

USSD US National Committee of ICOLD 2024 Annual Sponsorship Program

NEW THIS YEAR

To provide our supporters benefit throughout the entire year, we are introducing the USSD Annual Sponsorship Program. Building upon our traditional conference related packages, the new program includes expanded opportunities to showcase your company to USSD stakeholders through various touchpoints during the benefit year.

By participating in the USSD Annual Sponsorship Program:

- Companies display their commitment to the industry and make their companies stand out in the crowd with leaders in the dam and levee industry.
- Companies showcase your company to national and international dam and levee industry professionals.
- Companies can set their annual budget and get the most value for their investment.
- Support the work USSD does to fulfill its mission and vision.

Application & Payment

- Sponsors will select their packages and add ons during the online registration process. During the selection process, sponsor will be able to view remaining opportunities and what is included with each package.
- Online registration will be the only registration method available to select a sponsorship package. Selection is on a first come, first served, AND first paid basis.
 Sponsors are encouraged to secure their sponsorship packages immediately with credit card payment. FULL

payment for all sponsorships must be received within 30 business days of online reservation OR no later than January 31, 2024 (whichever is earliest). FULL payment for sponsorships reserved online after January 1, 2024, must be received within 20 business days.

- Sponsorships that are not paid in FULL according to the aforementioned deadlines, may be cancelled and returned to general sale.
- Sponsorship sales are final & non-transferable.



2024 USSD Annual Sponsorship Program	TIER 1 Diamond	TIER 2 Platinum	TIER 3 Gold	TIER 4 Silver
General One Year Benefits				
Pricing (Member / Non-member)	\$20,000 / \$23,000	\$18,000 / \$21,000	\$16,000 / \$19,000	\$14,000 / \$17,000
# available	2	4	6	6
Logo or Recognition on Home Page of USSD website	x	x	X (Recognition)	
Customizable ad to run on USSD social media sites	4 runs in 12 months	3 runs in 12 months	2 runs in 12 months	1 run in 12 months
Credit to be used towards any USSD event in 2024	\$600	\$400	\$200	\$150
Credit to be used towards USSD membership(s) (restrictions may apply)	\$330	\$220	\$110	\$110
Recognition in New Member email	Х	X	X	X
International Related Benefits				
INCA 2024 – Conference				
Logo or recognition on marketing materials	X (Logo)	X (Recognition)	X (Recognition)	X (Recognition)
Educational & Other Event-Related Benefits				
Recognition on selected education event in USSD Learning Center	x	x	×	×
Recognition on all DEI related activities in 2024	X			
Conference Related Benefits				
Conference attendee mailing list (does not include emails)	Х	X	X	X
Logo or recognition on Exhibit Hall entrance signage	x	x	X (Recognition)	X (Recognition)
Post conference recognition in 1 USSD Bulletin	X	X	X	X
Web ad on one USSD conference webpage	X			
Logo or recognition on one USSD conference webpage		x	X (Recognition)	X (Recognition)
Recognition in conference related emails	X	X		
Recognition in post conference recap email	X	X	X	X
Looping/scrolling electronic display of Logo near entrance of Exhibit Hall	x	x		
Mobile App Related Items				
Recognition in conference mobile app	X			
Push notification messages sent via conference mobile app (subject to content & delivery time restrictions)	3	2	1	
Specific Event Items				
Wrap Party			1	T
Tickets for Wrap Party	3	2	1	
Recognition on signage	X	X		
YP Events & activities (social, lunch, etc.)				
 Recognition on Signage 	X	X		

2024 USSD Annual Sponsorship Program (cont.)	TIER 1 Diamond	TIER 2 Platinum	TIER 3 Gold	TIER 4 Silver
Scholarships & related activities				
5k registrations	1	1		
• Logo on PIE banner	X	X		
 Recognition on event marketing material for 5k FUNds Run 	x	x		
Event Swag				
 BRANDED ITEM: Badge Lanyards (1) (logo in addition to USSD) 	X (choose)			
 BRANDED ITEM: Tote Bags (1) (logo in addition to USSD) 	X (choose)			
Award Related Benefits				
Exclusive recognition rights for selected Award for 12 months	Х			
First right of refusal to sponsor for the following year (maximum 2 consecutive years)	X			
Recognition on all marketing material for selected award	X			
Logo on Award plaque (along with USSD logo)	X			
Company representative to assist with award presentation	X			

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(some availability restrictions may apply; see online system for more information)

INCA 2024

\$1,500 (member) / **\$1,750** (nonmember)

- Logo or recognition on marketing material
- Recognition on event signage

Conference Wrap Party

\$5,000 (member) / **\$5,250** (nonmember)

- 2 Tickets for Wrap Party
- Recognition on signage

YP Events

\$1,000 (member) / **\$1,250** (nonmember)

- 1 Ticket for YP Social
- 1 Ticket for YP Mentoring Breakfast
- Recognition on Signage

Education Events (per event)

\$5,000 (member) / **\$5,250** (nonmember)

- Recognition on selected event page
- Logo on beginning slide of selected event
- Company acknowledged in social media posts for selected event
- Registration discount for One (1) registration for selected event
- Display table at in-person event

Awards

\$3,000 (member) /

\$3,250 (nonmember)

- Exclusive recognition rights for the Award for 12 months
- First right of refusal to sponsor for next period
- Recognition on all marketing material for selected award
- Logo on Award plaque (along with USSD logo)
- Company representative to
 assist with award presentation

Partner in Education (PIE) Donations

PIE donations are used to support Student activities at the conference and the Kim de Rubertis Scholarship Program. Please note that a small portion of your donation will be used to support USSD operations.

Donations will be accepted in any amount but donations of \$500 or more will receive recognition on PIE banner