

ICRCC  
INTERNATIONAL  
CRISIS & RISK  
COMMUNICATION  
CONFERENCE

# SPONSORSHIP PACKAGE



*Bridging the Gap in Crisis and Risk Communication*

WWW.ICRCCONFERENCE.COM | MARCH 11-13, 2018 | ORLANDO, FLORIDA





The **International Crisis and Risk Communication Conference (ICRC)**

connects the world's leading communication experts, researchers, academics and practitioners in an energized learning environment. Focusing on collaborative efforts, the ICRC Conference showcases developing crisis and risk communication trends while providing a very interactive networking conference experience.

The Nicholson School of Communication will host the annual ICRC Conference on **March 11-13, 2019** in Orlando, Florida. The ICRC Conference is the world's only academic and professional conference of its kind. The conference attracts speakers and attendees from all over the globe including more than one hundred professionals, decision makers and scholars at this year's conference. This is an opportunity to be affiliated with thought leaders from across the globe.

This conference would not be possible without valuable sponsors. Sponsorships allow us to continue to educate and equip professionals with the skills necessary for successful crisis and risk communication practices. In exchange for your support, you will be given the opportunity to reach leading professionals and academics in corporate communication, public relations and marketing, crisis, risk and emergency management, media and journalists.

Details on how you can customize your brand exposure and create a unique experience for our conference attendees follow in this package. We will also consider requests for other opportunities that may benefit our sponsors which are not outlined in the attached. Please connect with our conference coordinator to discuss.

For more information, please visit our website at [www.icrcconference.com](http://www.icrcconference.com)

Please feel free to contact us with any questions you have.

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## **Sponsorship Opportunities**

### ***Diamond - \$10,000+***

- Named sponsorship for the conference's signature reception (Tuesday evening)
- Opportunity to briefly address attendees at conference's signature reception
- Recognition as diamond sponsor on marketing materials and conference signage including conference website
- Recognition of diamond sponsorship at opening and closing ceremonies
- Full page color advertising space at the front inside cover of the program booklet
- Sponsor logo and contact information included on booklet sponsor page
- Opportunity for on-site presence (e.g., tabletop display for books and other materials)
- Opportunity to include promotional items in conference attendee welcome bag
- Three complimentary registrations for the conference

### ***Platinum - \$5,000***

- Named sponsorship for the conference's welcome reception (Monday evening)
- Recognition as platinum sponsor on marketing materials and conference signage including conference website
- Recognition of sponsorship at opening and closing ceremonies
- Half page color advertising space in the program booklet
- Sponsor logo and contact information included on booklet sponsor page
- Opportunity for on-site presence (e.g., tabletop display for books and other materials)
- Two complimentary registrations for the conference

### ***Gold - \$2,500***

- Named sponsorship for one of the conference's luncheons
- Recognition as gold sponsor on marketing materials and conference signage including conference website
- Recognition of sponsorship at opening and closing ceremonies
- Quarter page color advertising space in the program booklet
- Sponsor logo and contact information included on booklet sponsor page
- Opportunity for on-site presence (e.g., tabletop display for books and other materials)
- One complimentary registration for the conference

### ***Silver - \$1,500***

- Named sponsorship for one of the conference's coffee breaks
- Recognition as silver sponsor on marketing materials and conference signage including conference website
- Sponsor logo and contact information included on booklet sponsor page
- Opportunity for on-site presence (e.g., tabletop display for books and other materials)

### ***Bronze - \$500***

- Sponsor logo and contact information included on booklet sponsor page
- Opportunity for on-site presence (e.g., tabletop display for books and other materials)

### ***Friend - \$250***

- Sponsor logo and contact information included on booklet sponsor page