







AWSN – A STEM Affair 2016 Sponsorship Tiers

Purple has always been an integral AWSN colour, as it represents **IMAGINE**...our key word. At AWSN, we believe the word "**IMAGINE**" and the characteristics associated with the colour purple have numerous synergies with our membership and our role as a supporter of STEM programs throughout Alberta. Our purple level "**IMAGINE Sponsor**" is our highest sponsorship tier. For us, this sponsorship level is better than platinum and has the greatest impact on AWSN and our 25 programs that touched more than 5,500 Albertans in 2015.

The remaining parts of the AWSN logo include the colours red, green and blue, which represent our three pillars of activity: Recruitment; Retention; and Recognition. For our 2016 STEM Affair, they also represent **ExploreChallengeInspire**. In a traditional sponsorship program, what would be gold to others is our red level "**EXPLORE Sponsor**." Similarly, our silver equivalent is our green level "**CHALLENGE Sponsor**," and our bronze equivalent is our blue level "**INSPIRE Sponsor**." If our colour scheme has captured your imagination, please contact our sponsorship team at sponsorship@awsn.org.

There are additional sponsorship opportunities available, including: scholarship; speaker; science experiment; start-up; and others listed below. For the majority of the sponsorship levels, know that your sponsorship goes to work immediately. You sponsor STEM Affair tickets for the **ExploreChallengeInspire** attendees who benefit from AWSN's programs – a girl or young woman, a mentor, an aboriginal youth, a scholarship winner, or an amazing STEM woman, to name a few.

Major Sponsorship recognition packages

	\$5,000	<p>Purple Level – Exclusive "IMAGINE Sponsor" designation</p> <ul style="list-style-type: none"> • Logo included within all pre-event mail-outs, event program, tent cards, invitations, AWSN website, and continuous sponsor PowerPoint presentation during the STEM Affair • Display company's free standing banner at event • Company's material displayed on literature table at event • Stage presence, greeting or introduction of speaker (time slot in program TBD) • Verbal recognition at event • 20 complimentary registrations (10 regular registrations, 10 ExploreChallengeInspire attendees) • First right of refusal for next year STEM Affair sponsorship
	\$4,000	<p>Red Level – "EXPLORE Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Display of company's free standing banner • Company material displayed on literature table at event • Verbal recognition at event • 10 complimentary registrations (5 regular registrations, 5 ExploreChallengeInspire attendees) • Second right of refusal for next year STEM Affair sponsorship
	\$3,000	<p>Green Level – "CHALLENGE Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Display of company's free standing banner • Company material displayed on literature table at event • Verbal recognition at event • 6 complimentary registrations (3 regular registrations, 3 ExploreChallengeInspire attendees) • Third right of refusal for next year STEM Affair sponsorship
	\$2,500	<p>Blue Level – "INSPIRE Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Display of company's free standing banner • Company material displayed on literature table at event • Verbal recognition at event • 3 complimentary registrations (2 regular registrations, 1 ExploreChallengeInspire attendee)





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	<p>\$3,000</p>	<p>"Scholarship Sponsor" designation <i>—All proceeds to Connie Mowat Scholarship Endowment Fund</i></p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Verbal recognition at event • 2 complimentary registrations (1 regular registration, 1 ExploreChallengeInspire attendee)
	<p>\$2,500</p>	<p>"Speaker Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Meet with the speaker privately • Verbal recognition at event • 3 complimentary registrations (2 regular registration, 1 ExploreChallengeInspire attendee)
		<p>"Science Experiment Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Business card placed in each table centerpiece and on tent card on your choice of sponsored science experiment table • Verbal recognition at event • 2 complimentary registrations (1 regular registration, 1 ExploreChallengeInspire attendee)
	<p>\$1,000</p>	<p>"Wine Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Business card placed in each table centerpiece recognition at event • 2 complimentary registrations (1 regular registration, 1 ExploreChallengeInspire attendee)
	<p>\$500</p>	<p>"Event Contributor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Verbal recognition at event • 1 complimentary registration
		<p>"In-Kind Contributor" designation</p> <ul style="list-style-type: none"> • Logo in all pre-event mail-outs, in event program, tent cards, invitations, on AWSN website, and in continuous sponsor PowerPoint presentation during the STEM Affair • Verbal recognition at event • 1 complimentary registration
	<p>\$100 Minimum</p>	<p>"Start-Up Sponsor" designation</p> <ul style="list-style-type: none"> • Logo in "Start-up collage" on AWSN website and in continuous sponsor PowerPoint presentation during the STEM Affair • Verbal recognition at event • 1 complimentary registration
		<p>"Ticket Sponsor" designation – Sponsor ExploreChallengeInspire attendees as you designate</p> <ul style="list-style-type: none"> • Logo/name in event program, on AWSN website, in continuous sponsor PowerPoint presentation during the event, and on business card placed in each table centerpiece • Meet the ExploreChallengeInspire attendees you sponsor