

2021 Annual Virtual Conference Sponsorship Information

About ATIXA and Our Audience

Founded in 2011, ATIXA's mission is to provide a professional association for school and college Title IX Administrators who are interested in serving their districts and institutions more effectively. Now celebrating our tenth year, ATIXA has grown to serve over 6,700 members from across the nation and has certified over 32,000 professionals in the field. Those 39,000 people in ATIXA's zone of influence include:

- Title IX teams and professionals from public and private higher education institutions.
- Superintendents, Title IX teams, and professionals from K-12 schools and districts.
- Representatives from for-profit and non-profit institutions that support professionals that work in the field of Title IX (law firms that act as both counsel and investigators, hearing officers, and advisors for institutions).

Why Sponsor the Annual Conference?

The ATIXA Annual Conference is the leading conference in the field of Title IX. With the release of the new Title IX regulations in 2020 and the potential for additional revisions to come, ATIXA plans to deliver a virtual conference that is robust, flexible, highly engaging, and valuable to those working in the field of Title IX. Becoming a sponsor of the ATIXA Annual Virtual Conference will provide access and exposure to the network of the professionals outlined above. They are often key decision-makers with buying power for exactly the services and products you represent. Upon acceptance of your sponsorship application, your brand will also be aligned with one of the leading associations in the country, demonstrating our shared values and the worthy goal of advancing gender equity in education.

- Anticipated conference attendance of approximately 350 people
- Conference marketing outreach to approximately 20,000 people, over the course of five months via email, social media, newsletters, and a dedicated conference web page on www.atixa.org.

Our Mission

ATIXA's mission is to provide a professional association for school and college Title IX Administrators who are interested in serving their districts and institutions more effectively.

Apply to Sponsor

ATIXA reserves the right to review sponsorship applications based on organizational fit and values alignment. Sponsor level availability is on a first-come, first-serve basis. Should we no longer be able to accommodate your request for registration, our team will contact you with additional details on other options available to you.

Sponsor registration deadline is **August 6th, 2021**, including receipt of any and all logo requirements and marketing copy.

**Click [Here](#) to Complete
the Sponsorship
Application**



Once your completed application has been received and reviewed by our conference team, we will send you a link to our payment portal to finalize payment and secure your spot as a sponsor.

Available Sponsorship Opportunities

Opening Keynote Sponsor - \$2,000 (SOLD!)

The conference opening keynote is often one of our most highly attended sessions of the year. Secure this level of sponsorship and receive the following benefits:

- Exclusive sponsorship of the Opening Keynote Session of the 2021 ATIXA Virtual Conference
- Logo placement on all conference marketing, including Opening Keynote splash slides, Guidebook mobile app, event lobby, and conference webpage.
- Recognition in any Opening Keynote Session marketing to ATIXA clients, members and Conference registrants including emails and ATIXA social media (Facebook, Twitter, LinkedIn)
- Opportunity to provide a three minute welcome message before the start of the Opening Keynote Session.
- Two email marketing messages sent out to all conference attendees, before and after the Opening Keynote Session.
- Two complimentary registrations to the Annual Conference – includes access to the recordings of everything but the Roundtable Sessions and Networking Reception, for 3 months post-conference.
- Post-event roster of attendees

Closing Session Sponsor - \$2,000 (SOLD!)

Before the virtual conference concludes, this level of sponsorship allows you to be the final presence in front of NABITA's audience. Secure this level of sponsorship and receive the following benefits:

- Exclusive sponsorship of the Closing Keynote Session of the 2021 ATIXA Virtual Conference
- Logo placement on all conference marketing, including Closing Keynote splash slides, Guidebook mobile app, event lobby, and conference webpage.
- Recognition in any Closing Keynote Session marketing to ATIXA clients, members and Conference registrants including emails and ATIXA social media (Facebook, Twitter, LinkedIn)
- Opportunity to provide a three minute welcome message before the start of the Closing Keynote Session.
- Two email marketing messages sent out to all conference attendees, before and after the Closing Keynote Session.
- Two complimentary registrations to the Annual Conference – includes access to the recordings of everything but the Roundtable Sessions and Networking Reception, for 3 months post-conference.
- Post-event roster of attendees

Guidebook Event App Sponsor (2 of 5 still available) - \$2,000 each

Guidebook, the conference's event app, offers many opportunities for sponsored branding and messaging. The majority of our attendees will be using this app throughout the lead-up to and duration of the conference, so this opportunity has the potential to be seen by a majority of the attendees at any given time. Secure this level of sponsorship and receive the following benefits:

- Logo placement on all conference marketing, including, event lobby, and conference webpage.
- Company logo, website, and marketing blurb listed in event app Sponsor section
- Company logo listed throughout the Guidebook app on branded pages, such as interactive messaging board and schedule
- One Complimentary Registration to the Annual Conference – includes access to the recordings of everything but the Roundtable Sessions, for 3 months post-conference.
- Post-event roster of attendees

Networking Session Sponsor (SOLD!) - \$1000

- Logo placement on all conference marketing, including Networking Reception splash slides, Guidebook mobile app, event lobby, and conference webpage.
- Recognition in any Networking Reception marketing to ATIXA clients, members and Conference registrants including emails and ATIXA social media (Facebook, Twitter, LinkedIn)
- Opportunity to provide a three-minute welcome/introduction before the start of the Networking Reception.
- One email marketing message sent out to all conference attendees after the Networking Reception.
- Two Complimentary Registrations to the Annual Conference – includes access to the recordings of everything but the Roundtable Sessions, for 3 months post-conference.
- Post-event roster of attendees

Featured Session Sponsor (6 available) - \$800 each

- Logo placement on designated Featured Session splash slides, Guidebook mobile app, event lobby, and conference webpage.
- Recognition in any designated Featured Session marketing to ATIXA clients, members and Conference registrants including emails and ATIXA social media (Facebook, Twitter, LinkedIn)
- One Complimentary Registration to the Annual Conference. Includes access to the recordings of everything but the Roundtable Sessions, for 3 months post-conference.

Concurrent Session Sponsor (12-16 available) - \$400 each

- Logo placement on designated Concurrent Session splash slides, Guidebook mobile app, event lobby, and conference webpage.
- Recognition in any designated Concurrent Session marketing to ATIXA clients, members and Conference registrants including emails and ATIXA social media (Facebook, Twitter, LinkedIn)

Partner Level Sponsor (unlimited) For-Profit - \$200; Non-Profit - \$100

- Logo Placement on Conference Sponsor Page



For more information,
please e-mail
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