ATypI 2017: Atypique
Sept. 12–16, Montréal

OPPORTUNITIES FOR SPONSORS
YOU'RE INVITED TO CELEBRATE ATYPI'S 60TH ANNIVERSARY!
Journey to Montréal this fall as ATypI celebrates the 60th anniversary of its founding. ATypI 2017: Atypique is the annual conference of the Association Typographique Internationale, a nonprofit organization dedicated to the education, development, and support of the global type community.

ATypI was established in 1957 by Charles Peignot of France’s renowned Deberny & Peignot foundry. It’s fitting then, that for this milestone, we’re headed to a location infused with French culture. The largest city in Quebec and second-largest municipality in Canada, Montréal is also the world’s second-largest primarily French-speaking city (Paris is first, naturellement). Montréal is a UNESCO “City of Design” and home to the International Council of Graphic Design Associations (Icograda).

ATypI 2017 kicks off Tuesday, September 12, with a series of craft and technical workshops, followed by the General Session running Wednesday through Saturday. Attendees will explore a range of contemporary and historical topics presented by more than 70 speakers from around the world. The General Session will be presented at the Université du Québec à Montréal (UQAM), with workshops and special events to be held at UQAM and other venues in Montréal. Exhibitions, lettering demos, the famous type critique sessions, and more will complement the activities taking place onstage and in the classroom.

ATypI is a volunteer-driven 501(c)(3) nonprofit based in the United States, but our impact is felt around the world. We present our conference in a different international city each year, providing an inclusive, stimulating environment for participants. ATypI speakers and attendees represent a diverse mix of type and typography professionals, students, and enthusiasts. We are committed to providing a platform for new voices while giving legends a space to share wisdom gained from a lifetime of experience. We welcome type designers, graphic designers, UI/UX designers, software engineers, information designers, web designers, researchers, historians, educators, writers, publishers, lettering artists, calligraphers, students, and all interested in type!

ATypI is a global forum where groundbreaking advances in type technology and unparalleled creativity are revealed. We regularly work with the press and sponsor PR teams to put the type community in focus. Members of the press will be in attendance in Montréal, and we will use social media and other communications to generate buzz during the conference and long after.

We promote ATypI sponsors and partners before, during, and after the conference. We love to brag about the generous supporters who make the conference possible. What’s more, networking with clients, partners, team members, and friends is effortless in ATypI’s collegial atmosphere. If you want to put your company in the spotlight, ATypI is the place to be.

In recent years, we have significantly reduced admission fees in order to broaden the ATypI audience. Your sponsorship is vitally important as we expand our outreach and strengthen our community. You will reap great rewards by using your marketing and charitable dollars to sponsor ATypI 2017—it’s a unique opportunity to show support while promoting your business to a highly targeted audience.

We hope you will consider becoming a sponsor of ATypI 2017. Packages and item-level sponsorships are outlined on the following pages. In addition to financial contributions, donations of essential goods and services are welcome. If you’re looking for something a little different, please get in touch to discuss building a custom package tailored to your ideas and goals.

Thank you in advance for your support. We look forward to working with you to make our 61st conference the best ATypI ever.

Tamye Riggs
Executive Director, ATypI
EMAIL sponsorship@atypi.org
TEL +1.469.629.8973 (TYPE)
ATypI 2017 Titanium Sponsorship: $25,000+

CHOICE OF PREMIUM BENEFIT

FIRST-COME, FIRST-SERVED. SELECT ONE OF THE FOLLOWING:

- Opening night keynote and cocktail reception (includes the speaker’s travel and accommodation stipend. Provide branded decorations, coasters, signage, and/or other items to enhance your presence)
- Saturday night closing party (provide branded decorations, coasters, signage, and/or other items to enhance your presence)

BENEFIT RESERVED

WANT TO CREATE YOUR OWN PREMIUM BENEFIT? LET US KNOW!

STANDARD BENEFITS

PRE-CONFERENCE PROMOTIONS

- Your company logo and a 50-word profile (with link) displayed on the ATypI website
- Your company named as a major sponsor in press releases
- Your company named as a special event sponsor on the ATypI website
- Your company promoted multiple times as a major sponsor on social media and in email
- Your company logo displayed in print advertising and promotional material

DURING ATYPi

- Your company named as sponsor of a high-profile special evening event (ATypI to coordinate brand opportunities with you)
- Your company representative may make a 5-minute presentation during your sponsored special event
- Your company name and sponsorship announced multiple times during the conference
- Complimentary placement of your promotional materials in the conference goodie bags (you supply materials)
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
- 2 standard exhibit tables and chairs or equivalent space for your custom booth for demos, meetings, and/or displays (you supply materials)
- Complimentary ad placement in the conference program guide (2 pages; you supply ad)
- Your company logo and a 50-word profile with your URL displayed in the conference program guide
- 4 complimentary conference admissions for your team members (excludes optional workshops)

POST-CONFERENCE PROMOTIONS

- Your company further acknowledged on the ATypI website, social media channels, and email list
- Your company mentioned in post-conference press release
ATypI 2017 Diamond Sponsorship: $15,000+

CHOICE OF PREMIUM BENEFIT

FIRST-COME, FIRST-SERVED. SELECT ONE OF THE FOLLOWING:

• Co-branded conference T-shirt (your logo displayed with ATypI conference branding on the shirt that all attendees receive.)
• Exhibition sponsorship (goes toward printing, mounting, supplies, and other associated costs. Signage branded with your logo in exhibition spaces throughout the conference.)
• Co-branded conference tote (your logo displayed with ATypI conference branding on the swag bag that all attendees receive. Sponsor to collaborate with conference identity designer on co-branding. Sponsor is responsible for bag production and shipping costs.)

WANT TO CREATE YOUR OWN PREMIUM BENEFIT? LET US KNOW!

STANDARD BENEFITS

PRE-CONFERENCE PROMOTIONS

• Your company logo and a 50-word profile (with link) displayed on the ATypI website
• Your company named as a major sponsor in press releases
• Your company named as the premium benefit sponsor of your choice on the ATypI website
• Your company promoted multiple times as a major sponsor on social media and in email
• Your company logo displayed in print advertising and promotional material

DURING ATYPI

• Your company named as sponsor of your premium benefit (ATypI to coordinate branding opportunities with you)
• Your company name and sponsorship announced multiple times during the conference
• Complimentary placement of your promotional materials in the conference goodie bags (you supply materials)
• Opportunity to donate special items as prizes to be given away to conference attendees
• Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
• 2 standard exhibit tables and chairs or equivalent space for your custom booth for demos, meetings, and/or displays (you supply materials)
• Complimentary ad placement in the conference program guide (2 pages; you supply ad)
• Your company logo and a 50-word profile with your URL displayed in the conference program guide
• 4 complimentary conference admissions for your team members (excludes optional workshops)

POST-CONFERENCE PROMOTIONS

• Your company further acknowledged on the ATypI website, social media channels, and email list
• Your company mentioned in post-conference press release
ATypI 2017 Platinum Sponsorship: $10,000+

CHOICE OF PREMIUM BENEFIT

FIRST-COME, FIRST-SERVED. SELECT ONE OF THE FOLLOWING:

• Opening morning breakfast (runs during registration, immediately prior to the opening keynote speaker. Provide branded napkins, signage, and/or other items to enhance your presence)
• Workshop support (goes toward materials costs, facilities fees, equipment rentals, etc., for pre-conference workshops. Signage branded with your logo.)
• Co-branded lanyard for conference badges (your logo displayed with ATypI conference branding on the lanyard that all attendees wear throughout the conference. Sponsor to provide one-color vector logo for co-branding.)

WANT TO CREATE YOUR OWN PREMIUM BENEFIT? LET US KNOW!

STANDARD BENEFITS

PRE-CONFERENCE PROMOTIONS

• Your company logo and a 50-word profile (with link) displayed on the ATypI website
• Your company named as a major sponsor in press releases
• Your company named as the premium benefit sponsor of your choice on the ATypI website
• Your company promoted multiple times as a major sponsor on social media and in email
• Your company logo displayed in print advertising and promotional material

DURING ATYPI

• Your company named as sponsor of your premium benefit (ATypI to coordinate branding opportunities with you)
• Your company name and sponsorship announced multiple times during the conference
• Complimentary placement of your promotional materials in the conference goodie bags (you supply materials)
• Opportunity to donate special items as prizes to be given away to conference attendees
• Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
• 1 standard exhibit table and chairs or equivalent space for your custom booth for demos, meetings, and/or displays (you supply materials)
• Complimentary ad placement in the conference program guide (1 page; you supply ad)
• Your company logo and a 50-word profile with your URL displayed in the conference program guide
• 3 complimentary conference admissions for your team members (excludes optional workshops)

POST-CONFERENCE PROMOTIONS

• Your company further acknowledged on the ATypI website, social media channels, and email list
• Your company mentioned in post-conference press release
ATypI 2017 Silver Sponsorship: $5,000+

STANDARD BENEFITS

PRE-CONFERENCE PROMOTIONS
• Your company logo (with link) displayed on the ATypI website
• Your company named as a sponsor in press releases
• Your company promoted as a sponsor on social media and in email
• Your company logo displayed in print advertising and promotional material

DURING ATYPI
• Your company name and sponsorship announced during the conference
• Complimentary placement of your promotional materials in the conference goodie bags (you supply materials)
• Opportunity to donate special items as prizes to be given away to conference attendees
• Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
• 1 standard exhibit table and chairs or equivalent space for your custom booth for demos, meetings, and/or displays (you supply materials)
• Complimentary ad placement in the conference program guide (1/2-page; you supply ad)
• Your company logo displayed in the conference program guide
• 2 complimentary conference admissions for your team members (excludes optional workshops)

POST-CONFERENCE PROMOTIONS
• Your company further acknowledged on the ATypI website, social media channels, and email list
ATypI 2017 Bronze Sponsorship: $2,500+

STANDARD BENEFITS

PRE-CONFERENCE PROMOTIONS
- Your company logo (with link) displayed on the ATypI website
- Your company named as a sponsor in press releases
- Your company promoted as a sponsor on social media and in email

DURING ATYPI
- Your company recognized during the conference
- Complimentary placement of your promotional materials in the conference goodie bags (you supply materials)
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
- 1 standard exhibit table and chairs or equivalent space for your custom booth for demos, meetings, and/or displays (you supply materials)
- Complimentary ad placement in the conference program guide (1/4-page; you supply ad)
- Your company logo displayed in the conference program guide
- 1 complimentary conference admission for a team member (excludes optional workshops)

POST-CONFERENCE PROMOTIONS
- Your company further acknowledged on the ATypI website, social media channels, and email list

ATypI 2017 Copper Sponsorship: $1,000+

STANDARD BENEFITS

PRE-CONFERENCE PROMOTIONS
- Your company logo (with link) displayed on the ATypI website
- Your company promoted as a sponsor on social media and in email

DURING ATYPI
- Your company recognized during the conference
- Complimentary placement of your promotional materials in the conference goodie bags (you supply materials)
- Opportunity to donate special items as prizes to be given away to conference attendees
- Your company name listed in the conference program guide

POST-CONFERENCE PROMOTIONS
- Your company further acknowledged on the ATypI website, social media channels, and email list
A la carte sponsorships and add-ons

CONTACT US ABOUT THESE ESSENTIAL ITEM-LEVEL SPONSORSHIPS TO BUILD A CUSTOM PACKAGE TARGETED TO YOUR INTERESTS AND EXPERTISE.

ATYPI 2017 CONFERENCE VIDEOS: $10,000
Fantastic co-branding opportunity that will keep the conference—and your brand as sponsor—alive long after the show's over. SPONSORSHIP RESERVED

AUDIO-VISUAL EQUIPMENT: $7,500
Speaking of the show, it must go on! Help us all look good on-screen, on-camera, and on social media by supporting pro projection and sound, still cameras, and other vital show equipment.

BREAKFAST, THAT OH-SO-IMPORTANT MEAL: $7,500
Start ATypI attendees off right with fuel for the body before they fuel their minds. This sponsorship goes toward delicious breakfast pastries, fruit, and other treats. Sponsorship covers three days of breakfast: Thursday–Saturday, September 14–16.

COFFEE, TEA, AND OH, WE ARE HAPPY: $7,500
Caffeine keeps us going during intense days of conferencing. Sponsorship of these hot buzzy beverages will be much appreciated by attendees. We’ll also have decaf, water, and soda to please every taste. Sponsorship covers four days of coffee during breaks: Wednesday–Saturday, September 13–16.

SNACK ATTACKS: $7,500
From cookies and croissants to a fine local fromage, ATypI attendees will love the sweet and savory treats Montréal has to offer. Sponsorship covers four days of snacks during coffee breaks: Wednesday–Saturday, September 13–16.

MOVIE TREATS—FUN FOR THE WHOLE TYPE FAMILY: $5,000
No movie is complete without tasty treats. This sponsorship includes some yummy drinks and nibbles to go with a surprise film screening during ATypI.
More non-traditional sponsorship options

*IF YOU'RE LOOKING FOR SOMETHING A LITTLE DIFFERENT, READ ON, OR EMAIL US TO DISCUSS OPPORTUNITIES TAILOR-MADE TO YOUR INTERESTS AND EXPERTISE.*

**SPECIAL SESSIONS, ACTIVITIES, AND SPACES: TBD**

If you'd like to offer tutorials, demos, discussions, or other such sessions during the conference, let's talk! Ideas include hosting a lunchtime brownbag session to demo your products and services, creating a small group panel discussion designed to engage attendees, hosting a font tools or type design jam session, sponsoring a computer lounge or other hangout area, hosting an after-hours gathering for speakers and country delegates, sponsoring and coordinating a conference newspaper, and more. There are so many things we could do together! Let us know your ideas and budget, and we will get to work.

**IN-KIND DONATIONS OF ESSENTIAL GOODS AND SERVICES**

We're always in need of things like paper, printing, advertising, specialty adult beverages for social gatherings, cool keepsakes for attendees and speakers, lounge furniture, stage dressing, DJs, lights and sound at parties, and anything else you can think of. We're open to any and all ideas for making our Montréal conference the best ever. If you've got something to offer, let's talk! We can offer some great benefits in exchange for in-kind donations.

*We hope you'll find one of these sponsorship options to your liking. Email Tamye Riggs to lock down your opportunity today: sponsorship@atypi.org.*

The opportunities detailed in this document represent current defined and conceptual ATypI 2017 sponsorship packages. All interested are encouraged to work with us to develop custom sponsorship packages. Please email Tamye Riggs at sponsorship@atypi.org or call +1.469.629.8973 between 9am and 9pm Eastern/New York Time to brainstorm.

Sponsors are responsible for the production and inbound and outbound shipping of their own promotional materials, banners, giveaways, goodie bag items, etc., and are responsible for all shipping costs, customs charges, taxes, tariffs, and any other associated charges incurred. ATypI is not responsible for lost, damaged, or stolen merchandise, personal items, or promotional or other materials.

Sponsorship rates are quoted in US dollars, and are based on remittance made in advance. Please contact us to discuss in-kind sponsorships. Benefits are subject to change without notice. ATypI is a 501(c)(3) nonprofit organization incorporated in the State of California and recognized by the United States Internal Revenue Service. Sponsorships are deductible only to the extent allowed by law. Please consult your tax professional or the taxing body in your jurisdiction for information on charitable contributions.

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SEE YOU IN SEPTEMBER