



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.



Harnessing Patient's Immune System to Fight Cancer



Arsenic Removal: Fixing Drinking Water for Millions



Honeycrisp: The Apple of Minnesota's Eye

The Better World Project

More than 470 stories

More than 260 institutions

www.autm.net/BWP

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?"

Every day, the Better World brings to life the technologies – from those that provide clean drinking water to life saving drugs – that make a profound impact on the lives of people everywhere.

Be a Sponsor

The Better World Project offers a variety of sponsorship packages that provide options for recognition. If you are looking for something beyond the levels listed here, and are interested in making an even greater sponsorship commitment, we would be happy to work with you on a custom package.

For more information on sponsorship opportunities and benefits, please contact Madhuri Carson at mcarson@autm.net or +1-847-686-2362.

All benefits applicable for one year from contract signing.

	Contributor Level	Supporter Level	Leader Level
Acknowledgement via AUTM social media (LinkedIn, Twitter or Facebook)	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

*Once within the 12-month period following contract acceptance.

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 11,000 AUTM members and affiliates.

Each BWP story typically receives:

1,500 impressions on AUTM's social media channels (Twitter, Facebook and LinkedIn) with an average reach of more than 6,000 readers.



250 views on autm.net (in the first 2 months)



2,100 opens via AUTM's media release





Sponsorship Contract

Sponsors must provide a minimum deposit of \$500 to secure the sponsorship. If not paid in full at the time of the application, AUTM will invoice the sponsor for the balance.

Email completed form to mcarson@autm.net, as sponsorship is available on a first-come, first-served basis.

- If paying by credit card, include details on this form as indicated below.
- If paying by check, please email the completed form to mcarson@autm.net and then mail payment with a copy of the application to:

AUTM
PO Box 88615
Chicago, IL 60680-1615

Select Sponsorship Level:

Contributor \$1,500

Supporter \$2,500

Leader \$5,000

Payment Information

Name/Title

Company

Address

City

State/Province

Country

ZIP/Postal Code

Phone

Email

Website Address

Check enclosed (All fees must be paid in U.S. 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.

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