



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.

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?”

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

	Champion \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Sponsor logo with hyperlink on Better World Project website for one calendar year	✓	✓	✓	✓
Sponsor logo featured on email blast promotion of individual stories for one year	✓	✓	✓	✓
Verbal recognition at the AUTM Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*	✓	✓	✓	
An invitation to the Chairs' Reception at the Annual Meeting*	✓	✓	✓	
Sponsor logo featured in Award Winning Project Videos	✓	✓		
Recognition on BWP Award submission & voting website (65 submissions and over 1,000 votes cast in 2021)	✓	✓		
One complimentary registration for the AUTM Annual Meeting*	✓			
Opportunity to introduce BWP Award Winner (script provided by AUTM) at the AUTM Annual Meeting*	✓			
Recognition on podcast interview of BWP Award Winner*	✓			
Acknowledgement via AUTM's Facebook, LinkedIn and Twitter	✓			

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

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

