The Indiana Chapter of the User Experience Professionals Association is hosting its **15th Annual World Usability Day (WUD)** and its first **virtual** WUD on Thursday, November 12th, 2020. Initially launched in 2005, *World Usability Day* is a single day of global events bringing together communities of professional, industrial, educational, citizen, and government groups for our common objective: to ensure that the services and products important to life are easier to access and simpler to use.

Our Indiana-based event has been successful for the past 15 years with generous support from community organizations and businesses providing sponsorship. We are in a new environment and we invite you to be our **sponsoring partner** for the year. Besides supporting the cost of the conference including the conference platform, raffle items, and marketing, your support will sustain our monthly meetings. Once we get back to in person meetings it means buy pizza and soda for the attendees, paying stipends to special presenters and supporting student activities at IUPUI, IU, Purdue and Ball State.

**Tiered General Partnership Levels:**

**Gold $500** Includes:

- Increased prominence on our website
- Placement of name/logo on all materials
- Thank-you announcement at start of all conference sessions

After the conference, your partnership will continue.

- You will have five minutes at the start of three-monthly meetings to engage the participants.
- Your company will also have one monthly meeting dedicated to you. The Indiana UXPA members will use their combined skills and conduct a “Flash UX”* review. This “Flash UX” review will provide top-level feedback on an interface, product or process your company would like to improve.

*The Indiana UXPA is connected to individuals and companies that can provide detailed UX testing or reviews. Happy to discuss this if you want more in-depth consulting.
Silver $300:

- Name/logo given prominence over bronze in website display
- Placement of logo/name on all materials
- Thank you at the start of the sessions
- Recognition at each monthly meeting
- You will have five minutes at the start of two monthly meetings to engage participants.

Bronze $100:

- Name/logo included on website and all materials.
- Thank you at the start of the conference
- Recognition at each monthly meeting.

Other sponsorship ideas?

Let’s get creative! What considerations do you have around delivering innovative and rich experiences for your users? How might those manifest in a contribution to World Usability Day that is valuable and provides meaning recognition and visibility to your firm? Do have a product or service you want to offer to UXPA members or attendees as a door prize, or perhaps books/media you would want to offer to attendees? These types of in-kind donations and recognitions are also available. Let’s start a conversation!

If you’re interested in any of these options, let’s chat!
Email: info@indianauxpa.com