



2024 Annual Sponsorship Program

2024 USSD Annual Sponsorship Program

	TIER 1 Diamond	TIER 2 Platinum	TIER 3 Gold	TIER 4 Silver
General One Year Benefits				
Pricing (Member / Non-member)	\$20,000 / \$23,000	\$18,000 / \$21,000	\$16,000 / \$19,000	\$14,000 / \$17,000
# available	2	4	6	6
Logo or Recognition on Home Page of USSD website	X	X	X (Recognition)	
Customizable ad to run on USSD social media sites	4 runs in 12 months	3 runs in 12 months	2 runs in 12 months	1 run in 12 months
Credit to be used towards any USSD event in 2024	\$600	\$400	\$200	\$150
Credit to be used towards USSD membership(s) (restrictions may apply)	\$330	\$220	\$110	\$110
Recognition in New Member email	X	X	X	X
International Related Benefits				
INCA 2024 – Conference				
Logo or recognition on marketing materials	X (Logo)	X (Recognition)	X (Recognition)	X (Recognition)
Educational & Other Event-Related Benefits				
Recognition on selected education event in USSD Learning Center	X	X	X	X
Recognition on all DEI related activities in 2024	X			
Conference Related Benefits				
Conference attendee mailing list (does not include emails)	X	X	X	X
Logo or recognition on Exhibit Hall entrance signage	X	X	X (Recognition)	X (Recognition)
Post conference recognition in 1 USSD Bulletin	X	X	X	X
Web ad on one USSD conference webpage	X			
Logo or recognition on one USSD conference webpage		X	X (Recognition)	X (Recognition)
Recognition in conference related emails	X	X		
Recognition in post conference recap email	X	X	X	X
Looping/scrolling electronic display of Logo near entrance of Exhibit Hall	X	X		
Mobile App Related Items				
Recognition in conference mobile app	X			
Push notification messages sent via conference mobile app (subject to content & delivery time restrictions)	3	2	1	
Specific Event Items				
Wrap Party				
• Tickets for Wrap Party	3	2	1	
• Recognition on signage	X	X		
YP Events & activities (social, lunch, etc.)				
• Recognition on Signage	X	X		

continued >

2024 USSD Annual Sponsorship Program (cont.)	TIER 1 Diamond	TIER 2 Platinum	TIER 3 Gold	TIER 4 Silver
Scholarships & related activities				
• 5k registrations	1	1		
• Logo on PIE banner	X	X		
• Recognition on event marketing material for 5k FUNds Run	X	X		
Event Swag				
• BRANDED ITEM: Badge Lanyards (1) (logo in addition to USSD)	X (choose)			
• BRANDED ITEM: Tote Bags (1) (logo in addition to USSD)	X (choose)			
Award Related Benefits				
Exclusive recognition rights for selected Award for 12 months	X			
First right of refusal to sponsor for the following year (maximum 2 consecutive years)	X			
Recognition on all marketing material for selected award	X			
Logo on Award plaque (along with USSD logo)	X			
Company representative to assist with award presentation	X			

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(some availability restrictions may apply; see online system for more information)

INCA 2024

\$1,500 (member) /
\$1,750 (nonmember)

- Logo or recognition on marketing material
- Recognition on event signage

Conference Wrap Party

\$5,000 (member) /
\$5,250 (nonmember)

- 2 Tickets for Wrap Party
- Recognition on signage

YP Events

\$1,000 (member) /
\$1,250 (nonmember)

- 1 Ticket for YP Social
- 1 Ticket for YP Mentoring Breakfast
- Recognition on Signage

Education Events (per event)

\$5,000 (member) /
\$5,250 (nonmember)

- Recognition on selected event page
- Logo on beginning slide of selected event
- Company acknowledged in social media posts for selected event
- Registration discount for One (1) registration for selected event
- Display table at in-person event

Awards

\$3,000 (member) /
\$3,250 (nonmember)

- Exclusive recognition rights for the Award for 12 months
- First right of refusal to sponsor for next period
- Recognition on all marketing material for selected award
- Logo on Award plaque (along with USSD logo)
- Company representative to assist with award presentation

Partner in Education (PIE) Donations

PIE donations are used to support Student activities at the conference and the Kim de Rubertis Scholarship Program. Please note that a small portion of your donation will be used to support USSD operations.

Donations will be accepted in any amount but donations of \$500 or more will receive recognition on PIE banner