BE A PART OF URMIA’S 51ST ANNUAL CONFERENCE!

Your support allows URMIA to offer the highest quality educational programs and promote effective risk management practices.

Thank you for your support and involvement in URMIA.

www.urmia.org/sponsorship
BENEFITS OF SPONSORSHIP

INCREASE YOUR VISIBILITY
IN THE FIELD OF HIGHER EDUCATION RISK MANAGEMENT

URMIA is the only association dedicated solely to the practice of higher education risk management. Investing in URMIA’s Annual Conference gives you the opportunity to communicate your message, services and products to this targeted audience from more than 600 institutions of higher education.

URMIA’s mission – to advance the discipline of risk management in higher education – depends on the generous support of our affiliate sponsors and supporters. Annual Conference sponsorship gives you access to the largest gathering of our members and raises your visibility with all URMIA members.

HIGH IMPACT: RECOGNITION FOR ALL SPONSORS

URMIA recognizes all sponsors’ commitment to higher education risk management before, during and after the annual conference. Each sponsor receives:

- Recognition on the URMIA conference website with a link to the sponsor’s website
- Recognition in pre-conference marketing and the conference onsite programs, signage/banners and sponsor slideshow PowerPoint shown in general and educational breakout session rooms
- Optional unstaffed sponsor information table for displaying company materials and promotional items at the conference for tier3 and above
- Name badge ribbon denoting “Sponsor”
- Access to the registered attendee list (Name, Organization, Location)

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

2020 URMIA ANNUAL CONFERENCE
"RACE FOR RISK MANAGEMENT"
SEPTEMBER 19-23, 2020 | INDIANAPOLIS, INDIANA
AT THE JW MARRIOTT

The URMIA Annual Conference is the industry’s premier face-to-face educational and networking forum for risk managers and affiliates whose focus is higher education. As a sponsor, you can increase your brand recognition among risk management professionals and have access to key decision makers in the field of higher education risk management.

GENERAL INFORMATION:

- Sponsorships available on a first-come, first-served basis.
  Prior year’s sponsors have priority.
- Sponsorship opportunities and amounts may change as programming is finalized. We will work with sponsors to find an appropriate sponsorship alternative, if needed.
- Solicitation of conference attendees is strictly prohibited. Sponsors should refrain from sending mass communications.

DID YOU KNOW

In 2019, URMIA educated over 440 higher education risk management professionals during our regional conferences and webinars and over 900 individuals at our annual conference.
## Sponsorships: Examples of Events/Items/Experiences

### Tier 1

**Conference Bag**
- Sponsor’s logo will be displayed prominently on the bags given to all conference attendees.

**Closing Evening Event**
- A perennial favorite of conference attendees, this signature event highlights the host city and is included with a full conference registration. This sponsorship supports the evening’s dinner and cocktail service. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

**Cocktails & Dinner**
- A signature event that highlights the host city and is included with a full conference registration. This sponsorship supports the evening’s dinner and cocktail service. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.

**Opening Reception**
- The opening reception kicks off the annual conference with style. The event is the perfect opportunity for attendees to reconnect with old friends and meet new ones and is included with a full conference registration. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

### Additional Tier 1 Benefits:
- Large logo in recognition
- 150 word description with logo on URMIA website
- Full table to be manned at conference
- Full logo in email promotions

### Tier 2

**URMIAfit Walk/Run/Roll**
- Help us create a wonderful new event for the URMIA community, with a fitness focus. Sponsor logo located on runner bib and gift for event participants. Advance registration encouraged. Sponsor will have the opportunity to be at the start/finish line.*

**Keynote Speaker**
- The conference committee selects the keynote speaker based on the overall program. Sponsor will have the opportunity to introduce the speaker.*

**Internet Connection for Attendees**
- As the exclusive wireless internet provider at the conference, the sponsor’s name can be used as the Wi-Fi password.

**Luncheons (2 available)**
- Conference luncheons include educational and networking opportunities and are open to all full conference registrants. Sponsor will be recognized during event.*

**Closing Evening Event - Dessert**
- A perennial favorite of conference attendees, this signature event highlights the host city and is included with a full conference registration. This sponsorship supports the evening’s dessert service. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

**President’s Reception**
- This invitation-only event welcomes newcomers to meet URMIA’s leaders and conference committee in a more intimate, casual environment. Sponsor will have the opportunity to address attendees at the event and provide logo items specific to the event.*

**Cyber Café**
- Sponsor’s logo will be prominently displayed on all Cyber Café computers.*

**Breakfasts (3 available)**
- Conference breakfasts include educational and networking opportunities and are open to all full conference registrants. Sponsor will be recognized during event.*

**Hotel Key Card/Wallets**
- Sponsor’s custom key card or key wallets will be distributed to all attendees at the conference hotel.

**Relaxation Station**
- This area offers attendees a moment of Zen to recharge, including chair and/or foot massage. Sponsor has the option to provide therapists with a branded t-shirts and provide logo items specific to the event.*

**Lanyard Sponsorship**
- A great opportunity for visibility! Sponsor’s logo will be displayed on conference attendee name badge or lanyards.

### Additional Tier 2 Benefits:
- Medium logo in recognition
- Name in advance materials
- Half table for materials to be displayed at conference

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* Event signage provided by URMIA
TIER 3  $5,000–$9,999

PROGRAM BOOKS  ......................................................... $7,500
Sponsor’s logo will be included on front page and title page of onsite conference program book.

HYDRATION STATION  .................................................. $7,500
Make sure attendees know who is quenching their thirst with a logo on conference water bottle and signage located near water stations.

NEWCOMERS WELCOME GIFT  ................................. $5,775
Gift item varies by year and will be discussed with sponsor.

URMIAfit  ................................................................. $5,250
Each morning, attendees are invited to start their day right with this energizing fitness program.

CHARGING STATION  ................................................... $5,250
Sponsor’s logo will be displayed at all charging stations at the event.

NEWCOMERS SESSION  ............................................... $5,250
Make a great first impression at this special session welcoming URMIA’s newest members and first-time conference attendees. Sponsor will be recognized during event.

ANNUAL CONFERENCE SCHOLARSHIP FUND (5 available)  .................................................. $5,250
Sponsorship supports scholarships for selected members who apply for financial assistance to attend the annual conference.

TIER 3  $5,000–$9,999

URMIA SUPPORTERS UP TO $4,999

URMIA SUPPORTERS  ............................. ANY AMOUNT UP TO $4,999
This general event sponsorship allows sponsors to select their desired level of support.

URMIAcares COMMUNITY SERVICE EVENT  ...................... $275
Open to multiple sponsors, this supports URMIA attendees’ opportunity to give back to our host community in preconference activities, both active and passive.

BREAKS (7 available)  .............................................. $5,250
Session breaks offer attendees a chance to refuel between conference sessions. Signage will display collective sponsor logos.

GOLF OUTING  ......................................................... $5,250
This annual tradition offers the golfers in our group a great chance to see old friends or meet new ones before the conference kicks off.

EXPERIENTIAL LEARNING TOURS  ......................... $5,250
Experiential Learning Opportunities are designed to advance conference objectives giving attendees additional content-rich experiences that enhance learning and provide a forum to engage with each other. By giving participants the opportunity to see and explore projects on local campuses or risk management-related attractions in the community, ELOs connect URMIA’s to the association, the city, and each other. Registration is offered for a separate fee. Sponsor has opportunity to submit idea for tours and host them.

SOCIAL MEDIA  .................................................................. $7,500
Help attendees keep up with the social posts. Sponsor will be recognized online and on display screens.

ADDITIONAL TIER 3 BENEFITS:
- Small logo in recognition
- Name in advance materials
- One third table for materials to be displayed at conference
- Name only on marketing

BECOME A SPONSOR TODAY!
INTERESTED IN EXPLORING SPONSORSHIP OPPORTUNITIES?
Let us help you find a perfect match!

Contact the URMIA National Office:
812.727.7130
urmia@urmia.org
Record-breaking attendance with 1,011 total attendees

**Attendees by Title**
- Assistant or Associate Directors: 6%
- Managers: 18.8%
- Coordinators or Administrators: 2.8%
- Chief & VP, Dean, or Chancellor: 8.4%
- Directors: 54.6%

**Educational Highlights**

- **The Boston Marathon Bombing**
  - “Excellent discussion beyond how obviously compelling this story is.”

- **Regulatory Update with ACE’s Terry Hartle**
  - “Great summary reflecting depth and breadth of very pertinent knowledge. So glad he was able to speak!”

- **Taking a Long-Term View on Risks That Change Higher Education**
  - “Great retrospective review of changes in risk management, and a new look at the horizon for what’s coming next.”
As an URMIA member, you can login and find session descriptions, materials, and audio recordings in the URMIA Library under the folder Past Conferences > Annual Conference Presentations > 2019 Boston.

Thank you for your support! With 153 items in our raffle, we raised $5,765 to share with future risk management and insurance professionals. That’s more than $1,100 over last year’s raffle proceeds.

The media wall is still active. Take a look at comments and photos of the 50th Annual Conference.

Browse our image library on the URMIA Flickr Photostream.

Quite the turnout for #URMIA2019.
**URMIA MEMBERSHIP by the numbers**

**Individual Members**
- **106** Retirees
- **10** Students

**Affiliate Members**
- **96** Voting Members
- **176** Non-Voting Members
- **63** Additional Members

**Institutional Members**
- **591** Voting Members
- **1130** Non-Voting Members
- **227** Additional Members

**Total Individual Members**
- **2399**

- **158** students (14k+)
- **158** students (4-14k)
- **129** students (2-4k)
- **70** students (<2k)

- **594** Institutional Members

- **9** International Members
- **52** System-Wide Membership with 6 Individuals
- **18** System-Wide Membership with 10 Individuals

*as of 6/5/2019*