



ASSOCIATION for APPLIED and THERAPEUTIC HUMOR

220 E. State St, FL G | Rockford, IL 61104
815-708-6587 · info@aath.org · www.aath.org

MISSION STATEMENT

Mission: Our mission is to serve as the community of professionals who study, practice and promote healthy humor and laughter.

Tag: “The Home for Humor & Laughter Professionals”

Vision: AATH will be *the* recognized, worldwide authority and primary membership organization for people with a common interest in applied humor and laughter.

The Strategy of the association is to:

- develop a community of people interested in humor and laughter
- disseminate information through conferences, communications and networking opportunities
- serve as a resource for information relevant to our mission.

Our Outreach

- 3,300 Professional Friends: Mailing list for our publications and updates
- 250+ Professional Members: Individuals committed to humor and laughter
- 1800 #AATH Twitter followers @AATH_Assoc
- 1800 #AATH Humor Academy Twitter followers @TheHumorAcademy
- 520 Linked In members
- 1430 Facebook Business page followers. 5,600 Average post reach
- 1300 Facebook group followers
- 200+ Pinterest followers

Our Friends and Members include professionals who incorporate humor and laughter into their lives and work:

- Counselors & Psychotherapists
- Business Leaders & Managers
- Doctors, Nurses, Health Care Professionals
- Educators
- Professional Consultants and Trainers
- Scholars and Researchers
- All who are interested in humor studies

Sponsorship Opportunities



ASSOCIATION FOR APPLIED AND THERAPEUTIC HUMOR

The Home of Humor & Laughter Professionals



The AATH 2020 Conference brings together an international community of professionals who incorporate humor into their daily lives. Evidence-based information and research is shared by keynote speakers and in the breakout sessions.

The Conference includes the Humor Academy (HA), a three-year certificate program for non-traditional students interested in the theory and scientific research applications of therapeutic humor!

Sponsorships are open to organizations and individuals who wish to support the conference and AATH's efforts to, in turn, support the humor community!

PLATINUM SPONSORSHIP - \$25,000

Exclusive - only one sponsorship to be sold at this prime visibility level

- AATH will provide up to 5 Association Memberships in 2020
- Recognition on our Website homepage, in our conference related email blasts, as well as our online newsletter *The Humor Connection*
- At the Annual Conference, AATH will provide:
 - Up to 5 Annual Conference & Humor Academy registrations
 - Recognition as our Presenting Sponsor at the Humor Academy luncheon and the AATH Business Luncheon, with the opportunity to speak from the podium
 - Full color advertisement on the inside cover of the conference program book
 - Onsite signage
 - Complimentary display table in the AATH Exhibitor Showcase
 - Opportunity to provide registration bags with company logo

DIAMOND SPONSORSHIP - \$15,000

- AATH will provide up to 3 Association Memberships in 2020
- At the Annual Conference, AATH will provide:
 - Up to 3 Annual Conference & Humor Academy registrations
 - Recognition as the Sponsor at the Research Poster Session
 - Half page advertisement in the conference program book
 - Onsite signage
 - Complimentary display table in the AATH Exhibitor Showcase

GOLD SPONSORSHIP - \$10,000

- AATH will provide up to 2 Association Memberships in 2020
- At the Annual Conference, AATH will provide:
 - Up to 2 Annual Conference & Humor Academy registrations
 - Quarter page advertisement in the conference program book
 - Complimentary display table in the AATH Exhibitor Showcase

SILVER SPONSORSHIP - \$5,000

- AATH will provide 1 Association Membership in 2020
- At the Annual Conference, AATH will provide:
 - 1 Annual Conference & Humor Academy registration
 - Quarter page advertisement in the conference program book

HA MAJOR EDUCATION SPONSOR - \$5,000

- Logo on Humor Academy Website page and in AATH Conference Program Book on HA page
- Introduced at the HA luncheon
- Award scholarships during the scholarship award program
- Each of the following scholarships will be named for the Major Education Sponsor:
 - **Level I Scholarship** (conference & HA registration) - given to an AATH member who has shown a volunteer spirit
 - **Level II Scholarship** (conference & HA registration) - given to a person who has completed Level I and who can describe the benefits of their future work in Level II
 - **Level III Scholarship** (conference & HA registration) - given to an AATH member who has demonstrated leadership in AATH and who plans to continue this leadership by participating in HA Level III
 - **CHP Celebration Award** - given to a Humor Academy Graduate for conference and CHP registration. This scholarship is based on leadership, HA project and volunteer efforts in AATH



Individual Event Sponsorship Opportunities

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HA NETWORKING LUNCHEON SPONSOR

(\$2,500)

- Named as sponsor of the HA luncheon
- Introduce and welcome students
- Mentioned on the HA page in the AATH Conference program book
- Attend HA afternoon guest speaker sessions

2020 HA RESEARCH SPONSOR

(\$2,000)

- Named as sponsor of the HA Research and Project Sessions
- Introduce and thank those engaged in humor research at the Research Session
- Name on the HA page in the AATH Conference program book

Evidence-based information and research is shared by keynote speakers and in the breakout sessions.

2020 MEAL SPONSORSHIP

*Consider supporting AATH by sponsoring a meal at the conference. Individual Meal Sponsors receive the following **benefits**:*

- Podium acknowledgement
- Recognition in Program Book (including business card ad)
- Recognition in e-blasts leading up to the Conference
- Recognition on AATH Webpage
- Opportunity to have promotional items placed at tables in venue

Opportunities. *Select from the following Meal Sponsorships: Contact the office to discuss pricing options*

- Humor Academy Reception
- Conference Reception
- Morning Breakfast Bar
- Conference Lunch
- Awards Banquet
- Snack Breaks

2020 KEYNOTE SPONSORSHIP

(\$1,500 per session or ALL for \$10,000)

*Sponsors can choose to sponsor from 1 to 6 Individual Keynote Speakers at \$1,500 each and receive the following **benefits**:*

- Podium acknowledgement
- Recognition in Program Book (including business card ad)
- Recognition in e-blasts leading up to the Conference
- Recognition on AATH Webpage
- Opportunity to have promotional items placed at tables in venue

*At the \$10,000 level, Keynote Series Sponsors receive the above, plus the following **benefits**:*

- Complimentary exhibit space
- Opportunity for a brief intro before event/speaker
- Up to 2 conference registrations
- Signage opportunities
- Promotion via social media postings

INDIVIDUAL GIFTS

If you are an individual who wishes to support AATH with a smaller or private contribution, we thank you for your generosity and open heart. For individual arrangements, please contact the office at info@aath.org or 888-747-2284. You may also make your donation online.

2020 PROGRAM ADVERTISING

Program advertisement is black and white. Print ready PDF should be submitted to the AATH office by February 28, 2020.

Cover Pages - 8.5" x 11" (trim) with 1/8" bleed added on all sides
(inside front, inside back & back cover)

- BW \$300 Color \$400

Inside Pages - (all BW)

- Full-page Ad - 7.5" x 10"\$300
- Half-page Ad - 7.5" x 5"\$150
- Quarter-page Ad - 3.5" x 5"\$75
- Business Card Ad - 3.5" x 2"\$40

AATH SPONSORSHIP AGREEMENT

Name _____

Company (if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Type of Sponsorship/Advertising Opportunity

Conference Sponsorship

- Platinum Sponsorship - \$25,000
- Diamond Sponsorship - \$15,000
- Gold Sponsorship - \$10,000
- Silver Sponsorship - \$5,000
- HA Education Sponsor - \$5,000
- HA Networking Luncheon Sponsor - \$2,500
- HA Research Sponsor - \$2,000

Meal Sponsorship

Contact office to discuss options

- Humor Academy Reception
- Conference Reception
- Morning Breakfast Bar
- Conference Lunch
- Awards Banquet
- Snack Breaks

Keynote Sponsorship

- Sponsorship of all Conference Keynotes - \$10,000
- Sponsorship of ____ number of Keynotes
@ \$1,500/session

Program Advertising

Cover pages - 8.5 x 11-

(inside front, inside back & back cover)

- BW - \$300
- Color - \$400

Inside pages - (all BW, no bleeds)

- Full-page Ad - 7.5" x 10" - \$300
- Half-page Ad - 7.5" x 5" - \$150
- Quarter-page Ad - 3.5" x 5" - \$75
- Business Card Ad - 3.5" x 2" - \$40

Sponsorship/Advertising Fee Payment

- We will send a check payable to:
AATH, 220 E. State St., Suite G
Rockford IL 61104
- Please send invoice

Thank you for your sponsorship!

Don't feel restricted by the sponsorship descriptions on these pages.
We are happy to discuss an individual sponsorship plan that fits your needs!

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Visit www.aath.org