IEEE USA

ALASKA CRUISE

Sail Away with IEEE-USA for...

entertainment . exploration . networking . learning

Sponsorship Opportunities
CRUISE DETAILS

From 9-16 September 2024, IEEE-USA will host a 7-night cruise to the magnificent, wild Alaskan frontier. We’ll be cruising in style aboard Royal Caribbean’s Quantum of the Seas from Seattle to stops in Sitka, Skagway, Juneau and Victoria, BC, before concluding our cruise back in Seattle.

The voyage will feature exclusive events, food and live entertainment, nightly group dining, four informative, fast-paced and insightful “Lightning Sessions” on a variety of interesting topics, scheduled meet-ups and much more!

Many price points are offered to encourage cabin booking and members, friends & family are invited to attend.

See cruise.ieeeusa.org for more details on this exciting IEEE-USA cruise.
SPONSORSHIP

IEEE-USA’s Alaska Cruise provides a unique opportunity for sponsorship – it’s not just about the cruise itself, but also the 8+ months of promotion leading up to the actual sailing date in September 2024!

With nearly a year’s worth of advertising included in our sponsorship packages, there is incredible value provided at all levels across a variety of IEEE-USA platforms, including press releases, web, social, email newsletters and brochures.

Our two top-tier patron packages also provide for a physical presence on the Quantum of the Seas in the classroom/events, and include a complimentary stateroom – giving you a chance to get up close and personal with cruisers in a relaxed atmosphere.
## PATRONAGE: ON-CRUISE PUBLICITY

### IEEE-USA ALASKA CRUISE SPONSORSHIP

<table>
<thead>
<tr>
<th>Investment</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Available Positions</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Industry Exclusivity</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

### EXCLUSIVE BENEFITS

All promotional materials will show the **IEEE-USA Alaska Cruise logo and directly underneath: presented by “Your Company 1” and “Your Company 2.”** This includes press releases, website, social, newsletters etc.

1 Double Occupancy Stateroom (see type) and 2 Events Passes

<table>
<thead>
<tr>
<th></th>
<th>Ocean View</th>
<th>Ocean View</th>
<th>n/a</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Balcony</td>
<td>Stateroom</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ON-CRUISE PUBLICITY

Opportunity to present a 15-minute “Sponsor Session” onboard prior to scheduled “Lightning Sessions” presented by featured speakers and distribute materials at welcome table/greet participants.

Logo on event lanyards distributed to every cruise patron

Sponsor name on medals for 3/5k fun walk/run onboard – presented by… "Your Company"

Dedicated company sign/giveaways during the cruise.

Mention before the lightning sessions each day

Table in Sponsor Area

Opportunity to include promotional materials in the welcome pack included in each cruisers cabin. Can be flyers, brochures or trinkets.

Logo in digital/printed program guide and on powerpoint welcome slides during sessions

Logo on IEEE-USA Alaska Cruise Banner/Pop-Up at welcome reception and during “Lightning Sessions.” May also feature dedicated company sign/giveaways.
### PATRONAGE: ON-Cruise Publicity

**IEEE-USA Alaska Cruise Sponsorship**

<table>
<thead>
<tr>
<th>Promotion / Media Coverage</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Video (:15 second spot) run in IEEE-USA Webinars w/ logo</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentions in targeted email promotional blasts directly to members promoting the cruise</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentions in press releases</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated banner ad to run in Insight Update &amp; Leadership Connection email updates &amp; Insight website</td>
<td>Monthly</td>
<td>5 months</td>
<td>2 Months</td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition with link on homepage of cruise.ieeeusa.org homepage and dedicated cruise sponsor’s page.</td>
<td>250 words</td>
<td>100 words</td>
<td>50 words</td>
<td>Logo/Link Only</td>
</tr>
<tr>
<td>Mentions in brochures/flyers</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Text links in mentions on IEEE-USA and IEEE-USA Insight website</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>IEEE-USA social media monthly “thank you mentions” (Facebook, Twitter, Instagram, LinkedIn, TikTok)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Inclusion (company name, tag, and logo) in “Thank you to our sponsors” post on IEEE-USA social media (Facebook, Twitter, Instagram, LinkedIn, TikTok)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>IEEE-USA email newsletter mentions (InSight Update, Leadership Connection &amp; Conference Update)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

**Note:** Other creative sponsorship add-ons are possible (meetups, beverages, snacks, design/manufacturing of promo items etc.) – please contact an IEEE-USA Staff member (sponsorship@ieeeusa.org) if you have ideas and we’ll do our best to bring them to life!
IEEE-USA & IEEE AT A GLANCE

**IEEE-USA**

- 150,000 US IEEE Members
- Median Income: $152k
- Demographics:
  - 20-29 (6%), 30-39 (15%), 40-49 (18%), 50-59 (31%) and 60+ (30%)
- IEEE-USA Email Update Circulation
  - InSight Update – 108,000+ / 34% open rate.
  - Leadership Connection – 28,000+ / 36% open rate
  - Conference Brief – 108,000+ / 36% open rate
- Social Media
  - 50,000+ followers across Facebook, YouTube, Instagram, LinkedIn & TikTok

**IEEE**

- 430,000+ Global Members
- 180 Countries
- 39 Technical Societies
- 1,800 Annual Conferences
- 3.9 million+ Technical Documents
- 170+ Top-cited Periodicals
- World’s Largest Technical Professional Society
CONTACT US

Contact us directly with any inquiries, questions or ideas…

John Yaglenski
Director, Communications & IT
Phone: 202-530-8359
E-mail: sponsorship@ieeeusa.org

Leah Laird
Senior Marketing and Communications Specialist
Phone: 202-530-8333
E-mail: sponsorship@ieeeusa.org

Greg Hill
Electronic Communications Manager
Phone: 202-530-8335
E-mail: sponsorship@ieeeusa.org