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## Sponsorship Benefits

### IDEA Champion: \$5,000 - \$10,000

1. Your organization's name and hyperlinked logo prominently displayed on IDEA website at [www.ideaedu.org](http://www.ideaedu.org). This affords you:
  - Exposure to a 380-member institutional client audience
  - Exposure to a professional network of higher education decision makers
2. Your organization mentioned in appropriate media releases, e-newsletter, and promotional print material
3. Opportunity to provide inserts in event-based mailings
4. Social media mentions on Twitter, Facebook, and LinkedIn
5. Exclusivity among other sponsors at the Champion level
6. On-site information handout opportunities at conferences and workshops
7. Prominent signage at conferences and workshops



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1. Your organization's name and logo displayed on IDEA website. This affords you:
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  - Exposure to a professional network of higher education decision makers
2. Your organization mentioned in appropriate media releases, e-newsletter, and promotional print material
3. Social media mentions on Twitter, Facebook, and LinkedIn
4. On-site information handout opportunities at conferences and workshops

### **IDEA Supporter: \$500 - \$1,499**

1. Your organization's name displayed on IDEA website. This affords you:
  - Exposure to a 380-member institutional client audience
  - Exposure to a professional network of higher education decision makers
2. Your organization mentioned in appropriate media releases, e-newsletter, and promotional print material
3. Social media mentions on Twitter, Facebook, and LinkedIn



### **IDEA Believer: \$200 - \$499**

1. Your organizations's name displayed in IDEA website. This affords you:
  - Exposure to a 380-member institutional client audience
  - Exposure to a professional network of higher education decision makers

To find out how your organization can partner with IDEA, give our office a call at 800.255.2757