program Logo	2
Supporter \$1000	1					Web Page Logo Program Name	1
Friend \$500	1					Web Page Name Program Name	

**Designees** have full access to pre-conference professional development and conference activities.

**Address Attendees** is a unique opportunity for a **Premier sponsor** to address the attendees of the conference in the conference opening or keynote.

**Participant Contact info** – names, phone, affiliation and emails are provided to **Academy, Champion** and **Premier** sponsors/promoters. These include students, faculty, directors and entrepreneurs who integrate arts, humanities and STEM; mentor underrepresented minorities; and direct early career research programs.

**Share Fair** exhibits reach all conference attendees. **Premier and Champion** designees will showcase materials at their own table during the Share Fair. **Academy** sponsors or promotional packages will distribute materials from the CESTEMER managed sponsors and promotions table.

**Social Media** The public relations committee will highlight **Premier sponsor** in a co-authored story posted to cestemer.org and publicized on social media platforms. Social media references are tiered. **Premier** mentioned 8 times monthly from time of sponsorship until the conference, daily during conference; **Champion** mentioned 4 times monthly and daily during conference; **Academy** mentioned during Share Fair of conference.

**Brand Visibility** Sponsors are added vertically to the sponsors page. Top visibility goes to **Premier** followed by Host (NYIT), **Champion, Academy and Supporter**. Promotional packages include name or logo on scroll bar. The program will be a document accessible from the website.

**Scholarships** cover the travel and registration expenses of individuals to ensure diversity, equity and inclusion across the disciplines and institutional affiliations.

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