

Sponsorship Opportunities



UXPA Cleveland is the official Northeast Ohio chapter of the international User Experience Professionals Association (UXPA), designed to educate, motivate, and promote usability and user experience design throughout Northeast Ohio.

We gather the region's user experience professionals nine times per year for educational meetings and networking sessions, including our largest event, World Usability Day.

Our ability to provide such opportunities for UX professionals relies in large part on donations and sponsorships from organizations committed to promoting usability and user experience design. We now offer a number of ways you can sponsor UXPA Cleveland—either throughout the year (organizational sponsorships) or on World Usability Day.

Thank you for considering a commitment not only to UXPA Cleveland but to the usability, user experience design, customer experience, user research, and interactive design enthusiasts and professionals across our region who will benefit from your support.

Premium Organizational Sponsor

\$2500

- Recognition of Organizational Sponsorship at monthly events - 9 events in total
- 10 year-long UXPA Cleveland Memberships (a \$600 value)
- Co-Sponsor/Assist in planning one monthly event
- Ability to "pitch" one club event for the following year.
There is no guarantee the suggested speaker or topic will be chosen; decision is at the discretion of UXPA Cleveland.
- 4 Free job postings (a \$600 value)
 - Listings are posted on UXPA Cleveland's website
 - Posting distributed through email list
 - Shared through UXPA Cleveland's social media
- 4 tickets to World Usability Day (a \$640 value)
- Option to send 1 email to all UXPA Cleveland members, *subject to the organization's review and schedule; must be related to user experience*
- Option to present during opening announcements for World Usability Day
 - *Must provide slide two weeks in advance.*
 - *Option to let UXPA present slide on your behalf.*
- Dedicated attendee table at World Usability Day: Your sponsored table will be used by attendees during the conference; at lunch, you can have a company representative sit at the table to network and field questions.
- Company name, URL, logo, and mention of your Organizational Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Company name and mention of your Organizational Sponsorship status on select UXPA Cleveland social media posts and event literature

Sponsorship Opportunities



Organizational Sponsor

\$1000

- Recognition of Organizational Sponsorship at monthly events – 9 events in total
- Company name and mention of your Organizational Sponsorship status on select UXPA Cleveland social media posts and event literature (excluding World Usability Day specific posts)
- 6 year-long UXPA Cleveland Memberships (a \$360 value)
- 2 Free job postings (a \$300 value)
 - Listings are posted on UXPA Cleveland's website
 - Posting distributed through email list
 - Shared through UXPA Cleveland's social media
- Company name, URL, logo, and mention of your Organizational Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)

World Usability Day Platinum Sponsor

\$1500

- 4 tickets to World Usability Day (a \$640 value)
- 6 Free year-long Memberships to UXPA Cleveland (a \$360 value)
- Option to present during opening announcements for World Usability Day
 - Must provide slide two weeks in advance.
 - Option to let UXPA present slide on your behalf.
- Dedicated attendee table at World Usability Day: Your sponsored table will be used by attendees during the conference; at lunch, you can have a company representative sit at the table to network and field questions.
- Company name, URL, logo and mention of Platinum Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Priority logo placement on WUD program and printed WUD materials
- Recognition of Platinum Sponsorship at opening announcements at the World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails and social media
- Distribution of company literature and giveaways (optional) at the UXPA Cleveland World Usability Day event

World Usability Day Gold Sponsor

\$1000

- 2 tickets to World Usability Day (a \$320 value)
- 4 year-long UXPA Cleveland Memberships (\$240 value)
- Company name, URL, logo, and mention of Gold Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Recognition of Gold Sponsorship at opening announcements at the World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails
- Distribution of company literature and giveaways (optional) at the UXPA Cleveland World Usability Day event

Sponsorship Opportunities



World Usability Day Silver Sponsor

\$500

- 2 year-long UXPA Cleveland Memberships (\$120 value)
- Company name, URL, logo, and mention of Silver Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Recognition of Silver Sponsorship at opening announcements at the World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails
- Distribution of company literature and giveaways (optional) at the UXPA Cleveland World Usability Day event

World Usability Day Bronze Sponsor

\$250

- 2 year-long UXPA Cleveland Memberships (\$120 value)
- Company name, URL, logo, and mention of Silver Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Recognition of Silver Sponsorship at opening announcements at the World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails
- Distribution of company literature and giveaways (optional) at the UXPA Cleveland World Usability Day event

World Usability Day In-Kind Sponsor

Product Donation

- Company name, URL, logo and mention of In-Kind Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Recognition of In-Kind Sponsorship at opening announcements at the World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails
- Distribution of company literature and giveaways (optional) at the UXPA Cleveland World Usability Day event

World Usability Day Food/Beverage Sponsor

- Available at the cost of the items – contact president@uxpacleveland.org for details.
- Company name, URL, logo and mention of In-Kind Sponsorship status on the UXPA Cleveland website for one year (12 months after payment received)
- Recognition of In-Kind Sponsorship at opening announcements at the World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails
- Distribution of company literature and giveaways (optional) at the UXPA Cleveland World Usability Day event

Sponsorship Agreement



Your signature signifies you agree to the terms and your commitment to pay for selected sponsorship, as stipulated herein:

Desired sponsorship level (please check one):

- | | |
|---|--|
| <input type="checkbox"/> Premium Organizational Sponsor | <input type="checkbox"/> Bronze Sponsorship |
| <input type="checkbox"/> Organizational Sponsor | <input type="checkbox"/> In-Kind Sponsorship |
| <input type="checkbox"/> Platinum Sponsorship | <input type="checkbox"/> Food & Beverage Sponsor |
| <input type="checkbox"/> Gold Sponsorship | |

Organization: _____

Signature: _____

Printed: _____

Title: _____

Date: _____

Complete and return to worldusabilityday@uxpacleveland.org.
Deadline for World Usability Day Sponsorships: October 20, 2019.

PAYMENT

Please submit payment via the UXPA Cleveland website at uxpacleveland.org/donations by October 20, 2019 and indicate your sponsorship level in the comments field.

LOGOS

Sponsor is responsible for submitting high-resolution logo for inclusion in conference materials. Please email logo to worldusabilityday@uxpacleveland.org.

CANCELLATION & PAYMENT POLICY

This document serves as a contract. All sponsorship and/or exhibitor requests are final. Execution of this Commitment Form signifies assumption of legal responsibility to pay for sponsorship(s) as stipulated on the form. Full payment must be received within 30 days of receipt of signed Commitment Form. Payment must be made in U.S. dollars drawn on a U.S. bank. UXPA Cleveland reserves the right to cancel a request in the case of non-payment by the deadline unless UXPA Cleveland has agreed to alternate payment arrangements.