

AMPLIFY

2024 BIG 12 DEVELOPMENT CONFERENCE

JUNE 3-5, 2024 • STILLWATER, OK

CONFERENCE OVERVIEW & SPONSORSHIP OPPORTUNITIES

The Big 12 Development Conference is a meeting of top thought leaders and practitioners in the higher education advancement space. This meeting draws hundreds of attendees from across the country to network, share ideas and best practices, and chart the future success of institutional development and engagement.

Most attendees from up to 16 Big 12 universities boast teams of over 100 in size with operational budgets to match. Many shops are actively in campaign or campaign planning mode, and in need of vendor partners to help achieve large fundraising and engagement goals. **Sponsors will be connected with a wealth of contacts, from vice presidents to marketing teams, advancement services practitioners, planned giving staff, and more, with sponsorship levels available that will increase your company's visibility across all conference constituencies.**

This year's conference theme is **AMPLIFY** — and the sponsorship team knows our vendor partners can help Big 12 Development teams **AMPLIFY** their operations in a multitude of ways. Below are a variety of sponsorship levels to consider. All sponsorship opportunities will get your company name in front of conference attendees in a variety of ways. Several packages will also give company representatives opportunities to speak to attendees about strategic services you can offer to **AMPLIFY** their results in the higher education development space.

University of Arizona
Arizona State University
Baylor University
Brigham Young University
University of Central Florida
University of Cincinnati
University of Colorado
University of Houston
Iowa State University
University of Kansas
Kansas State University
Oklahoma State University
Texas Christian University
Texas Tech University
University of Utah
West Virginia University



PLEASE REVIEW THE FOLLOWING SPONSORSHIP OPPORTUNITIES AND GET IN TOUCH WITH US TO LOCK IN THE LEVEL THAT'S RIGHT FOR YOUR COMPANY TODAY!

SPONSORSHIP PACKAGES

Exhibitor | \$1,500

All Exhibitors will receive:

- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to the conference
- Incentives for booth traffic**

Conference Sponsor | \$15,000

As the primary sponsor for the Big 12 Development Conference, you will receive prominent exposure with event attendees.

- Pump Up the Volume - 10-minute talk during the 30-minute "Amplify Our Partnerships" session*
- Track session with client partner
- Recognition during each keynote session
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

Track Sponsor | \$10,000

Don't miss this great opportunity for company exposure to targeted audiences within our various tracks.

- Pump Up the Volume - 10-minute talk during the 30-minute "Amplify Our Partnerships" session*
- Track session with client partner
- Recognition during each session within the track
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

Big Fun Sponsor | \$10,000

Event attendees will enjoy a wonderful meal, followed by an interactive and fun group activity at OSU's historic Gallagher-Iba Arena Tuesday evening.

- Pump Up the Volume - 10-minute talk during the 30-minute "Amplify Our Partnerships" session*
- Recognition during each session within the track
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

Meal/Reception Sponsor | \$7,500

Multiple opportunities are available to sponsor the cocktail reception Monday evening as well as various meals throughout the conference.

- Pump Up the Volume - 10-minute talk during the 30-minute "Amplify Our Partnerships" session*
- Recognition at the sponsored meal/reception
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

After Party Sponsor | \$5,000

Don't miss this chance to sponsor an after-party event at Outlaws, a legendary local entertainment venue, Tuesday evening following dinner and the Big Fun event.

- Recognition during dinner and at the after-party event
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

Charging Station Sponsor | \$3,500

While attendees plug in at our device charging station, use this great opportunity to promote your company.

- Signage at Charging Station
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

Welcome Gift Sponsor | \$3,500

This sponsorship covers the conference's welcome gift to all attendees — an exclusive Eskimo Joe's t-shirt featuring all the Big 12 mascots.

- Your company's logo on T-Shirt
- Exhibition table with A/V needs
- Recognition in program and website
- Email list of all registered attendees two weeks prior to conference
- Incentives for booth traffic**

***Amplify Our Partnerships** — These 30-minute general sessions will allow sponsors dedicated time during the Big 12 Development Conference to speak about what is new and next for the industry, and for your offerings to campus partners. This is a chance to make a short product-oriented presentation. Each track sponsor as well as the Big Fun and meal sponsors will have a dedicated 10 minutes, along with two other vendors. This is in addition to a client partner session for our track sponsors only.

****Booth Traffic Incentives** — The OSU Foundation will sponsor a desirable prize for a drawing for each visit to a booth. This will encourage attendees to engage with each booth and increase overall traffic.

RESERVE YOUR SPONSORSHIP TODAY!



For more information about the upcoming Big 12 Development Conference and the many sponsor packages and benefits, please contact:

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SPONSOR/EXHIBITOR INFORMATION

IF YOU PLAN TO PAY BY CHECK OR INVOICE,
please fill out the form below.



IF YOU PLAN TO PAY BY CREDIT CARD,
please visit [this link](#) or scan this QR code

Company Name: _____ Company Website: _____

Representative Name/Title: _____

Street Address: _____

City/State/Zip: _____

Representative Phone: _____ Email: _____

PLEASE DESIGNATE DESIRED SPONSORSHIP LEVEL:

- AMPLIFY Conference Sponsor** | \$15,000 **(SOLD OUT)**
- Track Sponsor** | \$10,000
- Big Fun Sponsor** | \$10,000 **(SOLD OUT)**
- Meal/Reception Sponsors** | \$7,500
- After-Party Sponsor** | \$5,000 **(SOLD OUT)**
- Charging Station Sponsor** | \$3,500
- Welcome Gift Sponsor** | \$3,500
- Exhibitor** | \$1,500

REPRESENTATIVES ATTENDING:

Each exhibitor will be provided with a six-foot table and two chairs. Please indicate below if your set-up requires any additional elements including power.

PLEASE SELECT YOUR PAYMENT METHOD:

- Check Invoice Me

Please make checks payable to the OSU Foundation and indicate the fund in the memo section:

05-40460 Big 12 Conference Fund

Forms may be submitted via email to big12devconf@OSUgiving.com or by mail to:

Adrian Matthys, Big 12 Development Conference, OSU Foundation, 400 South Monroe, Stillwater, OK 74074

Should you have any questions, need additional information or other assistance regarding the Big 12 Development Conference, please contact Cristy Racy at 405.385.5655 or big12devconf@OSUgiving.com.