



2022 AZTRANSFER SUMMIT



# 2022 SPONSORSHIP PROSPECTUS

ANNUAL AZTRANSFER SUMMIT  
MARCH 24-25, 2022  
WE-KO-PA CASINO RESORT  
FOUNTAIN HILLS / SCOTTSDALE, ARIZONA



# ABOUT THE SUMMIT

The AZTransfer Summit is the premier higher education convening in Arizona. The Summit brings together faculty, staff, and administrators from Arizona's public and tribal community colleges and three state universities.

The Summit is known for its innovative approach to content and engagement and its high-quality programming and experiences. It blends traditional conference components like breakout sessions and keynotes with new and unconventional activities.

We are pleased this year to offer several sponsorship packages designed help organizations engage with attendees and add value to the learning experience.

## ATTENDEES

Participants from Arizona public and tribal community colleges and three state universities include:

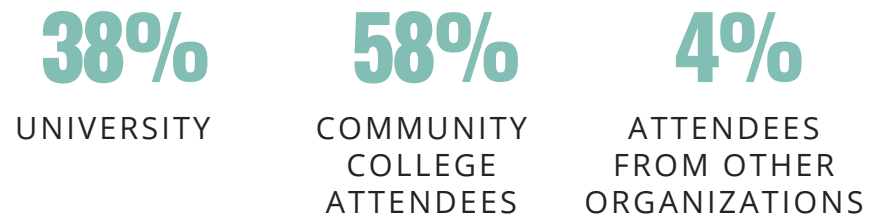
- Academic Advisors
- Faculty
- Administrators
- Admissions Representatives
- Outreach & Recruitment Representatives

Participants from other organizations also attend, including:

- High School Counselors
- Career & Technical Education and Workforce Development Professionals
- Representatives from organizations focused on improving access to education in Arizona (i.e. College Success Arizona, AZ Earn to Learn, etc.)

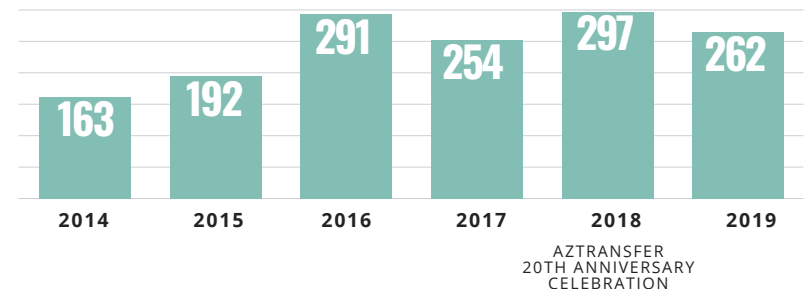
# 262

2019 TOTAL ATTENDANCE



# 24

BREAKOUT SESSIONS



# KEYNOTE SPEAKER

## DANIEL LERNER

Can success and happiness coexist? According to positive psychologist DANIEL LERNER, we can all accomplish our career goals and live well. Drawing from his “Science of Happiness” course—the most popular elective at New York University—and his cutting-edge research into high-performance professionals, Lerner’s talks show us how to create a life of well-being and excellence, at work and at home.

A psychology professor, strengths-based performance coach, and expert on all things positivity, Dan Lerner studies the ways happiness influences our success. His two decades as a talent agent, working at some of the world’s top firms, prepared Lerner for his current vocation as a sought-after coach. Today, he works with everyone from Fortune 500 executives to Metropolitan Opera Singers, helping them manage stress, rediscover their strengths, and realize their individual potential. With charisma and wit, Lerner shares just how important a healthy psychological state is for increasing performance and fulfilling your goals. His talks build on his impressive body of work to reveal best-practices on thriving under pressure, avoiding burn-out, and reaching peak levels of success without sacrificing well-being.

Lerner co-authored the book *U Thrive: How to Succeed in College and in Life* alongside his teaching partner Dr. Alan Schlechter, a leading child and adolescent psychologist. A comprehensive guide through the often unforeseen demands of college life, *U Thrive* is filled with fascinating research and real-life anecdotes to help students build life-long positive habits that will endure past graduation. Angela Duckworth, the #1 New York Times bestselling author of *Grit*, praises the book for its insights and practical tips, saying, “It’s a user’s guide to the mind and body, written for young adults on the cusp of mastering both!”



Lerner consults for companies like Deutsche Bank, Oppenheimer Funds, UBS Switzerland, and Jet.com, where he works with staff ranging from new hires, to high potentials, to senior executives, optimizing opportunities for them as individuals and for the firm as a whole. Following a decade at International Creative Management and at 21C Media Group, where he was a co-founder and the director of artist development, Lerner studied closely with renowned sports psychologist Dr. Nathaniel Zinsser—a Director of The Center for Enhanced Performance at the United States Military Academy at West Point—focusing on coaching and performance enhancement techniques employed by professional and Olympic athletes. He holds a Masters from, and is on the teaching staff for the graduate program in Applied Positive Psychology, at the University of Pennsylvania.

# SPONSORSHIPS AT A GLANCE

SPONSORSHIPS ARE LIMITED!

If you have questions or would like to proceed with registration, please contact [summit@aztransfer.com](mailto:summit@aztransfer.com).

	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>EXHIBITOR</b>
Breakout session presentation				
Materials at place settings				
Address to general session audience				
Ad in conference program				
Logo in email communications				
Logo on conference website				
Exhibit table				
Summit registrations (for exhibit staff)	4	3	2	1



# PLATINUM SPONSORSHIPS

## ONE REMAINING

Platinum Sponsorships are offered in two exclusive categories– the **Networking Luncheon** on Thursday, March 24 OR the **Breakfast and Keynote Address** on Friday, March 25. **SOLD**

## BENEFITS

### Breakout Session Presentation

A guaranteed breakout session for the sponsor to share relevant information, services, and resources with attendees. Sessions are 60 minutes long.

### Materials at Place Settings

Sponsor's marketing materials or promotional item placed at each seat in the ballroom for the sponsor's selected event (choose from Awards Luncheon or Keynote).

### Address to General Session Audience

Sponsor provides a brief address to the general session during the sponsor's selected event (choose from Awards Luncheon or Keynote).

### Advertisement in Summit Program

Platinum sponsors receive a full-page, full-color ad in the conference program.

### Logo in Email Communications

Sponsor's logo and link placed in the footer of all promotional emails sent to AZTransfer email list of 4,000+ contacts.

### Logo on Summit Website

Sponsor logo and link on [aztransfersummit.com](http://aztransfersummit.com) home page.

### Exhibit Table

Two (2) 6ft tables and four (4) chairs in the main foyer for the sponsor to display information and meet with attendees. Includes exhibiting during both days of the Summit.

### Summit Registrations

Four (4) registrations for the sponsor's staff / representatives to attend the Summit. Includes lunch on both days and breakfast on Friday.

**INVESTMENT: \$4,000**

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# GOLD SPONSORSHIPS

## TWO AVAILABLE

Gold Sponsorships are offered in two exclusive categories– the **Welcome Reception** on Thursday, March 24 OR the **Networking Luncheon** on Friday, March 25.

### WELCOME RECEPTION SPONSORSHIP

#### Event Branding & Marketing Materials

Sponsor logo on cocktail napkins, table tents featuring sponsor information on cocktail tables.

#### Address to Welcome Reception Attendees

Sponsor toast / address to welcome reception attendees.

#### Exhibit Table at Welcome Reception

Exclusive exhibit table during the welcome reception.

**PLUS all benefits listed below.**

### NETWORKING LUNCHEON SPONSORSHIP

#### Materials at Place Settings

Sponsor's marketing materials or promotional item placed at each seat in the ballroom.

#### Address to General Session Audience

Sponsor provides a brief address or plays a short promotional video at the beginning of the Networking Luncheon.

**PLUS all benefits listed below.**

### GOLD SPONSORSHIP PACKAGES ALSO INCLUDE:

#### Advertisement in Summit Program

Gold sponsors receive a half-page, full-color ad in the conference program.

#### Logo in Email Communications

Sponsor's logo placed in the footer of all promotional emails sent to AZTransfer email list of 4,000+ contacts.

#### Logo on Summit Website

Sponsor logo and link on aztransfersummit.com home page.

#### Exhibit Table

One (1) 6ft tables with three chairs in the main foyer for the sponsor to display sponsor information and meet with attendees. Includes exhibiting during both days of the Summit.

#### Summit Registrations

Three (3) registrations for the sponsor's staff / representatives to attend the Summit. Includes lunch on both days and breakfast on Friday.

**INVESTMENT: \$3,000**

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# SILVER SPONSORSHIP

LIMITED AVAILABILITY

## Advertisement in Summit Program

Silver sponsors receive a half-page, full-color ad in the conference program.

## Logo in Email Communications

Sponsor's logo placed in the footer of all promotional emails sent to AZTransfer email list of 4,000+ contacts.

## Logo on Summit Website

Sponsor logo and link on [aztransfersummit.com](http://aztransfersummit.com) home page.

## Exhibit Table

One (1) 6ft tables and two (2) chairs in the main foyer for the sponsor to display information and meet with attendees. Includes exhibiting during both days of the Summit.

## Summit Registrations

Two (2) registrations for the sponsor's staff / representatives to attend the Summit. Includes lunch on both days and breakfast on Friday.

**INVESTMENT: \$1,000**

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# EXHIBITOR ONLY PACKAGE

LIMITED AVAILABILITY

## Listing on Summit Website

Organization name and link on [aztransfersummit.com](http://aztransfersummit.com) exhibitor page

## Exhibit Table

One (1) 6ft tables and two (2) chairs in the main foyer for the sponsor to display information and meet with attendees. Includes exhibiting during both days of the Summit.

## Summit Registration

One (1) registration for the sponsor's staff / representative to attend the Summit. Includes lunch on both days and breakfast on Friday.

**INVESTMENT: \$500**

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