ATypI Tokyo
4-7 September 2019

Opportunities for Sponsors
You’re invited to ATypI’s sixty-third annual conference!

Join the global typographic community in Tokyo, Japan, September 4–7, 2019, where ATypI will celebrate more than sixty years of typographic education, heritage, technology, business, and camaraderie.

Rediscover typography in Tokyo, a city of change and tradition. ATypI Tokyo will bring together typeface designers, publishers, developers, and educators from Japan and the global typographic community. Tokyo is the perfect environment for a global gathering: it is a crucible of hypermodernity and tradition, globalism and regionalism. ATypI is a global network that spans design professions, company sizes, and geographic areas of activity. The conference is a stimulating environment where opportunities can arise to meet professionals from related industries, make connections across industries, and develop networks of learning, enterprise, and mentorship.

It is in this spirit of comprehension and inclusion that the ATypI 2019 conference invites designers, typographers, type designers, and type enthusiasts worldwide to Tokyo this September.

atypi.org
ATypI 2019 Titanium Sponsorship: $25,000+

**CHOICE OF PREMIUM BENEFIT**

**SELECT ONE OF THE FOLLOWING OPTIONS:**

- Opening night keynote and cocktail reception (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**

**GET IN TOUCH TO CREATE A CUSTOM PACKAGE!**

**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 in the conference program guide
- 4 complimentary full-conference admissions for your team members (excludes paid workshops)
- 2 complimentary exhibitor passes for your staff members to man your booth/table (does not grant admission to the theater, workshops, or other conference events)

**POST-CONFERENCE PROMOTIONS**

- Your company further acknowledged on the ATypI website, social media channels, and email list
- Your company mentioned in press release
**CHOICE OF PREMIUM BENEFIT**

**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 costs. Signage with your logo placed in conference exhibition spaces)
- 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) **BENEFIT RESERVED**

**GET IN TOUCH TO CREATE A CUSTOM PACKAGE!**

**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 50-word profile with your URL in the conference program guide
- 4 complimentary full-conference admissions for your team members (excludes paid workshops)
- 2 complimentary exhibitor passes for your staff members to man your booth/table (does not grant admission to the theater, workshops, or other conference events)

**POST-CONFERENCE PROMOTIONS**

- Your company further acknowledged on the ATypI website, social media channels, and email list
- Your company mentioned in press release

**ATypI 2019 Diamond Sponsorship: $15,000+**
ATypI 2019 Platinum Sponsorship: $10,000+

CHOICE OF PREMIUM BENEFIT

SELECT ONE OF THE FOLLOWING:

• Opening morning breakfast (runs during registration, immediately prior to the opening of the General Session. Provide branded napkins, signage, and/or other items to enhance your presence)
• Workshop support (goes toward 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) BENEFIT RESERVED

GET IN TOUCH TO CREATE A CUSTOM PACKAGE!

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 in the conference program guide
• 3 complimentary full-conference admissions for your team members (excludes paid workshops)
• 2 complimentary exhibitor passes for your staff members to man your booth/table (does not grant admission to the theater, workshops, or other conference events)

POST-CONFERENCE PROMOTIONS

• Your company further acknowledged on the ATypI website, social media channels, and email list
• Your company mentioned in press release
ATypI 2019 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 in the conference program guide
• 2 complimentary conference admissions for your team members (excludes paid workshops)

POST-CONFERENCE PROMOTIONS
• Your company further acknowledged on the ATypI website, social media channels, and email list
**AType 2019 Bronze Sponsorship: $2,500+**

**STANDARD BENEFITS**

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

**DURING ATYPE**
- 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 in the conference program guide
- 1 complimentary conference admission for a team member (excludes paid workshops)

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

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**AType 2019 Copper Sponsorship: $1,000+**

**STANDARD BENEFITS**

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

**DURING ATYPE**
- 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 AType 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 2019 CONFERENCE VIDEOS: $12,500
Fantastic co-branding opportunity that will keep the conference—and your brand as sponsor—alive long after the show’s over.

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 projection and sound, still cameras, and other vital show equipment.

TEA AND COFFEE BREAK: $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 cold beverages on offer, as well as an assortment of snacks. Sponsorship covers four days of standard refreshments during breaks: Wednesday–Saturday, September 4–7. Get in touch with us to discuss an upgraded breaks package!

BONUS SPECIAL EVENT SUPPORT: $2,500 AND UP
Provide drinks and nibbles at a film screening, exhibit opening, awards presentation, or other festive event—there are plenty of opportunities to attach your company name to something extra special. Special event sponsorships are completely customizable—get in touch with us so we can discuss your ideas!
**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.

**CONTENT 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 Tokyo conference the best ever. If you’ve got something in mind, let’s talk! We can offer some great benefits in exchange for essential in-kind donations.

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

The opportunities detailed in this document represent current defined and conceptual ATypI 2019 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!