

# RNLNC 2020



July 8-9 • Virtual Conference

## BECOME A 2020 RNL VIRTUAL CONFERENCE SPONSOR!

Looking for innovative ways to connect with the higher education market in this new normal? Join us for a two-day, state-of-the-art enrollment marketing and retention virtual conference this summer!

### SPONSOR PERKS

The RNL virtual conference will bring top industry experts, proven solutions, and data-driven research to life via a fully interactive web platform, **including a virtual expo where you will have unparalleled access and brand exposure to a highly targeted audience of higher education leaders and innovators.**

**Sponsor visibility and attendee engagement extends well beyond the event—educational sessions and virtual expo available on demand 12 months post-conference.**

Previous Sponsors



# SPONSOR DETAILS

## EXHIBIT BOOTH SPONSOR— INVESTMENT: **\$1,000**

### SPONSORSHIP INCLUDES

#### OPENING RECEPTION

- Fully customizable virtual exhibit booth
- Showcase product videos, display white papers, and other content
- Interact with participants via chat
- Acknowledgment during opening keynote session by RNL President & CEO
- Electronic list of participants prior to event (name, title, institution)
- One (1) complimentary registration (\$300 value)
- Blog (to be posted within 3 months of virtual event)
- Logo and URL on conference site
- Company logo on conference emails and marketing materials
- Logo and URL to be included in “Meet the Exhibitors” email sent to conference attendees pre-event



RuffaloNL.com  
800.876.1117



## ADDITIONAL OPPORTUNITIES FOR RNLNC EXHIBIT BOOTH SPONSORS

Extend your visibility and interaction with RNLNC participants with these additional add-ons:

### BREAKOUT ROOM SPONSOR BY TOPICAL AREA—INVESTMENT: **\$500**

#### SPONSORSHIP INCLUDES

- 20 second breakout room welcome video by sponsor
- Company name on the virtual lectern
- Visibility to titles who are interested in topics specific to your product/services
- Choice of breakout room (first come, first serve basis)
- Recruitment Marketing
- Financial Aid
- Strategic Enrollment Planning
- Student Success
- Graduate and Online

**Availability: One sponsorship per topical area.**

### VENDOR THEATRE ROOM SPONSOR— INVESTMENT: **\$1,000**

#### SPONSORSHIP INCLUDES

- Two (2) Comp registrations (\$300 value)
- Blog (to be posted within 3 months of virtual event)
- 20 second Vendor Theatre welcome video by sponsor
- One (1) pre-recorded 20 minute session in the vendor theatre
- Include RNL logo “sponsored by <Company Name>” on the virtual lectern
- Visibility to titles who are interested in topics specific to your product/services

**Availability: One room sponsorship.**



RuffaloNL.com  
800.876.1117



## BONUS IN-TRACK SESSION— INVESTMENT: **\$1,000** (limited availability)

### SPONSORSHIP INCLUDES

Drive more traffic to your exhibit booth! 60-minute content session featured on the RNLNC program. Pre-recorded webinar streamed live in your exhibit booth on specific date/time (July 8 or 9), then available on-demand in your exhibit booth for up to 12 months post-event.

**Availability: Five bonus track sponsorships.**

## NETWORKING LOUNGE SPONSOR— INVESTMENT: **\$250**

### SPONSORSHIP INCLUDES

- Branded lounge per sponsor
- Networking round tables per topical area featured here
- 20 second networking lounge welcome video by sponsor

**Availability: One lounge sponsorship.**

## VENDOR THEATRE SESSION— INVESTMENT: **\$300** (limited availability)

### SPONSORSHIP INCLUDES

Showcase your products and services! Pre-recorded 20 minute webinars that allow you to share your story to RNLNC participants. Vendor theatre will be featured on the RNLNC program and your webinar will be available on-demand 12 months post event.

**Availability: 10 Vendor Theatre sponsorships.**



RuffaloNL.com  
800.876.1117



# BE A SWAG BOX SPONSOR!

RNL will ship a fun box to conference participants prior to the event filled with lots of cool stuff! We invite you to be part of this experience by sponsoring swag within the box. And by the way, **these will not just be swag items in a box. Rather, these sponsored items will be intentionally incorporated into the virtual conference program at key times. The sponsored items will become part of the conference experience.**

## MORNING COFFEE BREAK SPONSOR— INVESTMENT: **\$12,000**

- Company branded coffee mug promoted during 15-minute coffee break on Day One and Day Two. “Morning coffee break sponsored by <Company>.”
- Participants will be encouraged to enjoy a cup of coffee from their branded mug and connect with participants, speakers, and vendors during this 15-minute break sponsored by <Company>.

### SPONSORSHIP INCLUDES

- Choice of mug colorway and one-color logo



- One (1) coffee mug, two (2) K-cups, and two (2) granola bars per participant
- Exhibit booth in RNL exhibit hall (customizable booth—opportunity to include white papers, product videos, live chat with participants)
- Sponsorship acknowledgment by RNL CEO during keynote session
- Company logo/description included on RNL website
- Inclusion in exhibit sponsor email pre-conference
- Two (2) complimentary virtual conference registrations
- Participant list (name, title, institution) pre-event



RuffaloNL.com  
800.876.1117



# T-SHIRT SPONSOR— INVESTMENT: **\$15,000**

So much more than a company branded T-shirt. It's a T-shirt party! Participants will be encouraged to wear T-shirts on Day One—and take a photo wearing it. With a dedicated hashtag, participant photos will be featured on the social wall in the virtual lobby. A winning photo will be selected—winner receives a prize!

## SPONSORSHIP INCLUDES

- One-color company logo imprinted on T-shirts
- Exhibit booth in RNL exhibit hall (customizable booth—opportunity to include white papers, product videos, live chat with participants)
- Sponsorship acknowledgment by RNL CEO during keynote session
- Company logo/description included on RNL website
- Inclusion in exhibit sponsor email pre-conference
- Two (2) complimentary virtual conference registrations
- Participant list (name, title, institution) pre-event



# BIG IDEAS SPONSOR— INVESTMENT: **\$12,000**

Get participants brainstorming and ready to hit the ground running on their campus!

- <Company> branded journal and pen. Participants will be encouraged throughout the event to jot down 'Aha Moments' or 'Big Idea Takeaways' in their <Company Name> journal. At the end of the event, they will be armed with tactics and ideas to implement on their campus.

## SPONSORSHIP INCLUDES

- One-color company logo imprinted on journal and pen. Choice of journal/pen color
- Exhibit booth in RNL exhibit hall (customizable booth—opportunity to include white papers, product videos, live chat with participants)
- Sponsorship acknowledgment by RNL CEO during keynote session
- Company logo/description included on RNL website
- Inclusion in exhibit sponsor email pre-conference
- Two (2) complimentary virtual conference registrations
- Participant list (name, title, institution) pre-event



# CHICAGO PIZZA PARTY SPONSOR— INVESTMENT: **\$7,000**

Promoted as an afternoon break on the RNL conference agenda: Chicago Pizza Party Sponsored by <Company Name>. Participants will receive a pizza-shaped cookie to enjoy during this 15-minute break as they connect with participants, speakers, and vendors.

## SPONSORSHIP INCLUDES

- Exhibit booth in RNL exhibit hall (customizable booth—opportunity to include white papers, product videos, live chat with participants)
- Sponsorship acknowledgment by RNL CEO during keynote session
- Company logo/description included on RNL website
- Inclusion in exhibit sponsor email pre-conference
- Two (2) complimentary virtual conference registrations
- Participant list (name, title, institution) pre-event



RuffaloNL.com  
800.876.1117





# POPCORN SOCIAL SPONSOR— INVESTMENT: **\$12,000**

Straight from Chicago! Participants will receive a mini tin of Garrett's Popcorn with custom lid with <Company> logo. Participants will be encouraged to make a drink (drink recipe included in swag box), munch on Chicago Garrett's popcorn, and enjoy the fun closing keynote session!

## SPONSORSHIP INCLUDES

- <Company> introduces closing keynote speaker via 20 sec pre-recorded video
- Custom Garrett Popcorn tin lid with <Company> logo
- Exhibit booth in RNL exhibit hall (customizable booth—opportunity to include white papers, product videos, live chat with participants)
- Sponsorship acknowledgment by RNL CEO during keynote session
- Company logo/description included on RNL website
- Inclusion in exhibit sponsor email pre-conference
- Two (2) complimentary virtual conference registrations
- Participant list (name, title, institution) pre-event



## **ADDITIONAL OPPORTUNITIES FOR RNLNC EXHIBIT BOOTH SPONSORS**

As a valued RNLNC exhibit booth sponsor, enjoy 50% off additional conference registrations: \$150 each (value \$300 each)

Considering hosting an online conference?  
Ask us about our virtual event platform provider.

## **CONTACT**

Betsy Morrison

*Vice President, Strategic Partnerships*

[m] 319.290.7463

Jennifer Ward

*Director, National Conferences & Events*

[m] 303.319.1226



RuffaloNL.com  
800.876.1117

