



WORLD TRADE DAY

**ADAPTATION:
THE PATH TO SUCCESS**

Bryant University



MAY 20, 2020

► Platinum Sponsorship Opportunities

**ON MAY 20, 2020,
BRYANT UNIVERSITY
WILL PRESENT THE
35TH WORLD TRADE DAY.**

World Trade Day, presented by the John H. Chafee Center for International Business at Bryant University, is one of the largest international trade conferences in the Northeast. More than 500 managers and executives are expected to attend this year's event. We invite you to become a sponsor and contribute to this day of professional development and networking.

Benefits of a \$20,000 Platinum Sponsorship

- Early registration and complimentary admission to World Trade Day for sixteen (16) pre-registered guests
- Prominent reserved seating at your own corporate tables at the luncheon
- Opportunity to introduce a **Keynote Speaker**, or participate in World Trade Day (panelist or moderator)
- Inclusion of a **welcome message** from your company in the World Trade Day program book distributed to all attendees
- Opportunity to provide **branded material** for day of the event (i.e., lanyards, tote bags)
- **Four (4) vouchers** for a one-day training event conducted by the John H. Chafee Center for International Business (or 1 voucher for a multi-day trade seminar)
- Invitation for a **corporate representative** to serve on the World Trade Day committee
- Opportunity to provide a **speaker** for a future Chafee Center sponsored event
- 50% discount on a corporate full-page ad in the program book
- 50% discount on a semester-long International Business Practicum engaging Bryant students, Chafee Center international business consultants, and Bryant University staff and faculty (available Fall 2020 or Spring 2021)

Platinum Sponsors are also featured in promotional materials and on the World Trade Day website. Last year, impressions from World Trade Day event marketing, public relations, social media, and news coverage totaled more than 3.2 million:

- Recognition as a Platinum Sponsor in all media announcements sent to regional news outlets and trade journals
- Your company name prominently displayed on all signage at World Trade Day, including banners, posters, and electronic screens
- Listing of your company logo on the World Trade Day website and corporate listing with a link to your website
- Inclusion of your company logo in the World Trade Day marketing brochure, mailed to over 9,000 business professionals throughout New England
- Recognition as a Platinum Sponsor in World Trade Day Program Book