



WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
LOS ANGELES, USA

Sponsorship Prospectus

February 18, 2017 | Santa Monica, CA

Questions? losangeles@worldiaday.org

WHAT'S WORLD IA DAY?

World IA Day is about bringing the information architecture community together. We're fostering links within the local communities and on a global scale. We're sharing information, ideas, and research. And we're doing it through unconventional, exciting, and engaging IA events next February. We are a global community and our celebration is open and accessible to the public.

- World IA Day is a one day event that occurs simultaneously across the world.
- 2017 represents 63 participating locations, a growth of over 400% from our inaugural celebration in 2012, with attendees from 28 countries across 6 continents.

For more information about the Sponsorship Prospectus, please contact us at losangeles@worldiaday.org



WHY SPONSOR?

- **BUILD COMMUNITY:** Connect with 120+ attendees to build our local community and foster participation
- **EMPOWER LEADERS:** First-time organizers, speakers, and volunteers are championed as the potential leaders who will carry our event in the future.
- **GROW TOGETHER:** The content we create is freely available to the public and we invite conversation around the work we're doing. We seek opportunities to learn from those outside of the field, and ensure that everyone feels welcome to have their voice heard.



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2016 Attendee Demographics

Previous attendance:

120-150

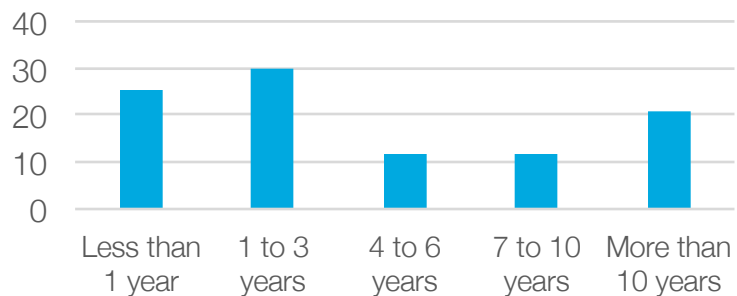
Audience profile:

Information architects, user experience designers, scholars, students, content strategists, entrepreneurs, business leaders, developers and others interested in learning and discussing IA.

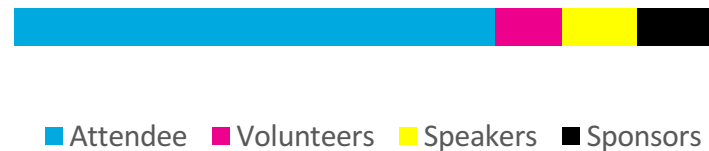
Come learn about:

User research, visual storytelling, information architecture, navigation, taxonomy, content strategy, case studies and best practices

Attendance by Years of Experience



2016 Attendance by Type



2016 Sponsors

Platinum

ADP
Fandango

Gold

Fjord
Perficient Digital

Silver

The Intersect Group
LACASIST
LegalZoom
Philosophie
Sachs Insights
UX Radio
Vivid Resources

Contributor

AB Collective

Previous year sponsors

Adobe
Art Center College of Design
Artisan Creative
Fandango
General Assembly
HRCloud.com
Huge
Intuit TurboTax
ProtoShare
Reliam
UCLA
UCLA Charles E. Young Research Library
Walt Disney Parks & Resorts Online
Wiley

2017 WORLD IA DAY LOCATIONS

63 LOCATIONS. 28 COUNTRIES. 6 CONTINENTS.

ASIA / OCEANIA

- Bengaluru
- Beirut
- Dubai
- Hong Kong
- Hyderabad
- Kyoto
- Manila
- Okinawa
- Singapore
- Sydney
- Tehran
- Tokyo

EUROPE / AFRICA

- Barcelona
- Bristol
- Bucharest
- Copenhagen
- Rhein-Neckar
- Johannesburg
- Jönköping
- Ljubljana
- London
- Lyon
- Manchester
- Palermo
- Rome
- Saint Petersburg
- Stockholm
- Verona-Trento
- Zürich

NORTH AMERICA

- Ann Arbor
- Atlanta
- Boston
- Charlotte
- Chattanooga
- Chicago
- Dallas
- Des Moines
- Kent
- Los Angeles
- Mexico City
- Miami
- Milwaukee
- Minneapolis
- Monterrey
- Montreal
- New York City
- Ottawa
- Philadelphia
- Pittsburgh
- Portland
- Richmond
- San Antonio
- San Francisco
- San Jose (CR)
- Seattle
- Tampa Bay
- Washington DC
- Vancouver

CENTRAL / SOUTH AMERICA

- Bogata
- Mar de Plata
- Rio de Janeiro
- São Paulo
- Viña del Mar

World IA Day LA 2017

Sponsorship Offerings

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LOCAL SPONSORSHIP AT A GLANCE

Platinum sponsors make the difference between a good event and a great event.

Sponsor benefit	Platinum \$1,500	Gold \$500	Silver \$250	Contributor
Introductory remarks (2 mins) during the Welcome session	Yes			
Dedicated panel or speaker session (up to 45 mins)	Yes			
Table top booth and banner	Yes	Yes	Yes	
Logo on event signage	Yes	Yes	Yes	Yes
Logo on event website	Yes	Yes	Yes	Yes
Acknowledgement in Welcome session	Yes	Yes	Yes	Yes
Social media promotion Facebook, Twitter, Newsletter	Yes	Yes	Yes	Yes
Post-conference attendee list	Yes	Yes		
Reserved attendee spots	5	3	2	1

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LOCAL SPONSORSHIP – PLATINUM (\$1,500)

Platinum sponsors make the difference between a good event and a great event.

Package highlights

- Have 2 minutes of introductory remarks during the Welcome session
- Have dedicated panel or speaker session up to 45 mins
- Host an informational booth at the event
- Hang a large banner in a prominent area near the stage and entry/exit areas
- Be promoted online on the WIAD-LA event website and via @WIAD_LA twitter (leading up-to, the day of, and following the event)
- Have 5 reserved attendee spots
- Access to post-conference attendee list

Sponsored activity

Slots available

Host a lunch

1

Throw an after-party

1

LOCAL SPONSORSHIP – GOLD (\$500)

Gold sponsors nourish our minds and our bellies

Package highlights

- Host an informational booth at the event
- Hang a large banner at the refreshment table
- Be promoted online on the WIAD-LA event website and via @WIAD_LA twitter (leading up-to, the day of, and following the event)
- Have 3 reserved attendee spots
- Access to post-conference attendee list

Sponsored activity

Slots available

Host a breakfast

1

Host a break (water, snacks, drinks)

1

LOCAL SPONSORSHIP – SILVER (\$250)

Silver sponsors provide us with the necessities.

Package highlights

- Host an informational booth at the event
- Be promoted online on event website and via @WIAD_LA twitter (leading up-to, the day of, and following the event)
- Be visually and vocally recognized at the beginning of the day and at the end of the day
- Have 2 reserved attendee spots

Sponsored activity	Slots available
Caption event videos	1
Secure audio/visual support	1
Print marketing and print collateral	2
Thank speakers and volunteers for their time	2

LOCAL SPONSORSHIP – CONTRIBUTORS

Contributors help bring it all home.

In-Kind

In-kind sponsorships are non-cash arrangements that still expose our community to your services and brand. Whether it is free classes, software licenses, books, post-its, notebooks or markers, we want to make sure you can give what you have or what your people are good at.

If you would like to donate the following products or services, contact us and we'll work out the details. In-Kind sponsorship requests might include:

- Prizes
- Photography
- AV equipment & services

Something else?

Would you rather give a gift or have a specific preference for sponsorship? We'll be happy to discuss any ideas. Let's talk!

Contact

Grace Lau, lead local organizer

losangeles@worldiaday.org

Cell [REDACTED]

THANK YOU.