

IEEE★USA

IEEE
USA **ALASKA**
CRUISE

Sail Away with IEEE-USA for...
entertainment . exploration . networking . learning

Sponsorship Opportunities



IEEE-USA ALASKA CRUISE



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	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$50,000	\$25,000	\$10,000	\$5,000
Available Positions	2	4	6	8
Industry Exclusivity	Yes	No	No	No
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	Ocean View Balcony	Ocean View Stateroom	n/a	n/a
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	PLATINUM	GOLD	SILVER	BRONZE
PROMOTION / MEDIA COVERAGE				
Promotional Video (:15 second spot) run in IEEE-USA Webinars w/ logo	★			
Mentions in targeted email promotional blasts directly to members promoting the cruise	★	★		
Mentions in press releases	★	★		
Dedicated banner ad to run in Insight Update & Leadership Connection email updates & Insight website	Monthly	5 months	2 Months	
Sponsor recognition with link on homepage of cruise.ieeeusa.org homepage and dedicated cruise sponsor's page.	250 words	100 words	50 words	Logo/Link Only
Mentions in brochures/flyers	★	★	★	
Text links in mentions on IEEE-USA and IEEE-USA Insight website	★	★	★	
IEEE-USA social media monthly "thank you mentions" (Facebook, Twitter, Instagram, LinkedIn, Tik Tok)	★	★	★	
Inclusion (company name, tag, and logo) in "Thank you to our sponsors" post on IEEE-USA social media (Facebook, Twitter, Instagram, LinkedIn, TikTok)	★	★	★	★
IEEE-USA email newsletter mentions (InSight Update, Leadership Connection & Conference Update)	★	★	★	★
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



- 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



- 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...

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