

SPONSORSHIP PROGRAM

The Better World Project promotes public understanding of how academic research and technology transfer benefit you and millions of people around the world. Every day.

BETTER WORLD PROJECT

The Better World Project shares the inspiring stories behind innovations that have changed the way we live. It's a must-read for people interested in research and discovery, technology transfer or economic development as well as anyone who has wondered:

"Where did that come from?"

This advocacy program aims to illustrate the impacts of research commercialization on the world by sharing its successes. We care deeply about fueling our industry's future. Help us fund critical projects to lead this great industry into an incredible future.

BE A SPONSOR

Your support will help:

- Establish a new and inclusive way of sharing the impact of the technology transfer industry
- Create a toolbox for lobbying efforts
- Increase global growth and reach a wider international audience

	Champion \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Sponsor logo with hyperlink on Better World Project website for one calendar year	✓	✓	✓	✓
Sponsor logo featured on email blast promotion of individual stories for one year	✓	✓	✓	✓
Verbal recognition at the AUTM Annual Meeting Plenary Session with sponsor logo on PowerPoint slides*	✓	✓	✓	
An invitation to the Chairs' Reception at the Annual Meeting*	✓	✓	✓	
Sponsor logo featured in Award Winning Project Videos	✓	~		
Recognition on BWP Award submission & voting website (65 submissions and over 1,000 votes cast in 2021)	✓	~		
One complimentary registration for the AUTM Annual Meeting*	✓			
Opportunity to introduce BWP Award Winner (script provided by AUTM) at the AUTM Annual Meeting*	✓			
Recognition on podcast interview of BWP Award Winner*	✓			
Acknowledgement via AUTM's Facebook, LinkedIn and Twitter	✓			

^{*}Once within the 12-month period following contract acceptance.

For more information reach out to Casey at cannunziata@autm.net today.

The Better World Project publishes an average of 12 stories per year, which are posted to autm.net and shared via social media, a media release, and the AUTM Insight newsletter which goes to 15,000 AUTM members and affiliates.



More than 1,000 people voted to choose the 2022 Better World Project Award Winner



Over 500 stories in the Better World Project database





65 story submissions from 7 different countries in 2021



The BWP emails were opened more than 30,000 times last year



Sponsorship Contract

Email completed form to cannunziata@autm.net along with a copy of your logo.

Sponsorship fees are due upon application acceptance. Invoices can be created at the sponsor's request.

- ▶ If paying by credit card, include details on this form as indicated below.
- ▶ If paying by check, please email the completed form to **cannunziata@autm.net** and then mail payment with a copy of the application to: **AUTM PO Box 7151 Carol Stream, IL 60197-7151**

SPONSORSHIP SELECTION: □ Bronze: \$1,500 □ Silver: \$3,000 □ Gold: \$5,000 □ Champion: \$10,000			
CONTACT INFORMATION	PAYMENT INFORMATION		
	☐ CHECK ENCLOSED (all fees must be paid in US funds) Make check payable to: AUTM		
NAME/TITLE COMPANY	CHARGE MY: USA American Express Discover		
	AMOUNT:		
ADDRESS	□ \$500 deposit* □ Full payment \$		
CITY STATE/PROVINCE	Other \$		
COUNTRY ZIP/POSTAL CODE	CARD NUMBER EXPIRATION DATE		
PHONE	AUTHORIZED SIGNATURE DATE		
EMAIL	PRINT NAME AS IT APPEARS ON CARD		
WEBSITE ADDRESS	BILLING ADDRESS IF DIFFERENT FROM ABOVE		

AUTM's taxpayer ID number is 36-3011951.

* US tax codes forbid AUTM to allow sponsors to make any qualitative statements about their companies, products or services.

Thank you for your support!