

World IA Day Atlanta 2022

Sponsorship Packet
For March 5, 2022

INSIDE THIS PACKET

- WIAD Overview
- Sponsor Package Levels
- Contact Information

Past attendees include:

- Information Architects
- UX Professionals
- Content Strategists
- Data Scientists
- Product Managers
- Developers
- Marketing Professionals
- Scholars & Students
- Entrepreneurs

Welcome!

Thank you for your interest in sponsoring World Information Architecture Day (WIAD). This prospectus highlights the 2022 sponsorship opportunities. We look forward to working together! As you consider your future partnership, our team stands ready to clarify the opportunities presented. We thank you for your interest and look forward to making sense of the world around us together!

World IA Day continues to grow with 58 locations internationally spanning 24 countries and 5 continents. WIAD is the flagship event of the former Information Architecture Institute (IAI), World Information Architecture Day (WIAD) matured as part of a global community with over 1,400 members, 18,000+ followers on Twitter, over 9,000 members in the IAI LinkedIn group, and nearly 4,000 newsletter subscribers. Today, WIAD is its own 501(c)3 organization dedicated to bringing the information architecture community together.

World IA Day is about bringing the information architecture community together. We're fostering connections within local communities and on a global scale. We're sharing information, ideas, and research in new ways every day. Join us and help celebrate the accomplishments of our community in keeping a connected world.

Why Sponsor?

By sponsoring World IA Day Atlanta, your organization will help advance awareness and education in the information architecture and user experience fields while enjoying unique outreach benefits. In exchange for your financial support as a sponsorship donation.

World IA Day Atlanta agrees to provide the following consideration for the term of this contract date through March 2022:

Bronze - \$250

- Have logo placement on our website, and registration page.
- Be visually and vocally thanked at the start and end of the day at the event.
- Be promoted and thanked online via @WIADATL tweets, LinkedIn, and other social media channels.

Silver - \$500

- Have logo placement on our website, and registration page.
- Be visually and vocally thanked at the start and end of the day at the event.
- Be promoted and thanked online via @WIADATL tweets, LinkedIn, and other social media channels.
- Sponsor branding during breaks – logo and tag line on screen.
- 5 tickets for the event to share with your employees.

Gold - \$750

- Have logo placement on our website, and registration page.
- Be visually and vocally thanked at the start and end of the day at the event.
- Be promoted and thanked online via @WIADATL tweets, LinkedIn, and other social media channels.
- Sponsor branding during breaks – logo and tag line on screen.
- 30 second promotional spot during the event.
- 5 tickets for the event to share with your employees.

Platinum (Primary Event Sponsor) - \$1000

- Have logo placement on our website, and registration page.
- Be visually and vocally thanked at the start and end of the day at the event.
- Be promoted and thanked online via @WIADATL tweets, LinkedIn, and other social media channels.
- Sponsor branding during breaks – logo and tag line on screen.
- Up to 60 seconds promotional spot following main speaker.
- Private breakout room to engage with attendees.
- Have logo displayed on streaming platform during entire event.
- Links to your website from the WIAD Atlanta website.
- 10 tickets for the event to share with your employees.
- 25% discount on sponsorship for World IA Day Atlanta 2023

Ready to join us for 2022?

Let's talk about how we can build a partnership with your company!

For more information on becoming a sponsor please reach out to Sharon Carter.

contact.wiad.atl@gmail.com