World Association for Cooperative Education (WACE) and University of Limerick

4th International Research Symposium

Cooperative & Work Integrated Education Research: Advancing Quality & Global Impact

SPONSORSHIP PACKAGE
The international research symposium will be hosted by the University of Limerick in Limerick, Ireland on June 6-10, 2020.

- 35+ sessions
- 15+ academic posters
- 65+ post-secondary institutions
- 150 delegates
- 22+ countries
- 8 global and national co-op & work integrated education associations
- top international work integrated education researchers and practitioners
Why should you sponsor the WACE Research Symposium?

The WACE International Research Symposium is the premier event globally for universities and corporate partners to shape the future of work integrated learning through research-focused academic presentations, rigorous debates and discussions, and networking opportunities. Your contribution and participation at this symposium is a prime opportunity to engage, connect, and establish strategic partnerships with Co-op and Work Integrated Education (WIE) Programs at institutions across the globe!

The University of Limerick is an independent, internationally focused university with over 11,600 students and 1,300 staff. It is a young, energetic and enterprising university with a proud record of innovation in education and excellence in research and scholarship. Its cooperative education program is globally connected and one of the largest in Europe. Each year, the Cooperative Education Program works with 1,500+ employers, both in Ireland and internationally, to secure placements for 1,600 undergraduates. Co-op is an essential part of the overall academic fabric of the university.

WACE is an international professional organization comprised of over 1,200 post-secondary institutions from across the globe that offer cooperative education and/or work-integrated learning programs. Our Co-op and WIE programs in partnership with employers and host organizations provide access to fresh, emerging talent while empowering students to integrate paid, relevant work experience with their academic programs.
Sponsorship Packages

$10,000
Diamond Symposium

Exclusive symposium sponsor for one of these major events:

◆ Opening Delegate Reception  
  Sunday, June 07, 2020

◆ Gala Dinner @ Bunratty Castle  
  Tuesday, June 09, 2020

◆ Keynotes, Plenaries, Special Guests  
  TBA

• Opportunity to introduce your organization for up to 10 minutes at event.
• Custom signage at sponsored event.
• Highest Brand Prominence (conference events and materials).
• Logo on WACE website (over 2.5M views per year).
• Banner Ad on Conference Website (3 sentences maximum).
• Recognition in WACE e-magazine with over 25,000 mailings.
• Access to delegate list post-conference.
• (3) Complimentary full conference registrations.
• Exhibitor Table. Exposure to 150+ delegates.
• Reserved seating for your registrants at seated event.
• Free registration to the next WACE World Conference or Research Symposium

$7,500
Platinum Symposium

Primary sponsor for one of the following events:

◆ WACE Board Reception / Dinner @ University of Limerick campus  
  Saturday, June 06, 2020

◆ WACE Board Meeting @ University of Limerick campus  
  Sunday, June 07, 2020

• Introduce your organization to a small exclusive group of post-secondary decision makers.
• Custom signage at sponsored event.
• Second Tier Brand Prominence (conference events and materials).
• Logo on WACE website (over 2.5M views per year).
• Banner Ad on Conference Website (3 sentences maximum).
• Access to delegate list post-conference.
• (2) Complimentary full conference registrations.
• Exhibitor Table.

*All pricing in US$ Funds. Additional sponsorship and event details on back page.
$5,000
Gold Symposium

Primary sponsor of a lunch with the opportunity to display custom signage at the event.

- **Delegate Lunch**  
  (Choose one)
  
  *Monday, June 08, 2020*
  *Tuesday, June 09, 2020*
  *Wednesday, June 10, 2020*

- Introduce your organization to a small exclusive group of post-secondary decision makers.
- Custom signage at sponsored event.
- Third Tier Brand Prominence (conference events and materials).
- Logo on WACE website (over 2.5M views per year).
- Banner Ad on Conference Website (3 sentences maximum).
- Access to delegate list post-conference.
- (1) Complimentary full conference registration.

$2,500
Silver Symposium

Primary Sponsor for one of the following events:

- **Nutrition Break**  
  (Choose one)
  
  *Morning & Afternoon:*
  *Monday, June 08, 2020*
  *Tuesday, June 09, 2020*
  
  *Morning:*
  *Wednesday, June 10, 2020*

- **Research Symposium Sessions**  
  Sponsor’s choice
  
  - Custom signage at sponsored session.
  - Fourth Tier Brand Prominence (conference events and materials).
  - Logo on WACE website (over 2.5M views per year).
  - Banner Ad on Conference Website (3 sentences maximum).

*All pricing in US$ Funds. Additional sponsorship and event details on back page.*
Promotion

Additional Promotional Opportunities

$1,000 - $5,000

- **Post Secondary Research Symposium Partner**

Includes:
- Organizational logo on conference website
- Brand prominence is dependant upon partnership level

$2,000 or in kind

- **Welcome Gifts**

What better way to welcome event attendees to Limerick than with a symposium welcome gift. All attendees will receive a welcome gift upon arrival.

Includes:
- Sponsor logo on gift co-branded with WACE
- Option to provide collateral or giveaway to be handed out by WACE staff

$1,500

- **Conference Transportation**

Raise brand awareness by sponsoring bus transportation during one of these two events:

Includes:
- Gala Dinner
- Castle Tour

$1,500

- **Lanyards / Nametag Holders**

Showcase your brand to over 150 delegates by adding your logo to the conference lanyard and name tag.

Includes:
- Sponsor logo on lanyard co-branded with WACE

$1,000

- **Grants & Award**

Sponsors choice presented during the Closing Gala dinner.
- Research Grant
- Best Referred Research Paper
- Best Academic Poster

$1,500

- **Exhibitor Tables**

- **Additional Promotional Opportunities**

*All pricing in US$ Funds.*
## Package Overview

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<tr>
<th>Branding and Communications</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
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<td>$10,000</td>
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### Brand Prominence (conference events and materials)

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<th>Highest</th>
<th>2nd Tier</th>
<th>3rd Tier</th>
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<td>Logo on WACE website (over 2.5M views per year)</td>
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<td>Banner Ad on Conference Website (3 sentences maximum)</td>
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<td>Custom signage at sponsored event</td>
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### Conference Engagement

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<tr>
<td>Complimentary full conference registrations</td>
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<td>Complimentary registration at next WACE world conference or research symposium</td>
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<td>Opportunity to introduce your organization for up to 10 minutes at event</td>
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<td>Exhibitor Table</td>
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<td>Exposure to 150+ delegates</td>
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<td>Exposure to 30 WACE Board members only</td>
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<td>Reserved seating for your registrants at seated event</td>
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### Research Symposium

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*Last Updated Feb. 5, 2020*
WACE and University of Limerick thank you for taking the time to review this proposal and ask that you consider participating in the sponsorship of this symposium. We look forward to your response.

If you have sponsorship questions, please contact:

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