



WORLD IP DAY

MSU A-CAPP CENTER

Overview

The MSU A-CAPP Center is proud to participate in World IP Day, 2021. Aligning with this year’s theme of IP and SMEs, we will present a variety of conversational video interviews with some of the leading industry experts in SMEs, as well as sharing an SME toolkit for participants to reference and use in their future endeavors.

SPONSORSHIP OPPORTUNITIES

Note: The A-CAPP Center reserves the right to decline any sponsorships not aligned with the Center's guidelines and mission at its sole and absolute discretion.

INCLUDED: Sponsorship includes tier specific recognition on all event marketing materials, such as agenda, emails, social media, event website, BPP, and materials during event and videos.

| TIER | AMOUNT | WHAT IS INCLUDED |
|------------------|----------|--|
| DIAMOND SPONSOR | \$15,000 | Tier and sponsorship type recognition as described above, 1 BPP sidebar ad in September 2021 edition. |
| PLATINUM SPONSOR | \$10,000 | Tier and sponsorship type recognition as described above, 1 BPP bottom ad in December 2021 edition. |
| GOLD SPONSOR | \$5,000 | Tier and sponsorship type recognition as described above, 2 BPP Hub Classified ads in December 2021 and March 2022 editions. |
| SILVER SPONSOR | \$1,000 | Tier and sponsorship type recognition as described above, 1 BPP Hub Classified ad in March 2022 edition. |
| BRONZE SPONSOR | \$500 | Tier/sponsorship type recognition during event and videos. |

