



Dear Athletic Training Supporter,

As a friend of athletic training, the Eastern Athletic Trainers' Association (EATA) would like to offer you an opportunity to expose your company/products to our organization, which represents nearly **20% of the National Athletic Training Membership!** Every January, since 1949 athletic trainers from Districts 1 (ME, RI, MA, VT, NH, CT) and 2 (NY, NJ, PA, DE) have met for the advancement and improvement of the profession.

This year, our meeting will be held **January 11-14th in Valley Forge, PA.** Throughout those four days, attendees will participate in continuing education workshops, general lectures and state meetings. In addition, athletic training students will be in attendance for a concurrent program specific to their population.

We are currently soliciting sponsors for our meeting. Please review the enclosed information and fee structure for sponsorship. When applicable, opportunities will be awarded on a first come, first served basis. **Sponsorship deadline is December 10th.** Special rates are available for registered exhibitors.

It is your support that really drives our efforts for a successful meeting; therefore, we hope you will strongly consider a sponsorship at this year's meeting. If you have any questions, please do not hesitate to contact me at:

Rebecca L. Stearns, PhD, ATC  
Chair, EATA Sponsorship Committee  
Office: (860) 486-0275  
Email: Sponsorship@goeata.org

Sincerely,

Rebecca Stearns



## SPONSORSHIP OPPORTUNITIES

### **General Presentation/Workshop Sponsor:**

On the last day of the conference (Sunday), a general presentation may be sponsored at a discounted rate of 50% for both general sponsors and sponsors from exhibitors. A maximum of one sponsor per presentation is available.

### **Quiz Bowl Sponsor (Friday evening)**

As our students square off to demonstrate their knowledge, sponsor District 1, District 2 or both in this Jeopardy style competitive event. A maximum of 1 sponsor per quiz bowl is available.

### **Awards Banquet (Saturday evening)**

Awards Dinner Banquet takes place Saturday evening from 6:30-9:00pm. This is provided to all attendees who register in advance.

### **Registration Gift Sponsor**

Registration materials will be provided upon check in to all attendees. See sponsorship grid for specific details. One registration sponsor is available each year. A maximum of 1 sponsor is available. Earlier deadline of November 1<sup>st</sup> is required!

### **Ambassador Program Sponsor**

Volunteers working the EATA conference will wear co-branded clothing containing your company logo and EATA logo. Earlier deadline of November 1<sup>st</sup> is required!

### **Student Program Sponsor**

Sponsorship to acknowledge and support the youngest members of our profession.

### **William E. "Pinky" Newell Address Sponsor (Saturday afternoon)**

Sponsorship for our key address in honor of Pinky Newell, the "Father of Modern Athletic Training". A maximum of one sponsor is available.

### **Exhibit Hall Coffee and Beverage Service Sponsor (Saturday 7:30am-2:00pm)**

Complimentary coffee and beverages for exhibitors.

SEE TABLE ON LAST PAGE FOR A COMPARISON TABLE OF THE OPTIONS ABOVE



## **ELECTRONIC SPONSORSHIP OPPORTUNITIES**

### **Convention App Splash Page Sponsor – Fees \$1,000**

Your logo/artwork is displayed at the opening screen of the convention app. A maximum of 1 sponsor is available. The information on the app will continue to be active in perpetuity for the year sponsored (i.e. 2019 Convention app will always list the sponsor)

### **Convention App Banner Sponsor – Fees \$500**

Your logo/artwork is displayed as a banner within the convention app

## **SPONSORSHIP COMBINATION OPPORTUNITIES**

### **Add a Banner Sponsorship to any of the following for \$300 (Save \$200):**

- a. Registration Gift Sponsor
- b. Ambassador Program Sponsor
- c. William E. “Pinky” Newell Address Sponsor
- d. Awards banquet sponsor

## **OTHER SPONSORSHIP OPPORTUNITIES**

### **\*Concussion Summit Sponsorships (Friday 3-9pm) *\*\*NEW THIS YEAR!\*\****

Various sponsorship levels are available for our concussion summit – a designated 6-hour special session offered to our attendees Friday afternoon with in depth educational presentations. Sponsorships available as either:

- \*Title Sponsor, 1 available (\$5,000)
- \*Dinner Sponsor, 4 available (\$2,500)
- \*Keynote Sponsor, 1 available (\$2,500)
- \*Marketing & Registration Sponsor, 1 available (\$2,500)
- \*Dessert Sponsor, 1 available (\$1,000)
- \*Breakout – Equipment Sponsor, 6 available (\$1,000)

\*Indicates exhibit booth included with your sponsorship

### Concussion Summit Sponsorship Details

	Signage	Ad Space	Acknowledgements	Event Table
Title	Premier logo placement on electronic and static signage	2 full page ads in concussion program (inside or back cover) Banner Ad in App	Formal acknowledgement during conference	Table with easel signage in foyer and main room
Dinner	Logo placement on electronic and static signage	1 full page ad in concussion program	Formal acknowledgement during conference	Table with easel signage in foyer and main room
Keynote	Logo placement on electronic and static signage	1 full page ad in concussion program	Formal acknowledgement during conference and keynote session	Table with easel signage in foyer & main room
Marketing	Logo placement on electronic and static signage	1 full page ad in concussion program	Formal acknowledgement during conference	Table with easel signage in foyer & main room
Dessert	Logo placement on electronic and static signage	1/2 full page ad in concussion program	Formal acknowledgement during conference	Table with easel signage in foyer, main room & dinner station
Breakout / Equipment	Logo placement on electronic and static signage	1/2 full page ad in concussion program	Formal acknowledgement during conference	Table with easel signage in foyer, main room & breakout station

***All concussion sponsorships include company logo listed on convention app and exhibit booth space if requested***



	General Presenta- -tion Sponsor	Quiz Bowl Sponsor	Awards Banquet Sponsor*	Registration Gift Sponsor	Ambassador Program Sponsor*	Student Program Sponsor	Pinky Newell Address Sponsor	Exhibit Hall Beverage Sponsor
<b>Fee</b>	\$400	\$500 for both	\$5,000	\$1,250	\$3,000	\$1,000	\$1,500	\$500
<b>Exhibitor Discount</b>	20%	20%	\$4,400	20%	\$2,400	20%	20%	N/A
1. Business logo listed in the sponsors' section of the conference website	X	X	X	X	X	X	X	X
2. Listed as sponsor on display board in Registration Area for the length of conference.	X	X	X	X	X	X	X	
3. Signage displayed at entrance during specific session.	X	X	X				X	X
4. A sponsorship "Thank You" announced at the specific sponsored session.	X	X	X			X	X	
5. PowerPoint slide promoting your business shown on 27 TVs throughout convention space	X	X	X				X	
6. A sponsorship "Thank You" announced at the beginning of the EATA Awards Banquet.			X					
7. Opportunity to distribute lecture materials and promotional information in the registration packets.				X				
8. Business logo placed prominently along side of the EATA logo on the registration gift.				X				
9. All EATA volunteers will wear shirts with your logo alongside EATA's for the conference					X			