

# 2017-2018 Sponsor Packages



ASSOCIATION FOR APPLIED AND THERAPEUTIC HUMOR

*The Home of Humor & Laughter Professionals*

*AATH Graduate College Credit and Certificate Program*



The AATH 2018 Conference on April 12-15 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, 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 2018
- 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 on Thursday and the AATH Business Luncheon on Saturday, 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 2018
- At the Annual Conference, AATH will provide:
  - Up to 3 Annual Conference & Humor Academy registrations
  - Recognition as the Sponsor at the Friday Research Poster Session luncheon
  - 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 2018
- 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 2018
- 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 Thursday 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 registration and travel expenses. This scholarship is based on leadership, Level II project and volunteer efforts in AATH
  - **Student Scholarship** - stipend for a student to take the Graduate college course

## **HA PEACE SPONSOR - \$2,500**

- Named as sponsor of the HA Thursday luncheon
- Introduce and welcome students
- Full HA scholarship for registration will be awarded in your name
- Award the Peace Scholarship during the Scholarship Award Ceremony
- Mentioned on the HA page in the AATH Conference program book



# 2018 Individual Event Sponsor Opportunities

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## HUMOR ACADEMY 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 Luncheon
- 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. Sponsorships are open to organizations and individuals who wish to support the conference and the effort of AATH to support the humor community!*

## 2018 MEAL SPONSORSHIP

*Consider supporting AATH by becoming a meal sponsor. 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:*

- Thursday Opening Dinner (\$2,500)
- Friday Lunch (\$2,500)
- Friday Awards Banquet (\$6,500)
- Saturday Lunch (\$2,500)
- Humor Academy Sunday Luncheon (\$1,500)
- Snack Breaks (\$2,000)

## 2018 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

**Opportunities.** *Select from the following Keynote Sessions:*

- Friday–One: **Avish Parashar**, “Ding Happens!”
- Friday–Two: **Saranne Rothberg**, “Comedy Care”
- Saturday–One: **Anne Zuccardy**, “Using Creativity and Play to Boost Brain Power”
- Saturday–Two: **Heidi Hanna**, “Getting Your Funny”
- Saturday–Three: **Ed Dunkel**, “50 Shades of Play”
- Sunday–One: **Beth Usher**, “Always in My Right Mind: How Humor Healed My Soul After Surgery To Remove The Left Side Of My Brain”
- Sunday–Two: **Phil Dixon**, “Humor and the Brain: An Interactive Exploration of the Relationship Between Humor and the Non-Conscious Brain”
- Sunday–Three: **Jeremy Poincenot**, “My Life’s a Blur”

## 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 either the office or any BOD member at the website. You may also make your donation online.

## 2018 PROGRAM ADVERTISING

Program advertisement is black and white. Print ready PDF should be submitted to the AATH office by February 28, 2018.

Cover Pages - 8.5" x 11" with 1/8" bleed  
(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

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# 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 Peace Sponsor - \$2,500

#### Meal Sponsorship

- Thursday Opening Dinner - \$2,500  
 Friday Lunch - \$2,500  
 Friday Awards Banquet - \$6,500  
 Saturday Lunch - \$2,500  
 Humor Academy Advisor's Dinner - \$2,500  
 Snack Breaks - \$2,000

### 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)

- 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!

220 East State St., Floor G, Rockford, Illinois, 61104 • 815-708-6587 • fax: 815-397-6799 • email: info@aath.org

Visit [www.aath.org](http://www.aath.org)