



Foundations in Art: Theory and Education cordially invites you to participate as an exhibitor and sponsor at the 17th Biennial Foundations in Art: Theory and Education (FATE) Conference. This year's event is titled *Infrastructure* and will be held online through the OpenWater digital conference platform, April 15th – 17th 2021.

At the 2021 conference in Charlotte, we are expecting virtual attendance from upwards of 500 members, including studio professors, academic professors, graduate students and high school teachers. Through the new digital conference platform, you will introduce faculty and graduate students from a wide range of educational institutions from across the nation to your brand, products, and services. We are also planning educational opportunities for vendors and sponsors to interact with FATE members.

We recognize that many of our sponsors attend the conference to share materials and mediums with conference participants. Because the virtual conference changes this dynamic we are offering reduced sponsorship rates, cutting past rates by half. To create community and connection to physical materials in the virtual platform, we offer the option to send our members a small promotional 'swag package' in the mail. This could include buttons, stickers, and any take-always you want to share with the FATE community. See below for more information on this opportunity.

To connect you with our members beyond samples and logo publication, we will also include the opportunity to make pre-recorded virtual demonstrations or presentations for Exhibitor Plus level sponsors and above. You could choose to film yourself or your associates giving a demo or introducing your product. These videos would appear on sponsor detail pages on the conference platform. Higher-level sponsors will have the opportunity to sponsor a panel session, host a participant raffle or host a live zoom demo through a sponsor-led conference session. See the levels below for a description of additional opportunities for our levels of virtual sponsorship.

Note on virtual demonstration videos:

Vice President of Development Guen Montgomery will hold 1-2 zoom workshops on creating simple demonstration videos 3 months before the conference. Contact Guen to register if you are interested in attending one of these workshops.

Levels of Corporate Sponsorship 2021

EXHIBITOR

This service allows the sponsor to showcase their product to the attendees of the conference.

Benefits:

- 1/8 page logo printed in digital conference program
- Option to mail promotional items to conference attendees.*
- Free virtual conference admission for ONE company representative.
- Marketing access to the largest group of first year studio professors in U.S. via your Sponsor Detail page on the conference platform.
- Logo on conference platform footer, visible to all conference participants.

- 'Exhibitor Plus' Sponsors have the option of adding a video demonstration or video introduction to their Sponsor Detail Page in addition to an image or logo.

*Please indicate whether you will be participating in the mail-in option when contacting FATE. Promotional flyers and samples would be shipped to a central location where we will mail them to individual members. Participation requires that you ship your materials to us ahead of time and fund shipping to conference attendees.

Exhibitor - \$300

Exhibitor Plus - \$500

FATE SPONSORSHIP 2021-2022

FATE Sponsorship levels allow the sponsor to integrate their company within the conference schedule and programming. Full Sponsorships are highly advertised and engaged within the conference itself and beyond. These sponsorships include advertising and engagement opportunities that last for two years.

BRONZE SPONSORSHIP: \$1000

Benefits:

- 1/4 page logo printed in digital conference program.
- Option to mail promotional items to conference attendees.*
- Free virtual conference admission for ONE company representative.
- Marketing access to the largest group of first year studio professors in U.S. via your Sponsor Detail Page on the conference platform.
- Option of adding a video demonstration or video introduction to their Sponsor Detail Page in addition to an image or logo.
- Logo on conference platform footer, visible to all conference participants.

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SILVER SPONSORSHIP: \$1,500

Benefits:

- 1/2 page logo printed in digital conference program.
- Inclusion of promotional items in the mail-in conference tote bag.*
- Free virtual conference admission for ONE company representative.
- Logo and small ad placed in the outgoing newsletters prior to and following the conference.
- Marketing access to the largest group of first year studio professors in U.S. via your Sponsor Detail Page on the conference platform.
- Option of adding a video demonstration or video introduction to their Exhibitor Detail Page in addition to an image or logo.
- Logo on conference platform footer, visible to all conference participants.
- Option to sponsor a panel session. (Logos and other promotional images would be included in the beginning of a panel that you select, pending agreement of panel chair.)
- Option to participate with the Sponsor Check-in via the Sponsor Check-in button.

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GOLD SPONSORSHIP: \$2,250

Benefits:

- 3/4 page logo printed in digital conference program.
- Option to mail promotional items to conference attendees.*
- Free virtual conference admission for TWO company representatives.
- Logo and small ad placed on FATE website and in all outgoing newsletters for two years.
- Marketing access to the largest group of first year studio professors in U.S. via your Sponsor Detail Page on the conference platform.
- Option of adding a video demonstration or video introduction to their Sponsor Detail Page in addition to an image or logo.
- Option to sponsor a panel session. (Logos and other promotional images would be included in the beginning of a panel that you select, pending agreement of panel chair.)
- Logo on conference platform footer, visible to all conference participants.
- Option to participate with the Sponsor Check-in via the Sponsor Check-in button.

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PLATINUM SPONSORSHIP: \$3000

This is the most comprehensive way to participate in the conference and to become a part of FATE in general. This level of sponsorship is the best way to integrate your company within FATE both on the website and at the Biennial Conferences as well. The sponsor will gain visibility in all areas of our organization. Your company's logo will be on our website and all newsletters. Even our smaller Regional Events would be sponsored by your company and in turn have your company listed as a Corporate Sponsor.

Benefits:

- Full page logo printed in digital conference program.
- Free virtual conference admission for ALL company representatives at the Biennial Conference.
- Marketing access to the largest group of first year studio professors in U.S. via your Sponsor Detail Page on the conference platform.
- Option of adding a video demonstration or video introduction to their Sponsor Detail Page in addition to an image or logo.
- Option to sponsor a panel session. (Logos and other promotional images would be included in the beginning of a panel that you select, pending agreement of panel chair.)
- Option to host a video demonstration or tutorial panel session.
- Option to mail promotional items to conference attendees.*
- Logo on conference platform footer, visible to all conference participants.
- Logo and/or promotional coupon printed in all outgoing FATE materials including all newsletters.
- Quarterly posting on the FATE Facebook page (access to over 1000 educators).
- Logo placed on the FATE website for two years with the option to include links, ads or coupons for your product for FATE members.
- Option to participate with the Sponsor Check-in via the Sponsor Check-in button.
- Option to host a raffle for conference participants.

*Please indicate whether you will be participating in the mail-in option when contacting FATE. Promotional flyers and samples would be shipped to a central location where we will mail them to individual members. Participation requires that you ship your materials to us ahead of time and fund shipping to conference attendees.

For more information and to register as a sponsor please contact:

Guen Montgomery
FATE Vice President; Development