

# Regional Event Sponsorships

## Host Responsibilities

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### Host Responsibilities Overview

As an SSBC - Regional Event host with sponsors, you are responsible for coordinating the sponsor benefits at your competition. Additionally, you must ensure the sponsors are invited to your event and greeted upon arrival, or sometime during the competition. An overview of your responsibilities are below, along with detailed instructions:

1. Get Sponsor Contact Information and Logos from AISC.

Sponsorship details and contact information are located in your Host Information Spreadsheet\*, under the 'Sponsorships' tab. Logos have their own folder within your Regional Event folder. We are still waiting for some logos- as they become available, we will add them to your folder and notify you.

\*Find your Regional Event folder [here](#). Your Host Information spreadsheet is located within your Regional Event's folder.

2. Introduce yourself to the Sponsors.

Once you have the contact information from AISC, send an email to your sponsors introducing yourself. See pages 3 and 4 for sample introduction emails.

3. Ensure the Sponsor Benefits are met at your Competition.

There are four levels of sponsorship, each with different benefit types. See page 2 for detailed instructions on ensuring you fulfill the sponsors' benefits.

4. Welcome the Sponsors at the Competition.

Please take time to welcome each sponsor to the Competition. For those sponsors that have the benefit of a sponsor table, we recommend you ask the Sponsors to arrive 1 hour prior to the start of Aesthetics and provide them with a point of contact upon arrival. Upon their arrival, have this point of contact show them to their table and answer any questions they may have.

Any questions? Contact Sean Faron | [faron@aisc.org](mailto:faron@aisc.org) | 312.670.9032

## Sponsorship Levels and Recognition Benefits:

	National Steel*	Diamond	Gold	Silver	Bronze
Recognition Benefits (for one region) ***Host schools may provide additional recognition benefits	\$35,000	\$5,000	\$2,500	\$1,000	\$500
Sponsor table at competition	-	✓	✓	✓	-
Company logo and recognition on website	Large Logo	Large Logo	Large Logo	Small Logo	Name
Company logo on program	✓	✓	✓	✓	✓

*\*National Steel Sponsors receive Gold level benefits for all Regional Event competitions. Nucor is AISC's National Steel Sponsor, and they should be listed in your company program. Nucor will not have a sponsor table at events.*

### Host Responsibility of Honoring Sponsor Benefits

Regional Event hosts have the responsibility of fulfilling and coordinating the benefits of sponsors in their region. The three benefits and your responsibility as a host, are described below:

#### Sponsor Table at Competition

Diamond through Silver sponsors are guaranteed tables at the Regional Event, ideally during the Aesthetics portion of the competition and/or during the main competition if that would be more appropriate for sponsor tables. Hosts will have to procure the physical tables through their own means. We suggest a 6ft table and two chairs, but this is only a suggestion.

The goal is that while the students and judges are walking around looking at the bridges, the sponsors can network with students as they pass their table. So, please provide them with a location that is high traffic. We recommend you ask the Sponsor to arrive 1 hour prior to the start of Aesthetics and provide them with a point of contact upon arrival. Upon their arrival, have this point of contact show them to their table and answer any questions they may have.

#### Company Logo on Program

All sponsors get recognition on Regional Event programs with their logos printed. It is the responsibility of the host to ensure the logos are on the program.

#### Company Logo and Recognition on Website

All sponsors are recognized on AISC's Regional Event page to varying degrees of size. (Large logos, Small logos, company names) If you have a website for your Regional Event, we encourage you to post them there, as well. However, this is not required.

# Sample Introduction Email for Diamond, Gold, and Silver Sponsorships

[DOWNLOAD WORD DOCUMENT](#)

Hi [Name],

Thank you for your [Sponsorship Amount] sponsorship to the SSBC - [Your Region] Regional Event at [Your School]. Your sponsorship will help to make this year's competition a great success. We are anticipating [# of Students] students from [# of Schools] schools. The competition will not only provide valuable hands-on experience but a chance to interact with civil engineering students from colleges and universities around the region.

As a [Sponsor Type] Sponsor, we invite you to attend the competition on [Dates]. Additionally, one of the benefits of your sponsorship is having a promotional table at our Aesthetics Display event on [Date/Time/Location]. The goal of this is to provide you with an opportunity to showcase your company while networking with students during the Aesthetics judging.

In order to coordinate this benefit, please let me know who from your company will be in attendance and if you wish to have a promotional table at the Aesthetics event.

[Insert any additional information such as a detailed schedule of events, hotel block information, campus map, parking instructions, additional benefits, etc.]

Once again I would like to thank you for your support of the SSBC - [Your Region] Regional Event.

Sincerely,

# Sample Introduction Email for Bronze Sponsorships

[DOWNLOAD WORD DOCUMENT](#)

Hi [Name],

Thank you for your \$500 sponsorship to the SSBC - [Your Region] Regional Event at [Your School]. Your sponsorship will help to make this year's competition a great success. We are anticipating [# of Students] students from [# of Schools] schools. The competition will not only provide valuable hands-on experience but a chance to interact with civil engineering students from colleges and universities around the region.

As a Bronze Sponsor, we invite you to attend the competition on [Dates]. We hope you will join us to see the competition you are supporting in action. [Insert any additional information such as a detailed schedule of events, hotel block information, campus map, parking instructions, additional benefits, etc.]

Once again I would like to thank you for your support of the SSBC - [Your Region] Regional Event.

Sincerely,