



# Sponsorship Plan

OCTOBER 2020

# Summary



AIMS International, the unmatched leader in amusement safety education, has made the decision to take its annual Safety Seminar virtual for 2021. From the comfort and safety of their home and offices, this year's attendees will learn from world-class speakers, veteran trainers and the industry's top professionals sharing their expertise in a virtual classroom setting, delivering over 120 hours of educational content.

Although different, this move to digital opens the door to several new and unique ways for AIMS valued sponsors to engage with the 2021 Safety Seminar attendees.

# Timeline



**October 26**  
Distribute  
Sponsorship  
Opportunities

**November 30**  
Sponsor  
Commitment  
Due

**December 15**  
Sponsor  
creative assets  
and payment  
due

**Jan 11-15**  
AIMS **Virtual** Safety  
Seminar

# Platinum Level



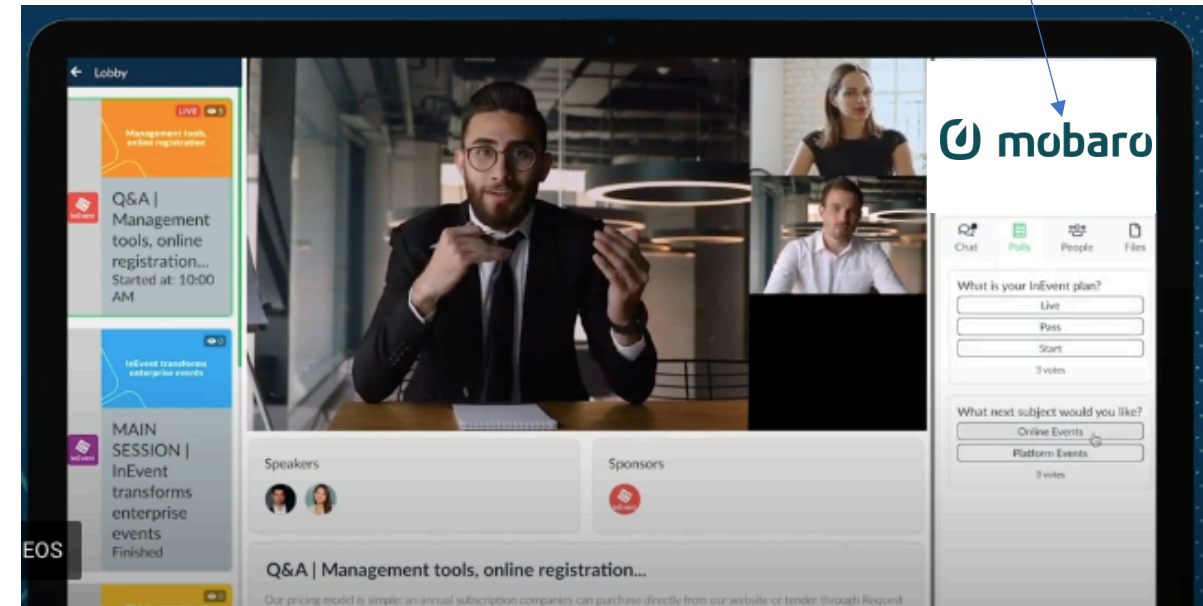
SOLD

Platinum  
sponsor  
placement

*Your company name and logo will be prominently displayed throughout the event.*

## **Platinum Level Sponsorship Benefits include:**

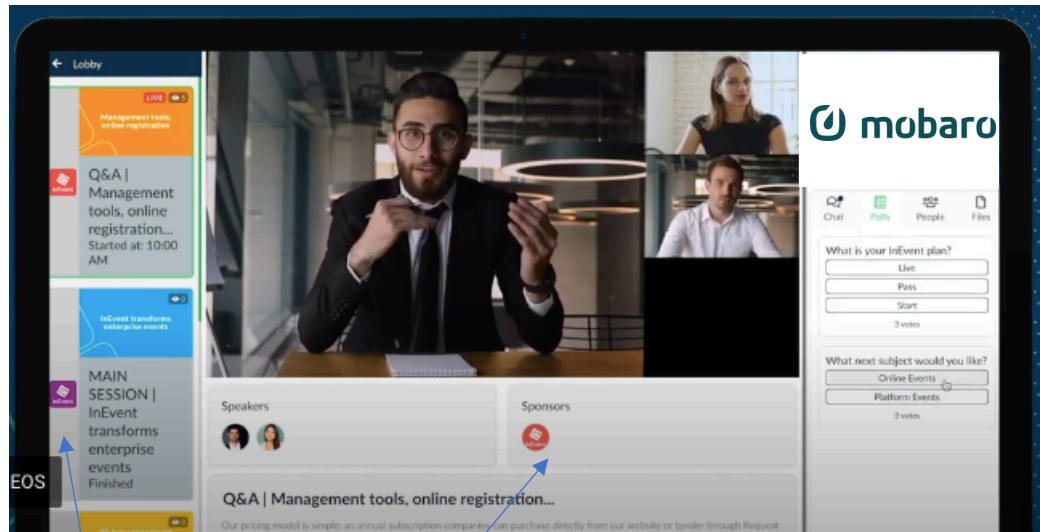
- Title sponsorship - your logo will be included in the virtual lobby
- Logo included during the Keynote address
- Non-skippable :15-:30 second video to be played at the beginning of 10 sessions
- Classroom sponsorship – your logo will appear in the top right corner of every attendee's screen with hyperlink to sponsor website
- Logo placement on the presentation title slides
- Special acknowledgment at the opening reception and closing lunch
- Sponsor exhibit booth with video, images and opportunity to staff virtually
- Company logo and sponsor recognition on AIMS International's website



**Full Event Sponsor - \$6,250**



# Track Title Sponsor

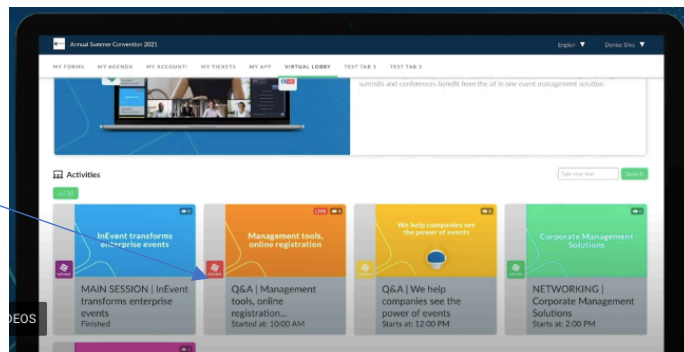


*Your company name and logo will be prominently displayed throughout the selected track.*

- Aquatics
- Operations
- Maintenance
- Spanish Language
- Inspection
- Safety

***All Track Level Sponsorship Benefits include:***

- Track naming rights
- Logo on title slide for every class within the sponsored track
- Non-skippable :15-:30 second video to be played at the beginning of 5 sessions
- Classroom sponsorship – your logo will appear with listed sponsors in all classrooms with hyperlink to company website
- Listed everywhere specific tracks are mentioned/listed
- Sponsor exhibit booth with video, images and opportunity to staff virtually
- Company logo and sponsor recognition on AIMS International's website



**Track Title Sponsorship - \$3,000**

# Gold Level

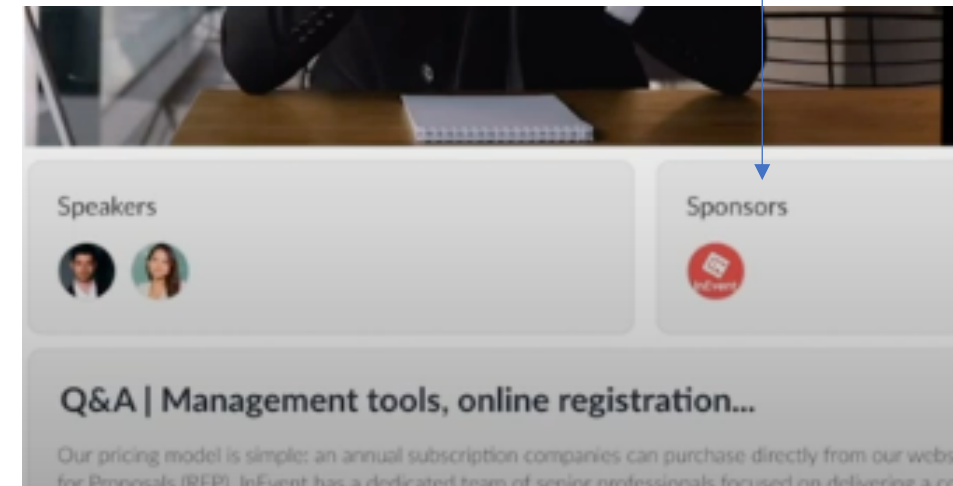


*Sponsorship includes prominent logo placement and title recognition of one lunch and learn forum event.*

***All Gold Level Sponsorship Benefits include:***

- Classroom sponsorship – your logo will appear with listed sponsors in all classrooms with hyperlink to company website
- Non-skippable :15-30 second videos to be played at the beginning of 3 sessions
- Logo placement on the presentation title pages
- Sponsor exhibit booth with video, images and opportunity to staff virtually
- Company logo and sponsor recognition on AIMS International's website

Gold sponsor placement



**Gold Sponsor - \$2,000**

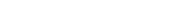
# Silver Level



## SILVER SPONSORS



## BRONZE SPONSORS



*Sponsorship includes logo placement on all Q&A slides and virtual exhibit booth.*

## *Silver Level Sponsorship Benefits include:*

- Non-skippable :15-30 second videos to be played at the beginning of two sessions
- Logo placement on the Q&A page of presentations
- Sponsor exhibit booth with video, images and opportunity to staff virtually
- Company logo and sponsor recognition on AIMS International's website

**Silver Sponsor - \$1,000**

# Bronze Level



*Sponsorship includes logo placement on all Q&A slides and virtual exhibit booth.*

***Bronze Level Sponsorship Benefits include:***

- Logo placement on the Q&A page of presentations
- Sponsor exhibit booth with video, images and opportunity to staff virtually
- Company logo and sponsor recognition on AIMS International's website

**Bronze Sponsor - \$500**

# Sponsor Matrix



	Platinum (1)	Track (6)	Gold	Silver	Bronze
Title Sponsor Virtual Lobby	X				
Keynote Address Sponsor	X				
:15 Second Video to Start # Sessions	10	5	3	2	
Premium Sponsor Placement in top Right Corner Above Chat Box	X				
Presentation Title Slide – Logo Placement	X	X			
Staffed Virtual Exhibit Booth w/video and Other Marketing Collateral	X	X	X	X	X
Hyperlink from Virtual Classroom to Sponsor Website	X	X	X		
Website Recognition on aimsintl.org	X	X	X	X	X
Logo on Session Title Slide	X	X	X		
Track Naming Rights “AIMS connectED Maintenance Track”		X			
Logo on Session Q&A End Card			X	X	X
Lunch & Learn (Topic Forum)			1		
	\$6,250	\$3,000	\$2,000	\$1,000	\$500

# Submission Form



Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship level:

☐ **Platinum** (\$5,000)

☐ **Track** (\$3,000)

☐ **Gold** (\$2,000)

☐ **Silver** (\$1,000)

☐ **Bronze** (\$500)

**PAYMENT:** Check #: \_\_\_\_\_

CC #: \_\_\_\_\_ Exp Date: \_\_/\_\_/\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contributions to 501(c)(6) organizations are not deductible as charitable contributions. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business. 10

# Thank You



**All logos and artwork should be submitted in digital format to: [info@aimsintl.org](mailto:info@aimsintl.org)**

Send form to AIMS International, PO Box 5178, Jacksonville, FL 32247

or email: [info@aimsintl.org](mailto:info@aimsintl.org), or fax to: 714.276.9666

If you have questions, please call MJ Brewer at 714-427- 5747

Contributions to 501(c)(6) organizations are not deductible as charitable contributions. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business.