



Your company provides products or services relevant to liberal arts colleges and universities in this digital age. Therefore, the National Institute for Technology in Liberal Education (NITLE) invites you to sponsor the 2012 NITLE Summit and/or Symposium. These national events for campus leaders and innovators will be held in Arlington, Virginia, on April 15-17, 2012.

Sponsorship Invitation

2012 NITLE Summit and Symposium

April 15 – 17

Westin Arlington Gateway, Arlington, Virginia

(The 2011 Summit Report, including attendees and agenda, is [available online](#).)

THE NITLE SUMMIT

April 15, 4:00 p.m. – April 16, 6:00 p.m.

The NITLE Summit for senior leaders from campuses in the NITLE Network provides a highly interactive venue for collegial exchange across campuses and roles. Leaders from key non-profit organizations, foundations, government offices, and corporations, and influential thought leaders from inside and outside academe also attend. Participants work to define specific, measurable outcomes to help liberal arts colleges advance their missions, exploring issues strategically important to liberal education. Participation in the NITLE Summit is by invitation only, with limited space available.

What makes the Summit distinctive?

- The Summit is an opportunity for committed, senior leaders from inside and outside academe to think strategically about the intersection of technology and the future of liberal education in focused, discussion-intensive working sessions.
- In debating the implications of selected strategic issues, participants define a course forward, identifying specific outcomes and approaches to guide continued activity post-Summit.

THE NITLE SYMPOSIUM

April 16, 4:00 p.m. – April 17, 6:00 p.m.

The NITLE Symposium, a new annual event, offers an open, cross-professional, national venue for faculty members, technologists, librarians, and administrators who are putting innovation into practice at liberal arts institutions and seeking frank, solutions-oriented discussion about the future of liberal education. The symposium allows participants to interact across traditional roles and boundaries, focusing a diverse range of expertise on challenges shared by liberal arts campuses. The program will be substantively shaped by proposals from the community, with an emphasis on inter-institutional collaboration and/or outcomes extensible across campuses.

What makes the Symposium distinctive?

- The Symposium focuses on innovation, practical solutions, and frank discussion of problems at the intersection of liberal education, inquiry, and information technology. It is designed to attract innovators and problem-solvers who get things done on campus.
- Helping participants make connections around solutions, the Symposium is designed to be highly interactive, with a strong emphasis on collaboration, exchange, and networking across campuses and campus roles.

Please direct your questions regarding sponsorship to Marcia Hawkins, associate director for advancement, at mhawkins@nitle.org.





Sponsorship Levels, Opportunities, and Benefits

The NITLE Summit and Symposium provide your representatives with a venue for direct, meaningful contact with decision-makers and innovators from liberal arts colleges and universities from around the country. By sponsoring one or both of these events, you have a distinct opportunity to establish new relationships, strengthen existing connections, and expand business opportunities. In addition, Summit/Symposium sponsors are provided opportunities for additional contact with NITLE members for up to twelve months following the event.

Underwriter \$25,000

- Special recognition as underwriter of the Summit
- Opportunity to welcome Summit attendees at dinner
- Additional signage at Summit dinner
- Priority placement of display table at Summit and Symposium
- Opportunity to include sponsor materials in Summit and Symposium registration packets, subject to content approval
- On-site access to event attendees
- An invitation for two high-level representatives to participate in the 2012 Summit
- An invitation to two additional representatives to participate in the 2012 Symposium
- Sponsor's logo and a 500-word message in the 2012 Summit and Symposium programs
- Top billing in all sponsor lists and related communications, including reports and proceedings published post-event
- For up to one year following the 2012 Summit, sponsor's logo on:
 - NITLE website sponsor page with a link to the company website
 - NITLE materials that include a sponsor listing
 - NITLE e-newsletter
- Two e-mails within a year of the 2012 Summit sent on behalf of sponsor to the appropriate personnel at NITLE member institutions
- An opportunity to host two webinars within a year of the 2012 Summit, advertised to appropriate campus decision-makers.

Partner \$15,000

- Recognition as sponsor of the Summit opening and closing receptions
- Display table at Summit and Symposium
- Opportunity to include sponsor materials in Summit and Symposium registration packets, subject to content approval
- On-site access to event attendees
- An invitation for one high-level representative to participate in the 2012 Summit
- An invitation to two additional representatives to participate in the 2012 Symposium
- Sponsor's logo and a 250-word message in the 2012 Summit and Symposium programs

Sponsor \$10,000

- Naming opportunity: concurrent sessions
- Display table at Summit and Symposium
- Opportunity to include sponsor materials in Summit and Symposium registration packets, subject to content approval
- On-site access to event attendees
- An invitation for one high-level representative to participate in the 2012 Summit
- An invitation for one additional representative to participate in the 2012 Symposium
- Sponsor's logo and a 100-word message in the Summit and Symposium programs
- Recognition in all sponsor lists and related communications, including reports and proceedings published post-event
- For up to one year following the 2012 Summit, sponsor's logo on:
 - NITLE website sponsor page with a link to the company website
 - NITLE materials that include a sponsor listing
 - NITLE e-newsletter
- Two e-mails within a year of the 2012 Summit sent on behalf of sponsor to the appropriate personnel at NITLE member institutions
- An opportunity to host one webinar within a year of the 2012 Summit, advertised to appropriate campus decision-makers.



Sponsorship Levels, Opportunities, and Benefits

(continued)

Contributor \$5,000 (Summit only)

- Opportunity to include sponsor materials in registration packet, subject to content approval
- Display table at Summit
- On-site access to Summit attendees
- Sponsor's logo in Summit program
- Recognition in the Summit report, published post-event
- An invitation for one high-level representative to participate in the 2012 Summit
- For up to one year following the 2012 Summit, sponsor's logo on NITLE website sponsor page with a link to the company website
- One e-mail within a year of the 2012 Summit sent on behalf of sponsor to the appropriate personnel at NITLE member institutions.

Contributor \$5,000 (Symposium only)

- Opportunity to include sponsor materials in registration packet, subject to content approval
- Display table at Symposium
- On-site access to Symposium attendees
- Sponsor's logo in Symposium program
- Recognition in the Symposium proceedings, published post-event
- Entry for one representative to participate in the 2012 Symposium. (Additional representatives may attend with paid Symposium registration.)
- For up to one year following the 2012 Symposium, sponsor's logo on a NITLE website sponsor page with a link to the company website
- One e-mail within a year of the 2012 Symposium sent on behalf of sponsor to the appropriate personnel at NITLE member institutions.

SPONSOR GUIDELINES

TABLE DISPLAYS

Sponsors may use a six-foot display table at the Summit and/or Symposium. Displays should be table top only. NITLE asks all sponsors to be responsible for shipping and storage of display materials.

PAYMENT DEADLINE

Sponsors should submit the [online sponsor pledge form](#), along with one half of the sponsorship payment, as soon as possible to ensure maximum visibility on the NITLE website during the registration period. In order to have the sponsor's name included in the printed program, NITLE requests full payment of the sponsorship by March 1, 2012. The sponsorship amount is not refundable unless unforeseen factors result in cancellation of the entire event.

CRITERIA FOR SPONSORSHIP

- Sponsors must offer services or products valuable to NITLE members and compatible with NITLE's mission.
- NITLE reserves the right to limit the number of sponsors.
- Sponsors must submit a binding sponsorship commitment, including acceptance of NITLE's terms and conditions by February 1, 2012.

TERMS AND CONDITIONS

- Sponsors must wear sponsor badges at all times during NITLE event, provided by NITLE.
- Sponsors may display materials only in approved locations.
- Sponsors contacts with event attendees must at all times be in keeping with the character of a professional meeting – informative and not intrusive.
- Sponsors seeking to distribute materials in the conference registration packet must submit them to NITLE in adequate quantity no later than March 15, 2012.
- Additional items or conditions may be specified by the host hotel or NITLE.