You’re invited to shine at ATypI 2020! Connect, influence, and inspire our international design community.

ATypI 2020 All Over, our first-ever online conference, will be presented October 27–31. The conference will span five days and cross all time zones. That means 24 hours x 5—more than 120 hours of learning, sharing, camaraderie, and promotional and networking opportunities!

Although we can’t meet in person right now, we’re bringing our community together in an exciting, inclusive, and accessible way. More than 150 speakers from around the world will join a passionate, inquisitive crowd of attendees seeking to further their typographic education and careers.

ATypI is the global forum and focal point for type designers, type publishers, graphic and typographic designers, and creative organizations worldwide. Join us in reshaping the gathering and help us form a new model for community—all while giving your brand strategic exposure on our international stage.

Please review the opportunities outlined in the next pages, and let us know if you’d like us to create a custom brand experience tailored to your needs.
ATypI 2020 Titanium Sponsorship: $25,000+

CHOICE OF PREMIUM BENEFIT

SELECT ONE OF THE FOLLOWING OPTIONS:
• Opening keynote and reception—open the conference with a fully branded experience designed to ignite enthusiasm and fully engage the audience with your brand
• Closing party and social activities—be the star of a festival atmosphere, wowing a crowd of happy, satisfied attendees looking for fun and networking

GET IN TOUCH TO CREATE A CUSTOM PACKAGE!

STANDARD BENEFITS

PRE- AND POST-CONFERENCE PROMOTIONS
• Your company logo and a 150-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, email, and in other ATypI promotions
• Your company named as an ATypI “Font Friend,” which includes two individual memberships for one year, and offers you additional brand exposure on the ATypI website

DURING ATYPI
• Your company named as sponsor of your high-profile special event (ATypI to coordinate branding opportunities with you)
• Your company representative may make multiple 5-minute presentations during your sponsored special event
• Your company guaranteed at least three branded speaking slots during the conference
• Promotional video provided by your company (up to 30 seconds in length) played at least 10 times during the conference (you may split this opportunity among multiple videos if you wish)
• Virtual exhibit space—host attendees in your own branded educational and promotional sessions multiple times during the conference
• Your company name and sponsorship announced multiple times during the conference
• Your company given your own named Slack channel in the ATypI 2020 Slack for further engagement
• Complimentary placement of your promotional offers in a digital conference goodie bag
• Opportunity to donate unique items as prizes to be given away to conference attendees
• Opportunity to send keepsakes or other giveaways to attendees after the conference
• 10 complimentary full-conference admissions for your team members
• 20 complimentary full-conference admissions to be given away as scholarships to students and/or members of underrepresented communities in your company’s name
ATypI 2020 Diamond Sponsorship: $15,000+

**CHOICE OF PREMIUM BENEFIT**

**SELECT ONE OF THE FOLLOWING:**
- Exclusive branded sponsorship of the ATypI All Over hangout space and all-community lounge, where speakers and attendees will gather to talk, network, and share their lives and work in a casual, welcoming environment throughout the conference
- Co-branded keepsake bag (your logo displayed with ATypI conference branding on a keepsake bag for ATypI attendees. Sponsor to collaborate with identity designer on co-branding. Sponsor is responsible for bag production and shipping costs to attendees.)

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

**STANDARD BENEFITS**

**PRE- AND POST-CONFERENCE PROMOTIONS**
- Your company logo and a 100-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, email, and in other ATypI promotions
- Your company named as an ATypI “Font Friend,” which includes two individual memberships for one year, and offers you additional brand exposure on the ATypI website

**DURING ATYPI**
- Your company named as sponsor of your high-profile premium benefit
- Your company guaranteed at least two branded speaking slots during the conference
- Promotional video provided by your company (up to 30 seconds in length) played at least 6 times during the conference (you may split this opportunity among multiple videos if you wish)
- Virtual exhibit space—host attendees in your own branded educational and promotional sessions multiple times during the conference
- Your company name and sponsorship announced multiple times during the conference
- Your company given your own named Slack channel in the ATypI 2020 Slack for further engagement
- Complimentary placement of your promotional offers in a digital conference goodie bag
- Opportunity to donate unique items as prizes to be given away to conference attendees
- Opportunity to send keepsakes or other giveaways to attendees after the conference
- 8 complimentary full-conference admissions for your team members
- 15 complimentary full-conference admissions to be given away as scholarships to students and/or members of underrepresented communities in your company’s name
CHOICE OF PREMIUM BENEFIT

SELECT ONE OF THE FOLLOWING:
• Exhibition sponsorship of the future: ATypI will curate a showcase of work by ATypI 2020 speakers and attendees, to be exhibited at our next in-person event (sponsorship goes toward printing, mounting, supplies, and related costs. Signage with your logo and company bio will be placed throughout the in-person conference exhibition spaces.)
• Co-branded conference T-shirt (your logo displayed with ATypI conference branding on a keepsake tee for ATypI attendees. Sponsor to collaborate with conference identity designer on co-branding. Sponsor is responsible for tee production and shipping costs to attendees.)

GET IN TOUCH TO CREATE A CUSTOM PACKAGE!

STANDARD BENEFITS

PRE- AND POST-CONFERENCE PROMOTIONS
• Your company logo and a 75-word profile (with link) displayed on the ATypI website
• Your company named as a major sponsor in press releases
• Your company named as the sponsor of your premium benefit
• Your company promoted multiple times as a major sponsor on social media, email, and in other ATypI promotions
• Your company named as an ATypI “Font Friend,” which includes two individual memberships for one year, and offers you additional brand exposure on the ATypI website

DURING ATYPI
• Your company named as sponsor of your high-profile premium benefit
• Your company guaranteed one branded speaking slot during the conference
• Promotional video provided by your company (up to 30 seconds in length) played at least 4 times during the conference (you may split this opportunity among multiple videos if you wish)
• Virtual exhibit space—host attendees in your own branded educational and promotional sessions multiple times during the conference
• Your company name and sponsorship announced multiple times during the conference
• Your company given your own named Slack channel in the ATypI 2020 Slack for further engagement
• Complimentary placement of your promotional offers in a digital conference goodie bag
• Opportunity to donate unique items as prizes to be given away to conference attendees
• Opportunity to send keepsakes or other giveaways to attendees after the conference
• 5 complimentary full-conference admissions for your team members
• 10 complimentary full-conference admissions to be given away as scholarships to students and/or members of underrepresented communities in your company’s name

ATypI 2020 Platinum Sponsorship: $10,000+
STANDARD BENEFITS

PRE- AND POST-CONFERENCE PROMOTIONS
• Your company logo and a 50-word profile (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, email, and in other ATypI promotions

DURING ATYPI
• Your company guaranteed one branded speaking slot during the conference
• Promotional video provided by your company (up to 30 seconds in length) played at least 2 times during the conference
• Virtual exhibit space—host attendees in your own branded educational and promotional sessions two times during the conference
• Your company name and sponsorship announced multiple times during the conference

• Your company given your own named Slack channel in the ATypI 2020 Slack for further engagement
• Complimentary placement of your promotional offers in a digital conference goodie bag
• Opportunity to donate unique items as prizes to be given away to conference attendees
• Opportunity to send keepsakes or other giveaways to attendees after the conference
• 4 complimentary full-conference admissions for your team members
• 8 complimentary full-conference admissions to be given away as scholarships to students and/or members of underrepresented communities in your company’s name
ATypI 2020 Bronze Sponsorship: $2,500+

STANDARD BENEFITS

PRE- AND POST-CONFERENCE PROMOTIONS
- Your company logo and a 50-word profile (with link) displayed on the ATypI website
- Your company promoted on social media, email, and in other ATypI promotions

DURING ATYPI
- Your company guaranteed one branded speaking slot during the conference
- Virtual exhibit space—host attendees in your own branded educational and promotional sessions two times during the conference
- Your company name and sponsorship announced multiple times during the conference
- Your company given your own named Slack channel in the ATypI 2020 Slack for further engagement
- Complimentary placement of your promotional offers in a digital conference goodie bag
- Opportunity to donate unique items as prizes to be given away to conference attendees
- Opportunity to send keepsakes or other giveaways to attendees after the conference
- 2 complimentary full-conference admissions for your team members
- 4 complimentary full-conference admissions to be given away as scholarships to students and/or members of underrepresented communities in your company’s name
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 2020 CONFERENCE VIDEOS: $20,000 BENEFIT RESERVED
Fantastic co-branding opportunity that will keep the conference—and your brand as sponsor—alive long after the show’s over.

TECHNOLOGY SERVICES: $15,000 BENEFIT RESERVED
Support the broadcast and related technology crew who will be running the show 24 hours a day for all five days of the conference.

CONFERENCE WELLNESS BREAKS: $5,000
Yoga, meditation, and other relaxation techniques provided to attendees throughout the conference.

COUNTRY DELEGATES REPORT: $7,500
Sponsor the editing, design, and production of the ATypI 2020 Country Delegates report. Work will commence immediately after the conference.

CONTENT SESSIONS, ACTIVITIES, AND SPACES: TBD
If you’d like to offer tutorials, demos, discussions, or other sessions with enhanced branding during the conference, let’s talk! Ideas include hosting a demo to all attendees of your products and services, creating a small group panel discussion designed to engage attendees, hosting a font tools or type design jam session, hosting a private gathering space for speakers and country delegates, sponsoring and coordinating a conference newspaper, and more. There are so many things we can do together! Let us know your ideas and budget, and we will get to work.

DONATIONS OF ESSENTIAL GOODS AND SERVICES: TBD
We always need computers and other electronics, food for our hard-working staff and volunteers, gifts for speakers, and other important things. Let us know if you’d like to contribute and your budget, and we will explore the possibilities!
YOUR SUPPORT IS MORE IMPORTANT THAN EVER
The generosity of partners like you are essential to our nonprofit mission to support and promote type, typography, and the related arts and sciences, and to help elevate those working in our community. Please consider donating at the level most comfortable to you. We will offer you as much exposure as possible for your brand, and our community will be grateful for your support.

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 2020 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 discuss.

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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