



# TAM!



**THE AMAZING MEETING**

A CELEBRATION OF A REASONED LIFE

**JULY 16-19 • 2015**

TROPICANA LAS VEGAS • NEVADA

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Sponsorship Opportunities



The 13th The Amazing Meeting, hosted by the James Randi Education Foundation will be held in July 2015. The conference will host 750-1000 participants and will span 4 days of workshops, general sessions, and keynote programming. The James Randi Educational Foundation was founded in 1996 to help people defend themselves from paranormal and pseudoscientific claims. The JREF offers a still-unclaimed million-dollar reward for anyone who can produce evidence of paranormal abilities under controlled conditions. Through scholarships, workshops, and innovative resources for educators, the JREF works to inspire this investigative spirit in a new generation of critical thinkers.

TAM! includes talks, panels, and workshops featuring some of the brightest and most engaging people in science and skepticism. These presentations are second only to the loyalty community and camaraderie amongst the attendees, who come from a wide range of backgrounds and ages, from domestic and international locations.

## THE AMAZING CELEBRATION

Please help us underwrite our tribute to James Randi, one of the foremost thought leaders in the skeptic movement and founder of The Amazing Meeting. This special reception will honor Randi and his amazing legacy with guest appearances by special friends and colleagues and remarks from Randi himself. Non-conference attendees are welcomed to attend.

### PLATINUM SPONSOR—\$5,000

Sponsorship includes ten (10) tickets to The Amazing Celebration, two (2) reserved tables at front of stage, three (3) conference registrations, premier visibility on all print and digital marketing materials leading up to and at the reception including logo recognition on signage and in the program. (The program can be a smaller version of the conference program and serves as a keepsake for the non-conference attendees who come to the reception only).

### GOLD SPONSOR—\$3,000

Sponsorship includes five (5) tickets to the event, one (1) reserved table at front of stage, one (1) conference registration, high level visibility on all print and digital marketing materials leading up to and at the reception including logo recognition on signage and in the program.

### SILVER SPONSOR—\$1,000

Sponsorship includes two (2) tickets to the reception, visibility on all print and digital marketing materials leading up to and at the reception including logo recognition on signage and in the program.

## GENERAL SPONSORSHIP LEVELS AND BENEFITS

### PREMIER SPONSOR—\$20,000 LEVEL (1 available)

- Ability to give welcoming remarks to kick off the conference
- Recognition as Premier Sponsor by conference emcee
- Recognition in appropriate print, web and radio advertising
- Recognition as Premier Sponsor on all on-site signage
- Dedicated Logo slide as Premier Sponsor on projected signage
- Organization name and logo on website sponsor page
- Premier recognition in all promotional materials, including email marketing and social media
- Full page color ad prominently placed in TAM! Program
- Premier logo placement on sponsor page of conference program
- Vendor table in prime location
- Ability to insert information and/or product in registration bags
- Private event with select TAM! Speakers
- Five (5) registrations to The Amazing Meeting
- Five (5) registrations to “The Amazing Celebration” gala/reception honoring James Randi
- Additional discounted passes to the conference (\$XX each)

### MAJOR SPONSOR—\$10,000 LEVEL (2 available)

- Recognition by conference emcee
- Recognition in appropriate print, web and radio advertising
- Logo inclusion in projected signage and on-site signage
- Organization name and logo on website sponsor page
- Recognition in all promotional materials, including email marketing and social media
- Full page color ad in TAM! Program
- Logo placement on sponsor page of conference program
- Vendor table in prime location
- Ability to insert information and/or product in registration bags
- Private event with select TAM! Speakers
- Three (3) registrations to The Amazing Meeting
- Three (3) registrations to “The Amazing Celebration” gala/reception honoring James Randi
- Additional discounted passes to the conference (\$XX each)

### PARTNER SPONSOR—\$5,000 LEVEL (5 available)

- Recognition in appropriate print, web and radio advertising
- Logo inclusion in projected signage and on-site signage
- Organization name and logo on website sponsor page
- Recognition in all promotional materials, including email marketing and social media
- Half page color ad in TAM! Program
- Logo placement on sponsor page of conference program
- Vendor table
- Ability to insert information and/or product in registration bags
- Two (2) registrations to The Amazing Meeting
- Two (2) registrations to “The Amazing Celebration” gala/reception honoring James Randi

### ADVOCATE SPONSOR—\$2,000 LEVEL (10 available)

- Ability to insert literature or product in registration bags
- Quarter-page ad in conference program
- Logo inclusion in projected signage and on-site signage
- Sponsor recognition in all printed and online promotional materials
- Logo on sponsor page of conference program (same as above)
- One (1) registration to the conference
- One (1) registration to “The Amazing Celebration” gala/reception honoring James Randi

# A LA CARTE SPONSORSHIPS AND ADD-ONS

## **NETWORKING BREAK SPONSOR—\$3,000 (3 available)**

Sponsor a coffee break and provide coffee, tea, soft drinks and snacks to conference attendees. Sponsorship includes one (1) conference registration; recognition in on-site signage (“Refreshments provided by YOUR NAME HERE”) and recognition in conference schedule (“Refreshments provided by YOUR NAME HERE.”)

## **LANYARD OR BADGE SPONSOR—\$3,000**

Your logo will be included on lanyards or badges worn (and kept as keepsakes!) by attendees, speakers and media. Sponsorship also includes one (1) conference registration.

## **BAG SPONSOR—\$5,000**

Each of our attendees will receive a co-branded TAM! registration bag with your logo stuffed with conference mementos. People love these bags and will continue to use them beyond the conference. Sponsorship includes one (1) conference registration.

## **ATTENDEE LOUNGE/CYBER CAFE SPONSOR—\$5,000**

Everyone needs to recharge—physically, mentally and technologically. Attendees will move in and out of this space for refreshments, to recharge devices, and to receive tutorials on using social media and smart phone applications. Sponsorship includes one (1) conference registrations.

## **PROGRAM ADVERTISING**

Get your message out to our 800-1000 attendees or use your ad for well wishes to our retiring Founder James Randi. The official conference program is used as a reference throughout the conference and will be kept as a keepsake by many.

- Quarter-page ad: \$500
- Half-page ad: \$1,000
- Full-page ad: \$1,500

## **BAG INSERT—\$100**

Items may include branded pieces such as T-shirts or water bottles; educational literature such as books or DVDs; or promotional offers. We encourage you to be creative and donate items that will be kept and reused (popular items include bottle openers, pens, screen wipes, etc.)

## **EXHIBIT TABLE—\$1000**

- One 8-by-10-foot table in designated area includes:
- A six-foot skirted table, chair and high-speed wireless Internet (standard electricity, phone lines and additional furniture are not included but may be ordered directly from our decorator or the convention center at additional cost)
- Priority space selection based on payment date. Space in exhibit hall may be selected once payment is received; those who reserve and pay early will have priority choice of booth location
- Two booth passes for staff (provides entrance into Hall only, not the full conference)
- 100-word company profile, logo and link on TAM! Website
- 100-word company profile and logo in the official conference program

*\*Exclusive of any costs due the official service contractor for drayage, electrical service, audio/video equipment, etc. That information will follow under separate cover.*

## CONTACT

To request an invoice please contact [leeann@coxpetersen.com](mailto:leeann@coxpetersen.com) or call 202-744-6077 for more information. Sponsorships may be paid by check only, made payable to the **James Randi Educational Foundation** and mailed to:

James Randi Educational Foundation  
2941 Fairview Park Drive, Suite 105  
Falls Church, VA 22042

Our EIN is 65-0649443

## LOGO REQUIREMENTS

Please send an eps file or a high-resolution jpg or tif (300 dpi or higher), along with your 100-word company profile, at your earliest convenience to [leeann@coxpetersen.com](mailto:leeann@coxpetersen.com)