



2018 ISHA Annual Conference September 26-28 Pending NFL Schedule

“Innovate and Celebrate: The Future of Sports Museums”

The core values of the 49ers Museum presented by Sony—Education, Innovation, and Heritage—inspired this year’s theme, “Innovate and Celebrate: The Future of Sports Museums.” Levi’s® Stadium, home of the San Francisco 49ers, will be the backdrop upon which delegates learn how to bring their own institutions into the future through programming focused on aspects like public speaking and presentations, project-based learning, technology integration, and community engagement.

Sponsorship Opportunities

The most important three days of the International Sports Heritage Association’s year are those that encompass its annual conference. Delegates from around the world descend on one location to learn/share best practices, meet new vendors, network, and share in the joy of representing the preservation and celebration of the world’s sports history. We invite you to take part in the event, benefit from its business opportunities and enjoy beautiful Northern California.

Customizable opportunities are available upon request. Please contact 49ers Museum presented by Sony Director, Jesse Lovejoy at jesse.lovejoy@49ers.com, or ISHA Executive Director, Karen Bednarski at kbednarski@SportsHeritage.org to discuss your needs.

Sponsorship Benefits

- Business development opportunities with conference delegates
- Branding and awareness generation among key constituents
 - Networking and peer-to-peer interaction
- Research and development - new products and services
- Authentic and organic engagement with customers



For more information about the 2018 Annual Conference, visit the ISHA website at www.SportsHeritage.org

Sponsorship Levels

Presenting Sponsor

\$7,500 USD

- Presenting sponsor of An Evening of Champions dinner
 - Welcome and address audience
 - Seating for Eight
 - Branding on all event materials, including program, signage, etc.
- (Top billing) company logo on all conference branding, marketing and communications materials
- Sponsor of pre-conference trip with four guests
- Annual corporate membership for two years
- Full-page (B&W) ad in annual ISHA member directory
- Full-page (B&W) ad in conference handbook
- Opportunity to brand ISHA delegate giveaways
- Exhibitor package or delegate registrations

Platinum Sponsor

\$6,000 USD

- Presenting sponsor of Welcome Reception
 - Welcome and address audience
 - Exhibit at 49ers Museum (if desired)
 - VIP tour of Levi's Stadium before/after reception
- Company logo on all branding, marketing and communications materials
- Sponsor of An Evening of Champions dinner, with seating for four
- Co-sponsor of pre-conference trip with two guests
- Full-page (B&W) ad in annual ISHA member directory
- Full-page (B&W) ad in conference handbook
- Opportunity to brand ISHA delegate giveaways
- Annual corporate membership for two years
- Exhibitor package or delegate registrations
- Item in delegates' bag

Gold Sponsor

\$4,000 USD

- Presenting sponsor of Farewell Breakfast
 - Welcome and address attendees
 - Exhibit in breakfast venue (if desired)
- Company logo on all branding, marketing and communications materials
- Seating for four at An Evening of Champions dinner
- Co-sponsor of pre-conference trip with two guests
- Full-page (B&W) ad in annual ISHA member directory
- Full-page (B&W) ad in conference handbook
- Opportunity to brand ISHA delegate giveaways
- Annual corporate membership for one year
- Exhibitor package or delegate registrations
- Item in Delegates' bag

Silver Sponsor

\$2,500 USD

- Presenting sponsor of Thursday luncheon with seating for four
- Company logo on all branding, marketing and communications materials
- Sponsor of pre-conference trip with two guests
- Full-page (B&W) ad in annual ISHA member directory
- Full-page (B&W) ad in conference handbook
- Opportunity to brand ISHA delegate giveaways
- Annual corporate membership for one year
- Exhibitor package or delegate registrations
- Item in delegates' bag

Bronze Sponsor \$1,500 USD

- Company logo in four ISHA newsletters with link to Web
- Half-page (B&W) ad in annual ISHA member directory
- Half-page (B&W) ad in conference handbook
- Exhibitor package or delegate registration
- Item in delegates' bag

"ISHYS" Sponsor \$1,000 USD

- Presenting sponsor of Communication Awards ("ISHY's") platform
- "Host" and present all winners with their awards
- Company logo on all branding, marketing and communications materials
- Half-page (B&W) ad in annual ISHA member directory
- Half-page (B&W) ad in conference handbook
- Opportunity to brand ISHA delegate giveaways
- Exhibitor package or delegate registration
- Item in delegates' bag

Session Sponsor \$500 USD

Sponsoring a conference session gives you a chance to showcase your company's goods and services, along with connecting with the delegates. The session sponsor option gives you 10 minutes to promote your company and directly engage with potential customers prior to the beginning of the session. In addition, your company name and logo will be featured in the printed conference brochure and handbook.

Note: All Sponsorship Levels include signage at the Conference
www.SportsHeritage.org

2018 Sponsorship Form

Simply check the box associated with the sponsorship level and complete the information below.

Sponsorship Levels

- Presenting Sponsor.....\$7,500 USD
- Platinum Sponsor.....\$6,000 USD
- Gold Sponsor.....\$4,000 USD
- Silver Sponsor.....\$2,500 USD
- Bronze Sponsor.....\$1,500 USD
- 2018 "ISHYS" Sponsor.....\$1,000 USD
- Session Sponsor.....\$500 USD

Contact Information

Company _____

Contact Name & Title _____

Address _____

City, State, Postal Code _____

Phone & Email _____

Method of Payment

Check (Payable to International Sport Heritage Association)

Please invoice my company or the name listed above

VISA MasterCard American Express

Card # _____ Exp. Date _____ Security Code _____

Cardholder Name _____

Billing Address _____

Signature _____

INTERNATIONAL SPORTS HERITAGE ASSOCIATION

For the most up-to-date information on the 2018 ISHA Annual Conference, please visit SportsHeritage.org. The conference will be hosted by the 49ers Museum presented by Sony located in Santa Clara, CA.



The mission of the International Sports Heritage Association is to educate, promote and support organizations and individuals engaged in the celebration of sports heritage.

Karen Bednarski
Executive Director

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