



SPONSORSHIP PROGRAM

The Better World Project promotes public understanding of how academic research and technology transfer benefit you and millions of people around the world. Every day.

BETTER WORLD PROJECT

The Better World Project shares the inspiring stories behind innovations that have changed the way we live. It's a must-read for people interested in research and discovery, technology transfer or economic development as well as anyone who has wondered:

“Where did that come from?”

This advocacy program aims to illustrate the impacts of research commercialization on the world by sharing its successes. We care deeply about fueling our industry's future. *Help us fund critical projects to lead this great industry into an incredible future.*

BE A SPONSOR

Your support will help:

- ▶ Establish a new and inclusive way of sharing the impact of the technology transfer industry.
- ▶ Create a toolbox for lobbying efforts
- ▶ Increase global growth and reach a wider international audience

	Contributor Level \$1,500	Supporter Level \$2,500	Leader Level \$5,000
Acknowledgement via AUTM's Facebook, LinkedIn and Twitter	X	X	X
Sponsor logo with hyperlink on Better World Project website for one year	X	X	X
Sponsor logo featured on email blast promotion of individual stories for one year	X	X	X
Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*		X	X
One month as the Featured Sponsor on the Better World Project website			X
An invitation to the Chairs' Reception at the Annual Meeting*			X

For more information reach out to Casey at cannunziata@autm.net today.

The Better World Project publishes an average of 12 stories per year, which are posted to autm.net and shared via social media, a media release, and the AUTM Insight newsletter which goes to 15,000 AUTM members and affiliates.

1,000+ 

More than **1,000** people voted to choose the 2022 Better World Project Award Winner

500+ 

Over **500** stories in the Better World Project database

65 

65 story submissions from **7** different countries in 2021

30,000 

The BWP emails were opened more than **30,000** times last year



Sponsorship Contract

Email completed form to cannunziata@autm.net along with a copy of your logo.

Sponsorship fees are due upon application acceptance. Invoices can be created at the sponsor's request.

- ▶ If paying by credit card, include details on this form as indicated below.
- ▶ If paying by check, please email the completed form to cannunziata@autm.net and then mail payment with a copy of the application to: **AUTM PO Box 7151 Carol Stream, IL 60197-7151**

SPONSORSHIP SELECTION:

Contributor: \$1,500

Supporter: \$2,500

Leader: \$5,000



CONTACT INFORMATION

NAME/TITLE

COMPANY

ADDRESS

CITY

STATE/PROVINCE

COUNTRY

ZIP/POSTAL CODE

PHONE

EMAIL

WEBSITE ADDRESS

PAYMENT INFORMATION

CHECK ENCLOSED (all fees must be paid in US funds)
Make check payable to: AUTM

CHARGE MY:

- VISA MasterCard
 American Express Discover

AMOUNT:

- \$500 deposit* Full payment \$ _____
 Other \$ _____

CARD NUMBER

EXPIRATION DATE

AUTHORIZED SIGNATURE

DATE

PRINT NAME AS IT APPEARS ON CARD

BILLING ADDRESS IF DIFFERENT FROM ABOVE

AUTM's taxpayer ID number is 36-3011951.

* US tax codes forbid AUTM to allow sponsors to make any qualitative statements about their companies, products or services.

Thank you for your support, you help make the Meeting possible!