



## Sponsorship Memorandum of Understanding (MOU)

Thank you for supporting M<sup>3</sup>AAWG by agreeing to be a Sponsor at the following M<sup>3</sup>AAWG meeting: **M<sup>3</sup>AAWG 53rd General Meeting, October 11-14, 2021 (Virtual Meeting).**

This MOU places a reservation on your M<sup>3</sup>AAWG Sponsorship. Refer to Appendix A for a complete listing of Sponsorship Benefits, and Appendix B for Sponsorship Guidelines.

Company:

Billing Contact:

Contact:

Billing Contact Email:

Email:

Billing Address:

Sponsor Level:

Please note that your M<sup>3</sup>AAWG sponsorship does not grant your company a speaking slot as part of the M<sup>3</sup>AAWG Program.

### Payment Terms and Conditions

- Sponsors logos will be placed on the M<sup>3</sup>AAWG materials only when a signed MOU is received.
- Sponsors will be sent an invoice immediately upon receipt of the MOU
- Invoices are provided for payment and are due upon receipt regardless of your company's Purchase Order (PO) or vendor process.
- Sponsors with an outstanding balance will not be allowed to reserve a future meeting sponsorship until balance due is paid in full

### **AGREED AND ACCEPTED:**

Sponsor:

By: \_\_\_\_\_

Name & Title: \_\_\_\_\_

Date: \_\_\_\_\_

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

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

### **M3AAWG:**

By: \_\_\_\_\_  
Executive Director

Date: \_\_\_\_\_

Please sign and return to [dina@M3AAWG.org](mailto:dina@M3AAWG.org). Your invoice will follow shortly.

## APPENDIX A

Sponsorship acknowledgments will be included in the recording of sessions.

**DISCLAIMER:** To ensure your logo is included in all session recordings, an eps. file must be received no later than October 1. We cannot guarantee sponsorships received after this date will be included in the session recordings.

### **Sponsorship Opportunities for the M3AAWG 53rd General Meeting**

- **ORT Sponsor \$3,000 USD (Available Wednesday only. Multiple sponsorships available)**
  - Logo on the placeholder slide that will be displayed when Part 1, Part 2 and ORT Wrap Up open, approximately 5 minutes before the scheduled start time.
  - Sponsor will be recognized on slide at the beginning of Part 1, Part 2 and ORT Wrap Up and thanked by the moderator.
  - Sponsor acknowledgment will be recorded in the ORT Wrap Up.
  - Social media post thanking you for your sponsorship of the ORT. (1 post on LI, FB and Twitter)
  - Sponsorship promoted in SCHED
- **Virtual Hall Sponsor \$2,500 USD per day (Available Monday, Tuesday, Wednesday and Thursday. Multiple sponsorships available each day)**
  - Your image will appear across the top of the Virtual hall tool for the duration of the meeting day with in the Virtual Hall.
  - Sponsorship promoted in SCHED
- **Day Sponsorship 5,000 USD (1 available each day - Monday, Tuesday, or Thursday)**
  - Logo on the placeholder slide that will be displayed when each session opens, approximately 5 minutes before the scheduled start time.
  - Our Day Sponsor(s) will be recognized on their own slide at the beginning of the session and thanked by the moderator. Your logo will also appear on the Q&A slide.
  - Sponsor acknowledgment in all recorded sessions.
  - Social media post thanking you for your sponsorship on the meeting day. (1 post on LI, FB and Twitter)
  - Sponsorship promoted in SCHED
- **Overall Meeting Sponsorship \$10,000 USD (Multiple sponsorships available)**
  - Logo on the placeholder slide that will be displayed when each session opens, approximately 5 minutes before the scheduled start time.
  - Our Overall Meeting Sponsor(s) will be recognized on their own slide at the beginning of the session and thanked by the moderator. Your logo will appear on the Q&A slide.
  - Social media post thanking you for your overall meeting sponsorship (1 posts each of the 4 days)
  - We will post your logo on the Upcoming Meetings page in the 53rd General Meeting area.
  - Sponsor acknowledgment in all recorded sessions.
  - Sponsorship promoted in SCHED

- **M3AAWG Night In \$6,500 USD**
  - Your company Logo in a Thank You slide in the Chairman's opening and closing decks.
  - 2 Social media posts thanking you for your sponsorship on Wednesday, the day of the M3AAWG Night In. (2 post ea on LI, FB and Twitter).
  - Sponsorship promoted in SCHED
  - We will promote your company name/logo in the gaming/event tool that is chosen, as much as possible
- **Break Sponsor \$1,000**
  - You have the option to sponsor a Break with only recognition or to also do a prize drawing (\$100 minimum value), during one of the designated break times- you pick from one that is available when you confirm your sponsorship.
    - Attendees opt-in to be included in drawings during registration
    - Receive the Opt-in attendee list (Name, Company and email)
    - Sponsor is responsible for contacting the winner and shipping gift/prize.
    - We can provide a game, or the sponsor can, or drawing only during the break.
  - Sponsorship promoted in SCHED, Social media post thanking you for your sponsoring the Break (1 post on LI, FB and Twitter), and your name in Airmeet during the Break.
- **Sponsor "add on" option \$750 - an Engagement Series session**
  - Please see <https://www.m3aawg.org/members/engagementseries-sponsor> for details

## **APPENDIX B**

### **SPONSORSHIP GUIDELINES**

**The following guidelines apply to ALL sponsors of a M3AAWG meeting:**

- While the collection of business cards is allowed, using cards for mailing list marketing, attempted contact via social media, or other mass communication methods is frowned upon.
- Any questions that sponsors or on-site representatives may have, should be directed to [dina@M3AAWG.org](mailto:dina@M3AAWG.org) in order to get a timely response and resolve any issues in the most efficient manner.
- Sponsors are discouraged from hosting private Social events that may conflict in any way with other M3AAWG sponsorship engagements.
- Invoices are provided for payment and are due upon receipt regardless of your company's Purchase Order (PO) or vendor process.
- Sponsors with an outstanding balance will not be allowed to reserve a future meeting sponsorship.
- If you are an Overall Meeting Sponsor, the signed MOU is required prior to your logo and hyperlink being placed on the M3AAWG website.

If you have any questions or special needs beyond these please inform the sponsor support group or the meeting coordinators as soon as possible ([dina@M3AAWG.org](mailto:dina@M3AAWG.org)). M3AAWG will make every effort to accommodate your request but cannot guarantee it