The Indiana Chapter of the User Experience Professionals Association is hosting its **12th Annual World Usability Day** at Launch Fishers on Thursday, November 9th, 2017. Initially launched in 2005, the annual *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 12 years with generous support from community organizations and businesses providing sponsorship. In addition to our traditional tiered general sponsorships, we are adding specific category sponsorships this year per the options below:

Tiered General Sponsorship:

- **Bronze** $500: Name/logo included on website and in day-of announcements, 1 complimentary admission; <u>available: no limit</u>
- **Silver** $1000: Name/logo given prominence over bronze in website display; will include enclosure in pamphlets/programs during the event and day-of announcements, 2 complimentary admissions; <u>available: 10</u>
- **Gold** $2000: Includes all silver level options with increased prominence on website and placement of name/logo moved to front of pamphlet/program in *Gold Sponsors* section at page bottom, 4 complimentary admissions; <u>available: 3</u>

Category Sponsorships:

- **Lunch Sponsor** $3000: You cover the cost of lunches and will be recognized with gold-level name/logo inclusion in program/pamphlet in addition to option to provide a 5 minute presentation during the lunch portion of the program; <u>available: 1</u>
- **Sponsor all students** $1200: We've always had strong student engagement at our event and have traditionally offered a greatly reduced fee for full-time students to attend; if you purchase this option, you alleviate the fee entirely for full-time students and will be recognized with the equivalent of the silver sponsorship level; <u>available: 1</u>
- **Sponsor a student** $25: This options is *not available to for-profit entities* but is a great option for other non-profit entities or individuals; you can sponsor a single student and will be recognized with name inclusion in the

pamphlet/program; <u>available: no limit (unless the above "Sponsor All Students" option is already sold-out)</u>

- **Job fair supporting sponsor** $500: Bring a table-top display and take a seat in a prominent location during the job fair and portfolio review period; this gives you a great opportunity to promote your company to prospective employees; <u>available: 6</u>
- **Job fair title sponsor** $1000: All the benefits of the job fair supporting sponsor with added recognition; this is a single opportunity to be the title sponsor of the job fair and also get the equivalent of our silver sponsorship – this is a great opportunity and is only available on a first-come, first-serve basis; <u>available: 1</u>
- **Portfolio review sponsor** $500: Sponsor the review period for students wishing to share their projects and portfolios with the professional community; get recognized in the announcement for this event; <u>available: 2</u>

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! Send me an e-mail – **Jeff Davis** at jeff.davis@simon.com or call me at 317-289-9003.