

SPONSORSHIPS

	Affiliate Sponsor	Project Sponsor	Executive Sponsor
Branding Your corporate logo on the ETC website and in press material, as well as on-site acknowledgment at the AACL which we expect to be frequented by the press.	●	●	●
Technical Advisory Board Membership Be a part of the group that provides input on consumer-behavior research topics, designs, systems and testing methodologies.		●	●
Inclusion in the Anytime/Anywhere Content Lab ² First priority inclusion for your company's products and/or services in AACL activities		●	●
Studies/Explorations Receive reports and/or outcomes from consumer oriented explorations in the AACL. Project and Executive sponsors have priority influence over topics for discussion, explorations and studies. Bring the issues critical to your company and the industry to the forefront.		●	●
Student Feedback Forums Attend our meetings (≈6/yr) with USC students. Open dialogue and presentations in an informal setting. It's your opportunity to listen to the minds of tomorrow.		1/yr	●
CxO Roundtables Meet and network with the industry strategists. See what's on the horizon.		1/yr	●
Priority Lab Use for Testing/Demos ³ Receive discounted rates and priority use of the AACL for testing and client demonstrations. Use of the AACL at no charge for demos that have a technology interest and which members of our Technical Advisory Board can attend.		●	●
ETC Board Meetings Sit at the table with the influencers of the industry. Help direct the paths of tomorrow and beyond and make final decisions on ETC research agenda.			●
Mini-Conference to Expose Leadership to New Technology Executive sponsors gather for VIP invitation-only sessions where entertainment/technology companies present new products.			●
Inclusion in Proactive PR-Events Be a part of determining industry-shaping messaging. Participate in events relevant to your mission.			●
¹ Up to half of the annual fee can be paid in-kind (USC values in-kind donations at 50% of MSRP). ² Where quality & capabilities are no less than equivalent to products &/ or services that can be obtained from other sources. ³ Subject to lab availability. Any expenses which ETC incurs for such demos at your request, beyond normal staffing costs during business hours (e.g. special setup, special staff or special equipment), will be billed to you on a pass-through	Hardware/ Software/ Services	\$50,000 ¹ per yr	\$100,000 per yr