



autm

**better world
project**

Better World Project

The Better World Project shares the surprising and 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?"

The Better World Project has gained incredible momentum since its inception. Each year, this treasure trove of stories brings to life the technologies that make a significant impact on the lives of people everywhere.

Featuring fresh content monthly, including long-form and videos, the Better World Project:

- Promotes continuous exposure and extends the report's reach
- Populates the Better World Project website with impactful stories throughout the year
- Provides an online experience that lives up to the quality of the stories presented
- Offers users the ability to download stories so they can conveniently and quickly distribute them to a variety of audiences

Sponsor Packages

The Better World Project offers a variety of packages that provide you with options for sponsorship and 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.

Sponsorship Levels

Leader Level Sponsor – \$10,000

Sponsors receive:

- One month as the Featured Sponsor on the Better World Project website
- Acknowledgement via AUTM social media (LinkedIn, Twitter or Facebook)
- Two free registrations for the AUTM Annual Meeting*
- One free registration to any AUTM event (excluding those that are by invitation only)*
- An invitation to the Sponsors' Luncheon at the Annual Meeting*
- An invitation to the Presidents' Reception at the Annual Meeting*
- Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*
- Sponsor logo with hyperlink on Better World Project website for one year
- Sponsor logo featured on electronic PDFs of individual stories for one year

Supporter Level Sponsor – \$7,500

- Acknowledgement via AUTM social media (LinkedIn, Twitter or Facebook)
- Two free registrations for the AUTM Annual Meeting*
- An invitation to the Sponsors' Luncheon at the Annual Meeting*
- An invitation to the Presidents' Reception at the Annual Meeting*
- Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*
- Sponsor logo with hyperlink on Better World Project website for one year
- Sponsor logo featured on electronic PDFs of individual stories for one year

Contributor Level Sponsor – \$5,000

- Acknowledgement via AUTM social media (LinkedIn, Twitter or Facebook)
- One free registration for the AUTM Annual Meeting*
- An invitation to the Sponsors' Luncheon at the Annual Meeting*
- Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*
- Sponsor logo with hyperlink on Better World Project website for one year
- Sponsor logo featured on electronic PDFs of individual stories for one year

Promoter Level Sponsor – \$2,000

- Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*
- Sponsor logo with hyperlink on Better World Report website for one year
- Sponsor logo featured on electronic PDFs of individual stories for one year

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



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 **mcarsen@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 **mcarsen@autm.net** and then mail payment with a copy of the application to:

AUTM
 PO Box 88615
 Chicago, IL 60680-1618

Select Sponsorship Level: Leader \$10,000 Supporter \$7,500 Contributor \$5,000 Promoter \$2,000

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:

Association of University Technology Managers Inc.

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.