



# **ASCE Virtual Convention, OPAL, and Innovation Celebration October 6-8, 2021**

## **SPONSORSHIP OPPORTUNITIES**

**#ASCE21 | [convention.asce.org](https://convention.asce.org)**

The American Society of Civil Engineers represents more than 150,000 members of the civil engineering profession in 177 countries. ASCE stands at the forefront of a profession that plans, designs, constructs, and operates society's economic and social engine – the built environment – while protecting and restoring the natural environment.

### **CONVENTION PURPOSE**

The ASCE Convention is the Society's flagship membership event. It is the single event that draws together the entire Society and reflects the diversity that ASCE encompasses. The Convention presents integrated, cross-cultural, technical, and educational programming.

The program topics define a critical body of knowledge that draws attendees back year after year, providing benefits to attendees and their employers on an educational and professional level. The Convention attracts leaders in the civil engineering profession across all disciplines and level of experience — from students and younger professionals to seasoned experts.

### **CONVENTION TOPICS**

- State of the Industry/Profession
- Professional Development
- Multidisciplinary Technical
- Natural and Man-made Disasters
- Strategic Issues/Public Policy
- Significant Projects
- History & Heritage

Convention sessions will present a well-rounded mix of subjects from each of these topic categories to appeal to a broad, diverse group of practicing engineers, academicians, and affiliated professionals.



## **SPONSORSHIP OPPORTUNITIES**

Keep your brand in front of our influential audience through a variety of sponsorships and promotional opportunities. From event sponsorships and advertising to attendee engagement and more, ASCE makes it easy for you to build your brand and engage our audience.

### **ASCE 2021 VIRTUAL CONVENTION SPONSORSHIP LEVELS**

#### **PLATINUM – \$10,000**

*Opportunities Include:*

- Opening Plenary & Keynote Speaker (Exclusive)
  - Short video to play
- Closing General Session Keynote Speaker (Exclusive)
  - Short video to play
- Celebration of Leaders session (Exclusive)
  - Short video to play
- Industry Leaders Forum (Exclusive)
  - Content TBD
- Pre-recorded 20-minute sponsor content (Exclusive)

#### **GOLD – \$7,500**

*Opportunities Include:*

- Attendee Giveaway with ASCE & Sponsor Logo (Exclusive)
  - First 400 registered attendees
- Video Promotion 3-5 minutes
- Sponsor highlight in pre-event email
- Social Event (Details can be customized)
- Uber eats gift card (Exclusive)

#### **SILVER – \$5,000**

*Opportunities Include:*

- Daily Sponsor – Daily update emails
- Daily Track Sponsor
- 30 second video aligned with sponsored sessions
- Sponsored Prize Drawings

#### **BRONZE – \$2,000**

*Opportunities Include:*

- Logo aligned with sponsored sessions
- Sponsored Breaks
  - Host a trivia session or other game

For more information, please contact ASCE Sales at [sscully@asce.org](mailto:sscully@asce.org), Phone: (703) 295 – 6154



### SPONSORSHIP BENEFIT CHART

Sponsor Benefits	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,000
Full Convention Registrations	15	10	7	5
Exhibit Showcase	1	1	1	1
Logo on Convention Home Page	✓	✓		
Attendee List Pre and Post Conference (No E-mail)	✓	✓	✓	✓
Recognition in Convention Marketing E-mails	Logo	Logo	Logo	Name
Entrance Slide Show Recognition	Logo	Logo	Logo	Name
Recognition on Conference Sponsor Page	Logo	Logo	Logo	Logo
Logo Recognition During Sponsored Content/Session	Logo	Logo	Logo	Logo

### COMBINED OPPORTUNITIES

**ASCE PLATINUM PLUS - \$20,000  
(\$26,500 Value)**

Platinum Level sponsorships for ASCE Convention, OPAL, and Innovation Celebration. Including promotion at ASCE Tech Talks.

**ASCE GOLD PLUS - \$15,000  
(\$25,000 Value)**

Gold Level sponsorships for ASCE Convention, OPAL, and Innovation Celebration. Including promotion at ASCE Tech Talks.

**ASCE SILVER PLUS - \$10,000  
(\$13,000 Value)**

Silver Level sponsorships for ASCE Convention, OPAL, and Innovation Celebration. Including promotion at ASCE Tech Talks.

### ASCE Tech Talk Tuesdays

ASCE Tech Talk Tuesdays features the best of the best from ASCE’s Institutes and Technical Divisions.

A new part of the ASCE virtual Convention, this 6-week series will run every Tuesday from

1:00 – 3:30 pm ET, Oct 12 – Nov 16.

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## **Outstanding Projects and Leaders Awards Gala, Featuring the OCEA Awards**

**October 8, 2021| [www.asce.org/opal](http://www.asce.org/opal)**

*ASCE will present the Outstanding Projects and Leaders awards at the gala. The Pankow Innovation, Journalism, and Michel awards will be presented at other events throughout the ASCE 2021 Convention.*

### **SPONSORSHIP LEVELS AND RECOGNITION**

#### **Platinum – \$7,500**

- Recognized by emcee during the gala
- Half-Page Project Recognition ad in Civil Engineering Magazine
- Recognition in marketing materials
- Name/Logo and link on OPAL web page of ASCE Web site
- Sponsor provided video will play during the event – 30 seconds

#### **Gold – \$6,000**

- One-Third Page Project Recognition ad in Civil Engineering Magazine
- Recognition at event
- Recognition in marketing materials
- Name/Logo and link on OPAL web page of ASCE Web site
- Sponsor provided video will play during the event – 30 seconds

#### **Silver – \$4,000**

- Recognition at event
- Name/Logo and link on OPAL sponsor page of ASCE Web site
- Sponsor provided video will play during the event - 30 seconds

#### **Bronze – \$2,000**

- Recognition at event
- Name on OPAL sponsor page of ASCE Web site

#### **Individual – \$500**

- Name on OPAL sponsorship page

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## **ASCE INNOVATION CELEBRATION**

**October 6-8, 2021**

ASCE is celebrating innovation throughout the ASCE 2021 Convention. Activities include an Innovation Boot Camp to learn about innovation in our industry and how to develop a great idea into a marketable product that delivers value to the industry. The Blue Sky Innovation Contest National Finals is part of the Convention where audience will be the first to meet the 2021 student finalists who have competed in student contests across the nation. Their submissions highlight innovations needed 30 to 70 years in the future using the ASCE's Future World Vision as their built environment. Contest winners will be announced at the final award ceremony and will learn about our plans for incorporating more innovation focused events at the 2022 Convention.

Is your company innovative? Do you want it to be aligned with the newest ideas and the greatest thinkers in civil engineering? Sponsoring Innovation at the ASCE Convention will highlight your company's focus on innovation and align it with the future of our industry.

### **SPONSORSHIP LEVELS for Innovation at the ASCE Convention**

*Any of the offerings below may be combined into a larger package. See Convention Sponsor Benefits chart for additional benefits and exposure information.*

#### **Premier Innovation Celebration Sponsors/Gold - \$7,500**

- Exclusive Boot Camp Sponsor or Blue Sky Innovation Contest National Finals Sponsor: The opportunity to present materials and interact with Boot Camp or contest participants. The broadest exposure including logo on "Innovation at the Convention" messaging around the innovation related sessions and events. Exact offerings are contingent upon approval for the Boot Camp and attracting sessions.

#### **Innovation Celebration Sponsor/Silver - \$5,000**

- Broad exposure as an Innovation Sponsor at the ASCE Convention in all contest materials and innovation materials, including pre-conference innovation boot camp, innovation sessions and Blue Sky Innovation Contest. Exact offerings are contingent upon approval for the Boot Camp, and attracting sessions.

#### **Blue Sky Contest Supporter/Bronze - \$2,500**

- Identified as an Innovation supporter at the ASCE Convention in all contest materials, including the Blue Sky Innovation Contest National Competition and awards event. Bronze supporters will also receive one additional ticket to the Blue Sky Innovation Contest National Finals.

#### **Blue Sky Contest Supporter/Copper - \$1,000**

Identified as a financial supporter of Innovation at the ASCE Convention in all contest materials.

For more information, please contact ASCE Sales at [sscully@asce.org](mailto:sscully@asce.org), Phone: (703) 295 – 6154



**ASCE Contact Information:**

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Email: [sscully@asce.org](mailto:sscully@asce.org)

**Sponsorship Commitment Form**

**Sponsoring Company Information**

*Company Name will be listed on Web site and program as printed below.*

Company Name:

Company Address:

City, State, Zip:

Website Address:

**Conference Contact Information**

Name (Mr. / Mrs. / Ms.):

Title:

Phone:

Email:

**We are committed to the following sponsorship opportunity at the ASCE 2021 Virtual Convention**

**Event Information**

Sponsorship Opportunity Level:

Sponsorship Event:

Total Sponsorship Amount:

Special Instructions:

**We agree to the following sponsorship terms and will complete our financial obligation per the following schedule;**

- Full payment due upon Receipt of Invoice  Full payment attached
- 50% payment attached; remaining 50% to be invoiced by July 28<sup>th</sup>, 2021.
- First payment of 50% to be invoiced (due within 30 days); final payment invoiced by July 28<sup>th</sup>, 2021.

**Payment Information**

**Payment by Check**

Make Check Payable to: **ASCE**

**Info Line: ASCE 2021 Convention**

**Mail Check to:** ASCE

P.O. Box 79668, Baltimore, MD 21279-0668

**Payment by Credit Card**

Credit Card Type:            Credit Card Exp Date:

Credit Card#:

Card Holder Name:

Card holder Zip Code:

or contact Sean Scully at (703) 295-6154

**Name and Signature of individual with the authority to make this financial commitment on behalf of the company:** *(Please Print)*

Name:

Title:

Phone:

Email:

Signature:

ASCE is a 501(c)(3) tax-exempt non-profit organization, your gift is tax-deductible to the fullest extent of the law. For tax purposes, if you should wish to designate your gift as a charitable contribution, please refer to the value of each event for the amount of the gift, which is tax deductible. As a business expense, this amount may be treated as an ordinary and necessary expense.

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