



2021 Annual IC3 Festival

Sponsorship Opportunities



ABOUT ANNUAL IC3 FESTIVAL

The Annual IC3 Festival is a virtual conference celebrating career and college counseling through a series of thoughtfully designed virtual events offering learning, knowledge sharing, and networking opportunities for counselors, representatives, and leadership from high schools, universities, and industry. With a focus on networking and interactions, the festival features several events with opportunities to build global connections, as well as events designed to promote learning and knowledge-sharing. The goal of the Annual IC3 Festival is to bring meaningful virtual engagement to a collaborative dialogue on issues that drive sustainable and inclusive counseling practices focused on student success, in line with the IC3 Movement's mission to bring career and college counseling to every school.



Concurrent Discussion Forums



Virtual University Exhibits



Virtual Workshops for Counselors



Annual IC3 Awards



Networking Opportunities



Dance Party

IC3 GOALS



Encourage dialogue and collaboration to support the role of school-based counseling that guides the ambitions of students seeking best-fit higher education institutions



Build a community of like-minded professionals to encourage ethical, supportive and thoughtful contribution to the post-high school transition process to university



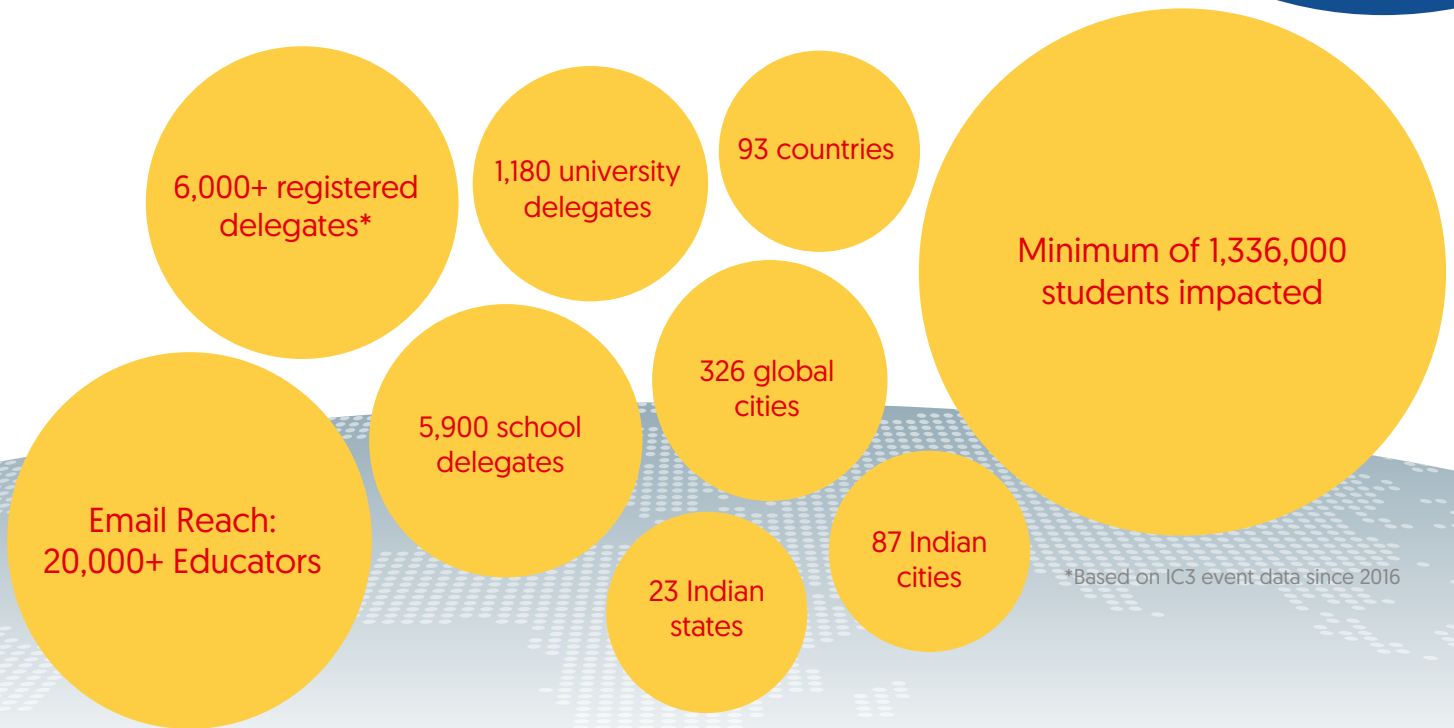
Drive sustainable growth of high schools and universities through collaboration across countries

ANNUAL IC3 FESTIVAL AT-A-GLANCE

02 & 03 DECEMBER 2021

- Participants will include high school directors, principals and school-based career and college counselors; college and university admissions leaders and representatives; pre-approved organization representatives
- Concurrent Discussion Forums
- Virtual University Exhibits
- Virtual Workshops for Counselors
- Annual IC3 Awards
- Planned networking opportunities
- Dance Party

Reach key audiences within the IC3 global network



2020 Annual IC3 Festival Highlights

1170+
attendees

75+
countries

Engage Targeted Audiences Virtually Through IC3 Live

- Achieve brand recognition amongst this influential group of decision-makers and leaders in the education community
- Create a meaningful impact on high school counselors and/or international universities
- Capture attention through an influential sponsorship platform that is most relevant to your objectives and intended audience
- Help to support IC3 goals, and encourage growth and collaboration for this community

Branding & Advertising*

- Web branding
- Mobile app presence
- Email marketing
- Branding in virtual conferencing environments
- And more

Perks & Featured Engagement*

- You may receive:
- Complimentary registration(s)
 - Speaking role(s)
 - Innovation spotlight session(s)

*Specific benefits vary according to sponsorship category

SPONSORSHIP OPPORTUNITIES

Annual IC3 Awards		\$5,000-\$15,000	Page 5
Platinum (Limit: 2)	RESERVED	\$10,000	Page 5
Technology Partner (Limit: 1)	RESERVED	\$10,000	Page 6
Gold (Limit: 3)		\$7,500	Page 6
Silver		\$5,000	Page 7
Sustainability Partner		\$5,000	Page 7
Virtual University Exhibits (Limit: 2)		\$5,000	Page 7
Virtual Workshop for Counselors (Limit: 2 per event)		\$3,500	Page 8
Bronze		\$2,500	Page 8

ANNUAL IC3 AWARDS

\$5,000-\$15,000

See Complete Awards Package

PLATINUM

\$10,000 • Limit: 2



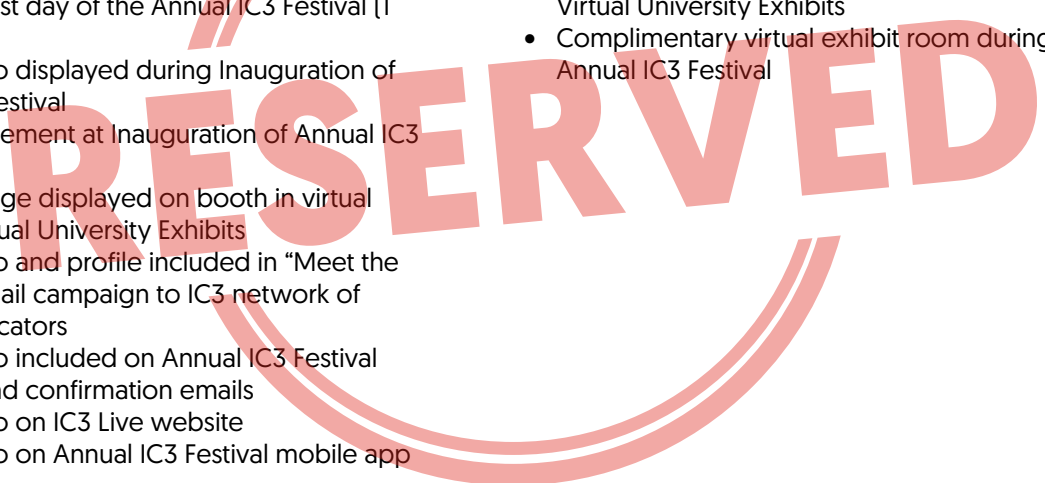
Branding & Advertising

- Most prominent sponsor branding throughout the Annual IC3 Festival
- Promotional video played in the virtual lobby during the first day of the Annual IC3 Festival [1 minute]
- Sponsor logo displayed during Inauguration of Annual IC3 Festival
- Acknowledgement at Inauguration of Annual IC3 Festival
- Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits
- Sponsor logo and profile included in "Meet the Sponsor" email campaign to IC3 network of 20,000+ educators
- Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
- Sponsor logo on IC3 Live website
- Sponsor logo on Annual IC3 Festival mobile app



Perks & Featured Engagement

- 4 complimentary registrations for the Annual IC3 Festival
- 1 Innovation Spotlight presentation (30 minutes)
- 1 complimentary booth (for up to 2 representatives) at the Virtual University Exhibits
- Complimentary virtual exhibit room during each day of Annual IC3 Festival



*Sponsorship must be confirmed 60 days prior to take advantage of this benefit

TECHNOLOGY PARTNER

\$10,000 • Limit: 1



Branding & Advertising

- Sponsor acknowledged and logo displayed in “how-to” video to be featured in the virtual lobby of the virtual conference platform
- Includes exclusive sponsorship and branding of the Annual IC3 Festival mobile app
- Sponsor logo displayed exclusively on mobile app splash page under “Mobile app brought to you by”
- Sponsor logo displayed exclusively on top banner of mobile app with URL redirection of sponsor’s choice
- Sponsor logo displayed on digital badge to be shared individually with every registrant before the Annual IC3 Festival
- Sponsor logo displayed during Inauguration of Annual IC3 Festival
- Acknowledgement at Inauguration of Annual IC3 Festival
- Sponsor logo included in email invitation to IC3 Annual Festival registrants to download mobile app
- Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
- Sponsor logo on IC3 Live website
- Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits



Perks & Featured Engagement

- 4 complimentary registrations for the Annual IC3 Festival
- 1 complimentary booth (for up to 2 representatives) at the Virtual University Exhibits
- Complimentary virtual exhibit room during each day of IC3 Festival

GOLD

\$7,500 • Limit: 3



Branding & Advertising

- Sponsor branding throughout the Annual IC3 Festival
- Sponsor logo displayed during Inauguration of Annual IC3 Festival
- Acknowledgement at Inauguration of Annual IC3 Festival
- Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits
- Sponsor logo included in “Meet the Sponsor” email campaign to IC3 network of 20,000+ educators
- Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
- Sponsor logo on IC3 Live website
- Sponsor logo on Annual IC3 Festival mobile app



Perks & Featured Engagement

- 3 complimentary registrations for the Annual IC3 Festival
- 1 Innovation Spotlight presentation (30 minutes)
- 1 complimentary booth (for up to 2 representatives) at the Virtual University Exhibits
- Complimentary virtual exhibit room for 1 day during Annual IC3 Festival (sponsor selects the dates)

*Sponsorship must be confirmed 60 days prior to take advantage of this benefit

SILVER

\$5,000



Branding & Advertising

- Acknowledgement at Inauguration of Annual IC3 Festival
- Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
- Sponsor logo on IC3 Live website
- Sponsor logo on Annual IC3 Festival mobile app



Perks & Featured Engagement

- 2 complimentary registrations for the Annual IC3 Festival
- 1 complimentary booth (for up to 2 representatives) at the Virtual University Exhibits
- Complimentary virtual exhibit room for 1 day during Annual IC3 Festival (sponsor selects the date)

SUSTAINABILITY PARTNER

\$5,000 • Sustainability partners will be recognized as leaders in supporting the acceleration of sustainable development initiatives in education.



Branding & Advertising

- Sponsor logo featured on IC3 Live website as sustainability partner
- Sponsor logo displayed during Inauguration of Annual IC3 Festival
- Acknowledgement at Inauguration of Annual IC3 Festival as sustainability partner
- Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
- Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits



Perks & Featured Engagement

- 2 complimentary registrations for the Annual IC3 Festival
- 1 complimentary booth (for up to 2 representatives) at the Virtual University Exhibits
- Complimentary virtual exhibit room for 1 day during Annual IC3 Festival (sponsor selects the date)

VIRTUAL UNIVERSITY EXHIBITS

\$5,000 • Limit: 2 per event



Branding & Advertising

- Promotional video played in virtual lobby during Virtual University Exhibits (30 seconds)
- Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits
- Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
- Sponsor logo on IC3 Live website
- Sponsor logo on Annual IC3 Festival mobile app



Perks & Featured Engagement

- 1 complimentary booth (for up to 2 representatives) at the Virtual University Exhibits
- 2 complimentary registrations for the Annual IC3 Festival

*Sponsorship must be confirmed 60 days prior to take advantage of this benefit

VIRTUAL WORKSHOP FOR COUNSELORS

\$3,500 • Limit: 2 per event



Branding & Advertising

- Sponsor logo included on event confirmation email
- Sponsor logo on title slide before event begins
- Sponsor logo on IC3 Live website
- Sponsor logo on Annual IC3 Festival mobile app



Perks & Featured Engagement

- 1 complimentary registration for the Annual IC3 Festival
- Speaking role (3 minutes; may include promotional video)

BRONZE

\$2,500



Branding & Advertising

- Sponsor logo on IC3 Live website
- Sponsor logo on Annual IC3 Festival mobile app



Perks & Featured Engagement

- 1 complimentary registration for the Annual IC3 Festival

SPONSORSHIPS AT-A-GLANCE

	Cost	Branding & Advertising				Perks & Featured Engagement				Additional Benefits
		VIDEO PLAYED DURING EVENT	LOGO ON SCREEN DURING EVENT(S)	WEBSITE PRESENCE	MOBILE APP PRESENCE	SPEAKING ROLE	ANNUAK IC3 FESTIVAL REGISTRATION(S)	INNOVATION SPOTLIGHT PRESENTATION(S)	COMPLIMENTARY BOOTH	
ANNUAL IC3 FESTIVAL SPONSORSHIPS										
Annual IC3 Awards	\$5000-\$15,000	See IC3 Awards complete package here .								
Platinum	\$10,000	●	●	Logo on top banner	●		4	1	1	Most prominent sponsor branding throughout the Annual IC3 Festival week Acknowledgement at Inauguration of Annual IC3 Festival Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails
Technology Partner	\$10,000	●	●	Logo on top banner	●		4		1	Sponsor acknowledged and logo displayed in "how-to" video to be featured in the virtual lobby of the virtual conference platform Includes exclusive sponsorship and branding of the Annual IC3 Festival mobile app Complimentary virtual exhibit room during each day of Annual IC3 Festival
Gold	\$7,500		●	Logo on top banner	●		3	1	1	Sponsor branding throughout the Annual IC3 Festival Sponsor logo displayed during Inauguration of Annual IC3 Festival Sponsor logo included on Annual IC3 Festival invitation* and confirmation emails Complimentary virtual exhibit room during each day of Annual IC3 Festival
Silver	\$5,000			●	●		2		1	Acknowledgement at Inauguration of Annual IC3 Festival Sponsor logo included on IC3 Festival invitation* and confirmation emails
Sustainability Partner	\$5,000			●			2		1	Complimentary virtual exhibit room for 1 day during Annual IC3 Festival (sponsor selects the date) Acknowledgement at Inauguration of Annual IC3 Festival as sustainability partner
Virtual University Exhibits	\$5,000	●		●	●		2		1	2 complimentary registrations for the Annual IC3 Festival Sponsor badge displayed on booth in virtual lobby of Virtual University Exhibits Sponsor logo included on Virtual University Exhibits confirmation email
Virtual Workshop for Counselors	\$3,500		●	●	●	3 mins	1			1 complimentary registration for the Annual IC3 Festival Sponsor logo included on event confirmation email
Bronze	\$2,500			●	●		1			1 complimentary registration for the Annual IC3 Festival

*Sponsorship must be confirmed 60 days prior to take advantage of this benefit

IC3 LIVE SPONSORSHIP AGREEMENT

Organizations are welcome to apply for multiple sponsorship packages.

Please contact info@ic3movement.com with questions or to learn more about IC3 Live sponsorship opportunities.

TERMS AND CONDITIONS

1. IC3 Live Events are organized by UnivAssist Inc. (the Organizer). The Organizer does not endorse the programs, products, or services of the participating individuals/institutions/organizations.
2. The Organizer reserves the right, in its sole discretion, to accept or refuse sponsorship applications.
3. Sponsorship Applicant (Applicant) agrees to pay all fees, charges, and/or expenses covered in this application on demand. In the event that the Organizer is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Sponsorship Applicant. The laws of the state of New Jersey shall govern the validity of this Agreement without regard to conflicts of law principles.
4. Sponsors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or service providers in any display, parent or subsidiary companies excepted.
5. Sponsors will be invoiced upon receipt of application. The invoice amount will reflect a non-refundable payment of the full cost of sponsorship, which is due within 15 days of the application date or 7 days prior to the start of the sponsored event, whichever is earlier. Failure to make payment by the aforementioned deadlines will result in cancellation of the sponsorship.
6. Applicant agrees and acknowledges that the Organizer shall not be liable for the actions or omissions of its independent suppliers, such as Internet and Web services technology providers, and the Organizer makes no representation or warranty concerning the nature or quality of the services provided by these suppliers.
7. The Organizer will not provide any compensation, refund or credit nor be liable for any charges, fees or expenses paid or owed directly by Applicant to third parties, including but not limited to Internet service providers or Web based meeting providers (e.g. Facetime, Zoom etc.).
8. If the Organizer is unable to conduct the Event due to any cause including but not limited to technology problems or interruptions or any cause beyond its control, Applicant hereby acknowledges and agrees that he, she or it shall not be entitled to a refund but, instead, any or all amounts paid by Applicant shall be credited towards a rescheduled or future Event. If any IC3 Live event is changed or rescheduled by reason of Force Majeure Event, and notice is not feasible, Organizer will use reasonable commercial efforts to the extent not prevented or hindered by Force Majeure Event, to schedule an alternative IC3 Live event.
9. Organizer reserves the right, in its sole discretion, to make changes to the IC3 Live schedule, including, but not limited to, dates, cities, and technology used. If any IC3 Live event is changed, hindered, prevented, cancelled or postponed, in whole or in substantial part, because of a Force Majeure Event (defined below), Organizer shall not be in breach of these Terms, and all other obligations of the parties shall continue if not similarly affected, including, but not limited to, the terms for cancellation contained in this agreement. A "Force Majeure Event" shall mean any cause beyond the reasonable control of Organizer including, but not limited to, technological error, interruption or failure; Act of God; accident; fire; flood; inclement weather; labor dispute; riot or civil commotion; act of public enemy; war; military action; disease; pandemic; virus; epidemic; governmental, court, regulatory or administrative act; law, regulation or rule; failure of technical facilities; act or threat of terrorism; national day of mourning; emergency announcement or news bulletin; inability to obtain supplies; delays in transportation; or embargo.
10. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless the Organizer and its affiliates, subsidiaries, members, agents, directors, officers and employees against any claims or expenses arising out of the application, sponsorship and participation in the event.
11. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, the Organizer does not permit the videotaping of Event proceedings without express permission.
12. The Organizer will market the Event to drive participation but makes no guarantee about the number of participants at the Event.
13. In consideration of sponsorship of the Event, Applicant/ Participant irrevocably grants to the Organizer and its assigns, licensees, and successors the right to use Applicant/Participant's image and name in all forms and media including advertising.
14. The Organizer may choose to record the event. Applicant/Participant waives the right to inspect or approve versions of such image, recordings used for publication or the written copy that may be used in connection with the images and/or the recordings.
15. The Organizer is permitted, although not obligated, to include Applicant/Participant's name as a credit in connection with the image and/or recordings.
16. In the event that any provision of the Agreement or the application of any such provision to either the Organizer or the Applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.

IC3 ANNUAL FESTIVAL SPONSORSHIP AGREEMENT

SPONSORSHIP CATEGORY

ORGANIZATION INFORMATION

ANNUAL IC3 FESTIVAL SPONSORSHIPS	
<input type="checkbox"/>	Platinum: \$10,000
<input type="checkbox"/>	Technology Partner: \$10,000
<input type="checkbox"/>	Gold: \$7,500
<input type="checkbox"/>	Silver: \$5,000
<input type="checkbox"/>	Sustainability Partner: \$5,000
<input type="checkbox"/>	Virtual University Exhibits: \$5,000
<input type="checkbox"/>	Virtual Workshop for Counselors: \$3,500
<input type="checkbox"/>	Bronze: \$2,500

ORGANIZATION _____

CONTACT FIRST NAME _____

CONTACT LAST NAME _____

DESIGNATION/TITLE _____

ADDRESS _____

CITY _____ STATE _____

COUNTRY _____ POSTAL CODE _____

PHONE _____

EMAIL _____

WEBSITE _____

METHOD OF PAYMENT

CHECK WIRE TRANSFER CREDIT CARD

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

AUTHORIZING SIGNATURE:

X _____

DATE _____