



**Charles M. Tipton '52
Alumni College
in Exercise Science**

FRIDAY, OCT. 12, 2018

Sponsorship Opportunities

**SPRINGFIELD
COLLEGE**





The inaugural Charles M. Tipton '52 Alumni College in Exercise Science at **Springfield College** will bring together **concussion experts** from many disciplines to address concerns and provide recommendations on various issues.

Participants will hear from authorities in the field, featuring a world-renowned expert on concussions, **Dr. Robert Cantu**, whose professional responsibilities include those of clinical professor of neurology and neurosurgery and co-founder of the CTE Center at the Boston University School of Medicine and senior advisor to the NFL Head, Neck and Spine Committee.

Topics will range from trends in the debate on youth playing contact sports to the psychological impact of concussion and clinical trajectory, diagnosis, and treatment.

CEUs, CMEs, and PDPs will be offered.
Learn more at springfield.edu/tipton.

Why sponsor this symposium?

Sponsoring this year's Alumni College is an opportunity for businesses and stakeholders within various industries to highlight their commitment and support of continuing to educate the public on concussions and brain trauma. This subject is of great importance to parents, school officials, a wide range of sports organizations, the military, businesses, and individuals. By becoming a sponsor, your organization will be offered:

- Marketing opportunities, local and regional exposure, and brand experience;
- Access to approximately 200 influential and engaged attendees;
- Connections with personnel for the medical, equipment, and sports fields; and
- The chance to link your brand to Springfield College, a highly regarded institution recognized as a leader in sport and exercise science.

Target audience

- Coaches
- Athletic directors
- Athletic trainers
- Sports medicine specialists
- Neurologists and neurosurgeons
- Primary care physicians
- Physical therapists
- Nurse practitioners
- Physician assistants
- Nurses
- Athletes and families
- Military personnel

Sponsorship levels:

Event sponsor, \$5,000

Admission:

- Preferred seating in front row
- Single booth or table with four complimentary registrations

Publicity and Promotion:

- Company's materials, brochures, and handouts provided to all attendees
- Prominent logo recognition in marketing email blasts, event website, registration form
- Opportunity to include business/literature/promotional flyers in gift bags
- High-profile recognition throughout the day's events
- Opportunity to display products/information at the Alumni College

Branding:

- Logo to appear in Alumni College promotional material
- Logo and web link to appear on Alumni College webpage
- Display banner at all events/central locations of event
- Verbal recognition by the host at the opening session and conclusion of the Alumni College
- Opportunity to give welcoming remarks at the opening session

Registration sponsor, Social sponsor or Lunch sponsor, \$3,500

Admission:

- Preferred seating in front row
- Single booth or table

Publicity and Promotion:

- Logo recognition in marketing email blasts, event website, registration form
- Opportunity to include business/literature/promotional flyers in gift bags
- Opportunity to display products/information at the Alumni College
- Recognition throughout the day's events

Branding:

- Logo to appear in Alumni College promotional material
- Logo and web link to appear on Alumni College webpage
- Display banner at specified venues:
 - registration desk
 - lunch venue
 - social venue
- Verbal recognition by the event host at the end of the Alumni College

Dr. Cantu's address sponsor, \$3,000

Admission:

- Preferred seating in front row
- Single booth or table

Publicity and Promotion:

- Logo recognition in marketing email blasts, event website, registration form
- Opportunity to include business/literature/promotional flyers in gift bags
- Opportunity to display products/information at the Alumni College
- Recognition throughout the day's events

Branding:

- Logo to appear in Alumni College promotional material
- Logo and web link to appear on Alumni College webpage
- Display banner at beginning of the address on screen
- Verbal recognition by the event host at the opening of the address

Individual session or Q&A sponsor, \$1,000

Admission:

- Single booth or table

Publicity and Promotion:

- Logo recognition in marketing email blasts, event website, registration form

Branding:

- Logo to appear in Alumni College promotional material
- Display banner at beginning of the session on screen
- Verbal recognition by the event host at the opening of the session

Attendee bag or lanyard sponsor, \$1000

Admission:

- Single booth or table

Publicity and Promotion:

- Logo recognition in marketing email blasts, event website, registration form

Branding:

- Logo to appear in Alumni College promotional material
- Logo to appear in Alumni College gift bag or lanyard

Interested? Need more information? Please contact:

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