

# Sponsorship Opportunities



U-Knight

**\$20,000**

- Full page color ad at front of program
- Logo & link on website
- Gracious acknowledgement by Emcee
- Draped 6' table for resources
- Your promo item & info given at registration
- 3 Free Conference Passes
- Invite to all networking events
- Host and naming rights for the U-Knight Networking Dinner Event!
- Conference presentation on relevant topic (no sales presentations)
- Attendee list with e-mails



Pegasus

**\$10,000**

- Full page color program ad on inside back cover
- Logo & link on website
- Gracious acknowledgement by Emcee
- Draped 6' table for resources both days
- Your promo item & info given at registration
- 2 Free Conference Passes
- Invite to all networking events except U-Knight Dinner Event
- Biz card collection and drawing



Sponsor a Day

**\$5,000**

- Full page color program ad
- Logo & link on website
- Gracious acknowledgement by Emcee
- Draped 6' table for resources on sponsored day
- Your promo item placed at each seat
- 2 Free, One Day Conference Passes
- Participation in sponsored day's networking events (excluding U-Knight Dinner Event)



Lunch & Learn

**\$2,000**

- Color ad display (8"x10") on buffet tables
- Logo/company info in program (¼ pg)
- Gracious acknowledgement by Emcee
- Co-facilitate a Hot Topic Lunch & Learn breakout
- Great opportunity to understand the Lunch and Learn participants' needs and meet them!

*Learn more about the additional privileges sponsorship can provide in the details below!*

Hosted by the Nicholson School of Communication's Center for Crisis Communication at the University of Central Florida. The International and Risk Communication Conference is not a tradeshow but exists to promote learning and collaboration so that we can better understand, learn, and implement best practices in crisis communication and risk worldwide.

Contact [icrc@ucf.edu](mailto:icrc@ucf.edu) or call 407-823-3370 to sponsor



## U-Knight Sponsorship Details - \$20,000

Affectionately named for the royal sponsor that brings together the attendees and “U-Knights” them around a table for food, fun, and cherished networking. Not to mention, we like the play on our UCF Golden Knights mascot. What’s really important about this name is that it becomes yours as you will receive naming privileges for this relaxed event. Don’t worry about the details because our experienced event team will take care of all of those in a chivalrous display. Additionally, when you accept this majestic sponsorship you will have the opportunity to present at the International Crisis and Risk Communication Conference. Grab your white horse and run through all the unique honors listed below. Royalty has its advantages!

- Full page color ad (8x10) at front of conference program and logo on our “Thanks to our Sponsors” page.
- Logo and link on [www.icrcconference.com](http://www.icrcconference.com) as the U-Knight Sponsor.
- Our Master of Ceremonies will graciously introduce and acknowledge you in the same way as the Pegasus Sponsor (see below)
- We will provide a 6’ draped table both days of the conference for you to supply free, helpful resources to attendees and limited marketing material. (This is not a tradeshow and there is not an exhibit hall.) A team member is welcome to facilitate the table and take advantage of networking opportunities.
- You are welcome to provide a small promotional item given to participants at registration along with 2 pages of informational literature.
- Three complimentary conference passes for your team (workshops not included).
- Invitation to all networking events
- Host of the U-Knight Networking Dinner Event
  - Naming privileges of the event (e.g. ACME U-Knight Networking Dinner)
  - Your company’s marketing material placed at each seat at the U-Knight Networking Dinner Event along with up to 5 team members to attend the event.
  - The honor of welcoming the attendees to the Networking Dinner Event
  - If desired, we will collect business cards on your behalf in order to draw a winner for a notable prize you provide. You will receive the business cards used for the drawing.
- The opportunity to speak at the ICRC Conference on a **relevant topic** which serves the attendees purpose to gain new information and better understand the best practices of crisis communication and risk. (Sales pitches are prohibited. See the Call for Presentations for details regarding topics, formats, deadlines, etc.)
- Receipt of attendee list with e-mail contact information
- Contact [icrc@ucf.edu](mailto:icrc@ucf.edu) or call 407-823-3370 to sponsor!



## Pegasus Sponsorship Details - \$10,000

The Pegasus sponsor has the special privilege of collecting all the business cards from all the attendees from both days. The cards will be used for a drawing which will be facilitated by the event team making you the good guy by providing the prize. In return, you receive valuable contact information. Additionally, the Pegasus sponsor receives a full page color advertisement on the strategic inside back cover. You and a team member are invited to all of the networking sessions, excluding the U-Knight Dinner Event, and will be highlighted at conference in numerous ways.

- Full page color ad (8x10) at front of conference program and logo on our “Thanks to our Sponsors” page.
- Logo and link on [www.icrcconference.com](http://www.icrcconference.com) as the Pegasus Sponsor.
- Our Master of Ceremonies will graciously:
  - Introduce your company (100 words or less description supplied by you), you and your team member
  - Thank you for being our sponsor
  - Note that you have a free resource table
  - That you were an *invited* sponsor and that we encourage attendees to get to know you
  - During the announcement we will display a single PowerPoint slide you provide containing your company logo
- We will provide a 6’ draped table both days of the conference for you to supply free, helpful resources to attendees and limited marketing material. (This is not a tradeshow and there is not an exhibit hall.) A team member is welcome to facilitate the table and take advantage of networking opportunities.
- You are welcome to provide a small promotional item given to participants at registration along with 2 pages of informational literature.
- Two complimentary conference passes for your team (workshops not included).
- Invitation to participate in conference networking sessions which are planned throughout the day and the Networking Reception. (This does not include the Networking Dinner Event which is reserved for the U-Knight sponsor.)
- If desired, we will collect business cards on your behalf in order to draw a winner for a notable prize you provide. You will receive the business cards used for the drawing.
- Bonus: Your team may also host a Lunch & Learn breakout session (see Lunch & Learn below for more details)
- Contact [icrc@ucf.edu](mailto:icrc@ucf.edu) or call 407-823-3370 to sponsor!



## Sponsor a Day Details - \$5,000

Be everyone's focus that day as you sponsor an entire day of the ICRC Conference. Your promotional material will be strategically placed to catch the eye and hand of every attendee. Our team will distribute one promotional item (swag) and two pages of informational literature on the table at the seat of every attendee. When they are instructed to open their program to that day's events and information, they will see your full page color ad on cardstock as the divider. Additionally, our guests will be introduced to you through a gracious welcome and thank you from our Master of Ceremonies. Read the bullet points below to see how the networking opportunities go on and on for your team.

- Full page color ad (8x10 weighted) in program introducing that day's section. This acts as a program divider followed by that day's information for each session.
- Logo on our "Thanks to our Sponsors" page.
- Logo and link on [www.icrcconference.com](http://www.icrcconference.com) as our Sponsor of the Day.
- On your sponsored day, our Master of Ceremonies will:
  - Introduce your company (100 words or less description supplied by you), you and your team member
  - Thank you for sponsoring that day's events
  - Note that you have a free resource table which will be located in the Hospitality Suite
  - That you were an *invited* sponsor and that we encourage attendees to get to know you and learn more about the valuable resources you offer
  - During the announcement we will display a single PowerPoint slide you provide containing your company logo
- On your sponsored day we will provide a 6' draped table for you to supply free, helpful resources to attendees and limited marketing material. (This is not a tradeshow and there is not an exhibit hall.) A team member is welcome to facilitate the table and take advantage of networking opportunities.
- You are welcome to provide a small promotional item to all participants which will be placed at each seat on your sponsored day along with 2 pages of informational literature.
- Two complimentary, one day conference passes for your team (workshops not included).
- Invitation to participate in conference networking sessions which are planned throughout your sponsored day and an invitation to the Networking Reception. (This does not include the Networking Dinner Event which is reserved for the U-Knight sponsor.)
- **Contact [icrc@ucf.edu](mailto:icrc@ucf.edu) or call 407-823-3370 to sponsor!**



## Lunch & Learn/Hospitality Sponsorship Details - \$2,000

Attendees will be anxious to go through the buffet line and see your company's ad on the serving table! Then, they will take their lunch to the breakout room of their choice where you could be waiting. The best part about this option is that you get to co-facilitate one of the Lunch & Learn breakouts! Each Lunch & Learn room will be assigned a Hot Topic related to the conference. We will match your company's services with the topic so that you and a crisis management expert can provide information while you lead the guests to openly share about their own strengths and weaknesses. What a great way for you to help others and get a personal look into how you can better meet their needs!

- Table displays (8"x10") noting your sponsorship on buffet tables or on the hospitality service tables.
- Logo and company information (¼page) noted in program thanking you for that day's lunch and name on the "Thanks to our Sponsors" program page.
- Our Master of Ceremonies will give a gracious thank you to your company for hosting a Lunch and Learn or Hospitality Refreshments
- Opportunity to sponsor, co-facilitate and participate in an industry hot topic learning session that focuses on a crisis management need that relates to your company/industry.
  - These are learning sessions with a cozier environment for attendees to discuss areas of weakness or interest and learn practical tips from each other, including you!
  - This cannot become a sales pitch; however, it is a perfect opportunity for you to offer the expert advice you have learned in the topic area and follow up personally with how your organization can meet the need with participants.
  - Your co-facilitator will be a neutral crisis management expert or one of our event team members.
  - We encourage you to collect business cards at this event.
  - Giveaways or prizes are not prohibited.
- A one day complimentary conference pass for two employees on the corresponding sponsored date.
- This option is also available daily for the Hospitality Refreshments continually available throughout the conference. The refreshment tables will have your company's ad displayed (8"x10") noting your sponsorship.
- **Contact [icrc@ucf.edu](mailto:icrc@ucf.edu) or call 407-823-3370 to sponsor!**

## Frequently Asked Questions

### What is The International Crisis and Risk Communication Conference all about?

The ICRC Conference delivers cutting edge content, showcases emerging best practices, and cultivates long-term networking opportunities with the world's leading crisis and communication experts. It is known for the rich, reliable content and as a networking goldmine.

### Who attends the annual ICRC Conference?

Nourishing a collaborative, *personal* environment, we target your audience bringing together 150 to 200 attendees from those in the fields of communication, public relations, media, crisis preparedness and crisis management, emergency and risk management, business continuity, disaster recovery, and the like. International organizations range from public and private sectors, non-profits, healthcare, K12 and higher education, transportation, hospitality and tourism, media, IT, consultants and business owners, banking, utilities, and many more.

### When and where is the conference?

The conference is held in Orlando, Florida at the University of Central Florida's main campus.

### 2013 Pre-Conference Workshops - March 4, 2013

- Crisis Communication Boot Camp
- Lights. Camera. Action! Media Training

### 2013 ICRC Conference: Rethinking Media - March 5 - 6, 2013

Topics include:

- Media: Friend or Foe?
- Media's Effect on Recent Crisis
- Crisis Decision Making
- Crisis Leadership and Teamwork
- Reinventing the PIO
- Crisis at Educational Institutions

### Who's lined up to speak?

We have confirmed several high-profile presentations including the Incident Commander and emergency management team from Seminole County, where the Trayvon Martin/Zimmerman civil disobedience occurred; author of [Trust Me, I'm Lying](#), Ryan Holiday; and the sought after researcher Dr. Timothy Coombs are among a few.

### Where can I find more information about the conference and past conferences?

Please visit our website at [www.icrcconference.com](http://www.icrcconference.com). You can view past ICRC Conferences by clicking the link and seeing the caliber of speakers and content. Registration opens soon!

### Who do we contact to sponsor?

Please contact [icrc@ucf.edu](mailto:icrc@ucf.edu) or call 407-823-3370 to sponsor or for more information.