

2024



Imagine RIT Sponsorship Levels

The **Imagine RIT Creativity + Innovation Festival** is the university's signature event, a showcase that displays the ingenuity of students, faculty, and staff. More than 30,000 visitors attend each year to discover over 300 presentations, exhibits, demonstrations, research projects and performances. Please join us on Saturday, April 27 to see creativity and innovation come to life!

Title Sponsor \$50,000

- > **Naming Sponsor:** The title sponsor for the Imagine RIT: Creativity and Innovation Festival will be prominently featured in all branding and marketing including, but not limited to, TV, radio, print, digital, signage and promotional items. The immense popularity of Imagine RIT will help to maximize your brand recognition.
- > **Video or Commercial:** The title sponsor may provide RIT with up to a 30 second video or commercial of their design/production to be showcased on the Imagine RIT homepage and social media platforms. The content of this production must be informational in nature, and clearly outline the collaboration with RIT's Imagine RIT festival. RIT reserves the right, in its sole and absolute discretion, to refuse any production with or without cause.
- > **Student Resume Book:** This book is designed to provide an exclusive access to the resumes of all of the student exhibitors who are actively seeking jobs or co-ops. This is a great tool for your recruiters and hiring managers and an opportunity to develop a collaborative partnership between RIT and your organization.
- > **Exhibit:** Take advantage of prime exposure in high-traffic locations by hosting an exhibit to showcase your organization. Your exhibit will generate networking opportunities and potential business leads. A directory of exhibitors' locations will be featured on the Imagine RIT website and on printed festival maps.
- > **Digital Branding:** Receive digital branding of your organization on the Imagine RIT website and the RIT Alumni Association website. Your logo will also be included on the printed event program.
- > **Event Marketing:** Your organization will be included in all marketing for Imagine RIT including, but not limited to, signage at volunteer check-in, name on volunteer t-shirts and the printed program.
- > **Parking:** Access to reserved VIP parking and parking passes are provided. Take the hassle out of finding a place to park. Enhance your experience with a guaranteed parking location.
- > **Hospitality:** Access to the Imagine RIT Hospitality Suite. Perfect meet-up location for your colleagues and in-person networking with other VIP guests attending the festival.



2024

Imagine RIT Sponsorship Levels

Premier Sponsor or Media Sponsor

\$25,000

- > **Student Resume Book:** This book is designed to provide an exclusive access to the resumes of all of the student exhibitors who are actively seeking jobs or co-ops. This is a great tool for your recruiters and hiring managers and an opportunity to develop a collaborative partnership between RIT and your organization.
- > **Exhibit:** Take advantage of prime exposure in high-traffic locations by hosting an exhibit to showcase your organization. Your exhibit will generate networking opportunities and potential business leads. A directory of exhibitors' locations will be featured on the Imagine RIT website and on printed festival maps.
- > **Digital Branding:** Receive digital branding of your organization on the Imagine RIT website and the RIT Alumni Association website. Your logo will also be included on the printed event program.
- > **Event Marketing:** Your organization will be included in all marketing for Imagine RIT including, but not limited to, signage at volunteer check-in, name on volunteer t-shirts and the printed program.
- > **Parking:** Access to reserved VIP parking and parking passes are provided. Take the hassle out of finding a place to park. Enhance your experience with a guaranteed parking location.
- > **Hospitality:** Access to the Imagine RIT Hospitality Suite. Perfect meet-up location for your colleagues and in-person networking with other VIP guests attending the festival.

Innovators Sponsor

\$10,000

- > **Exhibit:** Take advantage of prime exposure in high-traffic locations by hosting an exhibit to showcase your organization. Your exhibit will generate networking opportunities and potential business leads. A directory of exhibitors' locations will be featured on the Imagine RIT website and on printed festival maps.
- > **Digital Branding:** Receive digital branding of your organization on the Imagine RIT website and the RIT Alumni Association website. Your logo will also be included on the printed event program.
- > **Event Marketing:** Your organization will be included in all marketing for Imagine RIT including, but not limited to, signage at volunteer check-in, name on volunteer t-shirts and the printed program.
- > **Parking:** Access to reserved VIP parking and parking passes are provided. Take the hassle out of finding a place to park. Enhance your experience with a guaranteed parking location.
- > **Hospitality:** Access to the Imagine RIT Hospitality Suite. Perfect meet-up location for your colleagues and in-person networking with other VIP guests attending the festival.



2024

Imagine RIT Sponsorship Levels

Futurist Symposium Sponsor

\$7,500

- **Event Recognition:** Both a presentation and panel discussion, the Futurist Symposium is a showcase opportunity for four of RIT's most profound thinkers and doers to share the spotlight and their visions of the future as it relates to RIT's core disciplines—technology, the arts and design. As a Futurist Symposium Sponsor, you will receive recognition on all Futurist Symposium communications and activities.
- **Digital Branding:** Receive digital branding of your organization on the Imagine RIT website and the RIT Alumni Association website. Your logo will also be included on the printed event program.
- **Event Marketing:** Your organization will be included in all marketing for Imagine RIT including, but not limited to, signage at volunteer check-in, name on volunteer t-shirts and the printed program.
- **Parking:** Access to reserved VIP parking and parking passes are provided. Take the hassle out of finding a place to park. Enhance your experience with a guaranteed parking location.
- **Hospitality:** Access to the Imagine RIT Hospitality Suite. Perfect meet-up location for your colleagues and in-person networking with other VIP guests attending the festival.

Vision Sponsor

\$5,000

- **Digital Branding:** Receive digital branding of your organization on the Imagine RIT website and the RIT Alumni Association website. Your logo will also be included on the printed event program.
- **Event Marketing:** Your organization will be included in all marketing for Imagine RIT including, but not limited to, signage at volunteer check-in, name on volunteer t-shirts and the printed program.
- **Parking:** Access to reserved VIP parking and parking passes are provided. Take the hassle out of finding a place to park. Enhance your experience with a guaranteed parking location.
- **Hospitality:** Access to the Imagine RIT Hospitality Suite. Perfect meet-up location for your colleagues and in-person networking with other VIP guests attending the festival.



For more information, please contact:

Tara DeLeo MS '01

Director of Corporate Relations, University Advancement

585-475-7498 | tkduadv@rit.edu