

---

2024

# ANNUAL SPONSORSHIPS



The Association of International  
Enrollment Management

## SPONSORSHIP PACKAGES

---



---

# OVERVIEW

---

## GENERAL INFORMATION

Thank you for your interest in an AIRC Annual Sponsorship Package. Annual Sponsors support the AIRC mission while increasing their brand awareness within the AIRC community. AIRC staff are committed to ensuring that this is a valuable investment for your organization.

All sponsorships will be secured on a first-come, first-served basis via a formal agreement with AIRC.

For questions, please contact Rachael Lamson, Director of Membership and Sponsorships, at [rachael@airc-education.org](mailto:rachael@airc-education.org).

## HOW TO RESERVE AN ANNUAL SPONSORSHIP

To reserve your sponsorship, please complete the inquiry form first. An AIRC staff member will contact you to schedule a brief call prior to finalizing your sponsorship.

Once the terms and conditions have been signed, AIRC will provide a formal agreement and sponsorship invoice.

All invoices are due within two weeks to secure the sponsorship. Sponsor logos must also be sent to AIRC within 2 weeks of securing a sponsorship so that we can begin our promotion.

## PACKAGE OPTIONS

### Economy, Premium, or First Class

AIRC is proud to offer three annual sponsorship packages to allow organizations of all sizes to participate. Each package includes various sponsor benefits which will showcase your products and services. Each package includes benefits throughout the year as well as special acknowledgement during AIRC's in-person events.

# SPONSOR PACKAGES

Cost
Sponsored Blog Post on AIRC Website
Email Blast to AIRC Mailing List (4,900+ subscribers)
Receive Performance Data/Analytics on Email Blasts
LinkedIn Post Thanking Sponsor (3,700+ followers)
Logo, Website, and Description on AIRC Sponsor Website
Searchable Sponsor Link in AIRC Member Directory
Acknowledgement in AIRC Inside Look Newsletters
<b>Additional Benefits at AIRC's In-Person Events</b>
Acknowledgement at AIRC Spring Symposium (April 2024)
Complimentary Registration(s) to AIRC Spring Symposium (April 2024)
Acknowledgement at AIRC India Workshop & Fair (September 2024)
Complimentary Registration(s) to AIRC India Workshop & Fair (September 2024)
Acknowledgement at AIRC Annual Conference (December 2024)
Exhibit Table at AIRC Annual Conference (December 2024)
Complimentary Registration(s) to AIRC Conference (December 2024)
Reserved Table at AIRC Conference Luncheons (December 2024)

ECONOMY	PREMIUM	FIRST CLASS
\$3,500	\$6,000	\$9,500
1	2	3
1	2	3
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
		✓
✓	✓	✓
	1	2
✓	✓	✓
		1
✓	✓	✓
	✓	✓
1	2	3
		✓

---

# TERMS & CONDITIONS

---

Annual Sponsorship packages commence on January 1, 2024 and expire on December 31, 2024. You may purchase a sponsorship anytime during the year; however, the benefits will expire December 31st. Sponsors may not roll over their benefits to the following calendar year.

Packages must be paid in full prior to the start of benefits. Annual Sponsorship package items cannot be substituted or otherwise altered or amended. Annual Sponsors agree to represent only the services and products under the organization listed and not for another division, subsidy, parent company, sister company or any other entity not listed. All packages are first come, first served.

**Important eligibility notice:** If any division or subsidy of your organization receives commission for the referral of international students, you must go through AIRC Certification to be eligible to sponsor.

If you are interested in conference sponsorship packages, please contact Rachael Lamson at [rachael@airc-education.org](mailto:rachael@airc-education.org) for more information.

Cancellations and requests for refunds for any sponsorship items must be made in writing to [rachael@airc-education.org](mailto:rachael@airc-education.org). Upon written request, refunds for withdrawal of sponsorships will be made based on this schedule:

Up to 30 days after agreement: 50% refund

30 days after agreement: No refund

## Package Breakdown

Email Blast to AIRC Mailing List

- AIRC will send a promotional email to the AIRC newsletter subscribers on behalf of the sponsor up to 3 times per year; up to 1 email per quarter.
- Sponsor must provide email content, graphics, and links at least 3 days prior to the scheduled send date.
- AIRC will provide email analytics within 2 weeks of sending the campaign.
- AIRC reserves the right to review email content and determine appropriateness for the AIRC community.

---

# TERMS & CONDITIONS

---

## Package Breakdown

### Sponsored Blog Post

- A guaranteed blog post on the AIRC website and AIRC newsletters.
- Blog post must not be a sales pitch and must provide educational insights and expertise.
- AIRC reserves the right to adjust topic and edit blog post as needed.
- Blog posts will be scheduled quarterly and cannot be postponed after the end of each quarter.

### LinkedIn Post Thanking Sponsor

- AIRC will mention and thank sponsor at the onset of their sponsorship agreement via LinkedIn with the sponsor's logo.
- Sponsor may include 1-2 sentences of their own to this message.

### Logo, Website, and Description on AIRC Sponsor Website

- AIRC will display the sponsor logo, website, and organization description on AIRC's sponsors webpage.

### Sponsor Links in AIRC Member Directories

- Sponsor link and brief description will be displayed in the AIRC member resource library.

### Acknowledgment in AIRC Inside Look Newsletters

- AIRC will add your logo to the bi-weekly newsletter for the duration of the sponsorship term.

### Acknowledgement at AIRC Spring Symposium, AIRC India Fair & Workshop, and AIRC Annual Conference

- AIRC will offer several modes of recognition to Annual Sponsors. Exact modes are determined on a year-to-year basis and may include, but are not limited to, signage, ads, and verbal recognition.

---

# TERMS & CONDITIONS

---

## Package Breakdown

Complimentary Registration(s) to AIRC Spring Symposium, AIRC India Fair & Workshop, and AIRC Annual Conference

- Depending on the package purchased, sponsors will receive complimentary registration(s) to the AIRC Spring Symposium (April 2024), the AIRC India Workshop & Fair (September 2024), and the AIRC Annual Conference (December 2024).
- AIRC will provide complimentary registration instructions for each event.
- Complimentary registrations do not include transportation, meals or accommodations.
- Additional registrations will not be added as part of this agreement.

Exhibit Table at AIRC Annual Conference (Priority Selection)

- Sponsors receive priority selection of their complimentary exhibit table at the Annual Conference.
- Exhibitors must follow the Exhibitor terms and conditions.

Reserved Table at AIRC Conference Luncheons

- Sponsors will receive a reserved table at each luncheon during the AIRC Annual Conference in recognition of our appreciation.
- Sponsors are encouraged to invite their staff, partners, or other conference attendees to join them at their reserved table.

---

# TERMS & CONDITIONS

---

## Terms and Conditions Acknowledgement

I have read, fully understand and agree to the Annual Sponsorship Terms and Conditions provided in AIRC's 2024 Annual Sponsorship Brochure.

\_\_\_\_\_  
Full Name

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date