



## BASE 11 NEXT FRONTIER INITIATIVE SPONSORSHIP PACKAGE

Join other thought leaders to accelerate  
100,000+ women and BIPOC students and early career adults  
on their pathway to STEM careers by 2030.

Three-year commitments are strongly encouraged to lock in benefit levels.

**ThermoFisher**  
SCIENTIFIC



FOUNDATION FOR  
THE CAROLINAS

JPMORGAN CHASE & CO.



# NEXT FRONTIER INITIATIVE (NFI) ANNUAL (12 MONTH) SPONSORSHIP LEVELS

	Game Changer	Innovator	Builder	Creator	Developer
	\$125,000/yr	\$75,000/yr	\$50,000/yr	\$25,000/yr	\$10,000/yr
Year-round sponsorship benefits					
Custom designed <u>Innovation Challenge</u> powered by HeroX OR STEM Career Playbook episode	●				
Create content for Base 11 Digital professional development series	●	●	●		
Links to your internships, apprenticeships and job postings on Base 11 Digital	●	●	●		
"Sponsored by" branding in Base 11 Digital	●	●	●		
NFI sponsor recognition in all Base 11 Innovation Centers	●	●	●		
Access to database of Base 11 Member Digital Portfolios	●	●	●	●	
Sponsor level recognition in Base 11 publications (annual report, website, STEM Revolution newsletter and media outreach)	●	●	●	●	●
Next Frontier Conference & Expo-related Benefits					
Opportunity to co-develop a themed Next Frontier Conference & Expo segment/panel	●	●			
Access to recordings of your conference appearances to republish and share	●	●			
Branding throughout conference, including marquee messages, pop-up announcements, and logo in virtual event frame	●	●			
Gamification (including badges, trivia and puzzles)	●	●			
Recognition on attendee emails	●	●	●		
Rotating ad in Exhibit Hall	●	●	●		
Virtual, interactive exhibit booth	●	●	●	●	●
Post-event attendee data	●	●	●	●	●

## GAME CHANGER \$125,000/YR

### BASE 11 YEAR-ROUND SPONSORSHIP BENEFITS

- Custom designed Innovation Challenge powered by HeroX OR STEM Career Playbook episode
- Create content for Base 11 Digital professional development series
- Links to your internships, apprenticeships and job postings on Base 11 Digital
- "Sponsored by" branding in Base 11 Digital
- NFI sponsor recognition in all Base 11 Innovation Centers
- Access to database of Base 11 Member Digital Portfolios
- Sponsor level recognition in Base 11 publications (annual report, website, STEM Revolution newsletter and media outreach)

### ANNUAL NEXT FRONTIER CONFERENCE & EXPO BENEFITS

25 conference registrations for you, your team members and guests



#### THOUGHT LEADER CONTENT

- Co-develop a themed Next Frontier Conference & Expo segment/panel with opportunities to include:
  - Interactive polling questions
  - Live audience Q&A or submit questions to the post-session audience survey
  - Share downloadable "handouts" with session attendees
  - Access to recordings of your conference appearances to republish and share on your own website or social media channels



#### BRANDING & VISIBILITY

- Prominent logo placement throughout virtual conference environment
- One ad rotating in the Expo Hall
- One marquee message directing attendees to your booth and/or main stage session
- Sponsorship recognition on attendee emails
- Pop up announcement message directing attendees to your booth and/or main stage session



#### GAMIFICATION

- Create a company-specific badge that attendees earn by visiting your booth or completing another action of your choice
- Opportunity to host a drawing for attendees who earn your badge
- Opportunity to submit a thought leadership question to the trivia game for attendees
- Opportunity to submit an image for the digital puzzle game available to attendees



#### EXHIBIT BOOTH

Custom built virtual, interactive exhibit booth with the following features:

- Upload your own video to play for your booth visitors
- Add downloadable resources and links to share with attendees visiting your booth
- One-on-one chat capabilities to create engagement for your booth visitors
- Prominent booth position in the virtual Expo Hall



#### POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets, and a record of all booth chats
- Full list of all participants that attend your speaking session, all survey and polling responses, and a record of all chats and Q&A

**INNOVATOR**  
**\$75,000/YR**

## BASE 11 YEAR-ROUND SPONSORSHIP BENEFITS

- Create content for Base 11 Digital professional development series
- Links to your internships, apprenticeships and job postings on Base 11 Digital
- "Sponsored by" branding in Base 11 Digital
- NFI sponsor recognition in all Base 11 Innovation Centers
- Access to database of Base 11 Member Digital Portfolios
- Sponsor level recognition in Base 11 publications (annual report, website, STEM Revolution newsletter and media outreach)

## ANNUAL NEXT FRONTIER CONFERENCE & EXPO BENEFITS

**10 conference registrations for you, your team members and guests**



### THOUGHT LEADER CONTENT

- Co-develop a themed Next Frontier Conference & Expo segment/panel with opportunities to include:
  - Interactive polling questions
  - Live audience Q&A or submit questions to the post-session audience survey
  - Share downloadable "handouts" with session attendees
  - Access to recordings of your conference appearances to republish and share on your own website or social media channels



### BRANDING & VISIBILITY

- Prominent logo placement throughout virtual conference environment
- One ad rotating in the Expo Hall
- One marquee message directing attendees to your booth and/or main stage session
- Sponsorship recognition on attendee emails
- Pop up announcement message directing attendees to your booth and/or main stage session



### GAMIFICATION

- Create a company-specific badge that attendees earn by visiting your booth or completing another action of your choice
- Opportunity to host a drawing for attendees who earn your badge
- Opportunity to submit a thought leadership question to the trivia game for attendees
- Opportunity to submit an image for the digital puzzle game available to attendees



### EXHIBIT BOOTH

**Custom built virtual, interactive exhibit booth with the following features:**

- Upload your own video to play for your booth visitors
- Add downloadable resources and links to share with attendees visiting your booth
- One-on-one chat capabilities to create engagement for your booth visitors
- Prominent booth position in the virtual Expo Hall



### POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets, and a record of all booth chats
- Full list of all participants that attend your speaking session, all survey and polling responses and a record of all chats and Q&A



**BUILDER**  
**\$50,000/YR**

## BASE 11 YEAR-ROUND SPONSORSHIP BENEFITS

- Create content for Base 11 Digital professional development series
- Links to your internships, apprenticeships and job postings on Base 11 Digital
- "Sponsored by" branding in Base 11 Digital
- NFI sponsor recognition in all Base 11 Innovation Centers
- Access to database of Base 11 Member Digital Portfolios
- Sponsor level recognition in Base 11 publications (annual report, website, STEM Revolution newsletter and media outreach)

## ANNUAL NEXT FRONTIER CONFERENCE & EXPO BENEFITS

**7 conference registrations for you, your team members and guests**



### BRANDING & VISIBILITY

- One ad rotating in the Expo Hall
- Sponsorship recognition on attendee emails
- Logo listed as a sponsor in promotional materials



### GAMIFICATION

- Create a company-specific badge that attendees earn by visiting your booth or completing another action of your choice
- Opportunity to host a drawing for attendees who earn your badge
- Opportunity to submit a thought leadership question to the trivia game for attendees
- Opportunity to submit an image for the digital puzzle game available to attendees



### EXHIBIT BOOTH

**Custom built virtual, interactive exhibit booth with the following features:**

- Upload your own video to play for your booth visitors
- Add downloadable resources and links to share with attendees visiting your booth
- One-on-one chat capabilities to create engagement for your booth visitors



### POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets, and a record of all booth chats

**CREATOR**  
**\$25,000/YR**

### **BASE 11 YEAR-ROUND SPONSORSHIP BENEFITS**

- Access to database of Base 11 Member Digital Portfolios
- Sponsor level recognition in Base 11 publications (annual report, website, STEM Revolution newsletter and media outreach)

### **ANNUAL NEXT FRONTIER CONFERENCE & EXPO BENEFITS**

**5 conference registrations for you, your team members and guests**



#### **BRANDING & VISIBILITY**

- Logo listed as a sponsor in promotional materials



#### **EXHIBIT BOOTH**

Custom built virtual, interactive exhibit booth with the following features:

- Upload your own video to play for your booth visitors
- Add downloadable resources and links to share with attendees visiting your booth
- One-on-one chat capabilities to create engagement for your booth visitors



#### **POST-EVENT DATA**

- Full list of all participants that visited your booth and downloaded assets, and a record of all booth chats

**DEVELOPER  
\$10,000/YR**

### **BASE 11 YEAR-ROUND SPONSORSHIP BENEFITS**

- Sponsor level recognition in Base 11 publications (annual report, website, STEM Revolution newsletter and media outreach)

### **ANNUAL NEXT FRONTIER CONFERENCE & EXPO BENEFITS**



#### **BRANDING & VISIBILITY**

- Logo listed as a sponsor in promotional materials



#### **EXHIBIT BOOTH**

Custom built virtual, interactive exhibit booth with the following features:

- Upload your own video to play for your booth visitors
- Add downloadable resources and links to share with attendees visiting your booth
- One-on-one chat capabilities to create engagement for your booth visitors



#### **POST-EVENT DATA**

- Full list of all participants that visited your booth and downloaded assets, and a record of all booth chats

# FACT SHEET:

Next Frontier Conference & Expo 2021 will showcase Next Frontier sponsor corporations, foundations, academic institutions and students and how they are working together to achieve the Next Frontier Initiative mission:

**To accelerate 100,000+ women and BIPOC students and early career adults on their pathway to STEM careers by 2030**

## DETAILS:

**Next Frontier Conference & Expo 2021**

**Date:** October 6th-7th

**Location:** 3D Virtual Broadcast via Intrado Studio

**Attendees:** Estimated 1,500 participants made up of students, early career adults, corporations, academic institutions, foundations, and non-profits



**CONFERENCE & EXPO DESCRIPTION:** A national conference and expo designed to reach and empower students, young adults, companies, academic institutions, and non-profits with the resources, connections, and access to critical information they need to enter and/or accelerate their business and/or academic success in what Base 11 has identified as the Next Frontier Industry opportunities of the 21st Century including:

- Data Analytics
- Ed-Tech
- Cyber Security
- FinTech
- Aerospace
- Life Sciences
- AR/VR
- Advanced Manufacturing
- Autonomous Systems
- Private Equity/Venture Capital



**JPMORGAN CHASE & CO.**

**MAIN STAGE SPOTLIGHT:** Next Frontier Initiative Challenges powered by HeroX will be announced from the main stage during the Game Changers Spotlight sessions to engage university and community college students and early career adults across the country.



**REGISTRATION:** Students and early career adults are free, thanks to sponsor support. All others are invited to make a registration donation in the amount of their choice to support the Next Frontier Initiative.

NOTE: NFI sponsors receive a block of registrations to allocate to their employees and or students. The number of registrations included in sponsorship package varies based on sponsor levels.



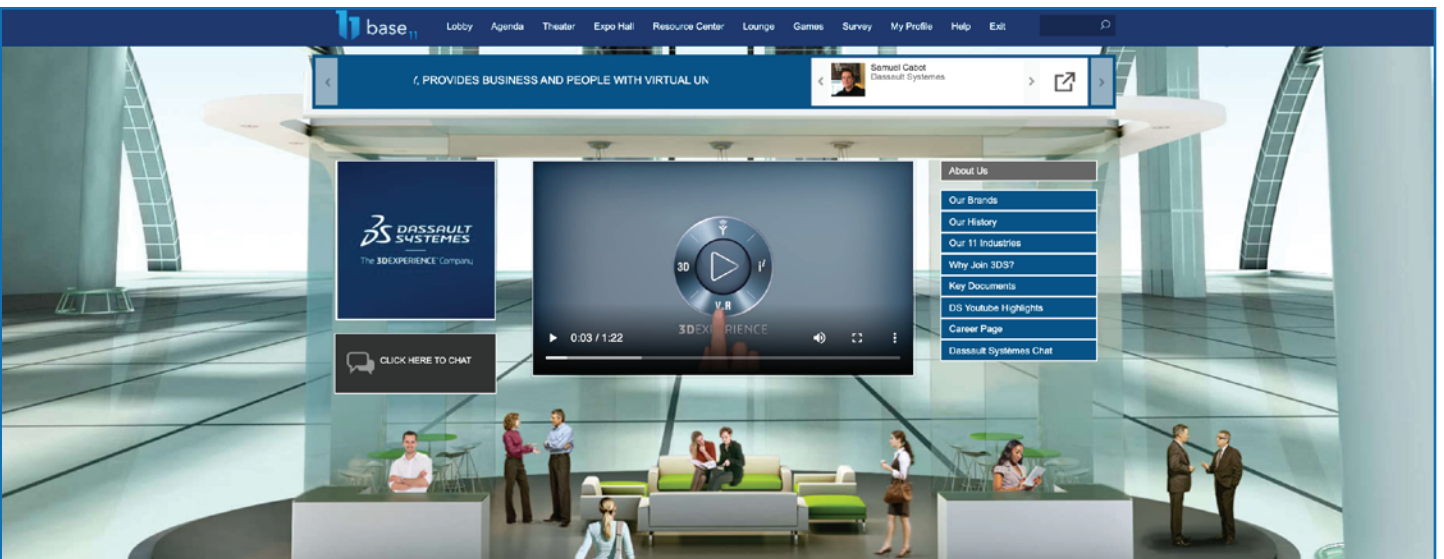
# NEXT FRONTIER EXPO

## 2020 EVENT EXAMPLES

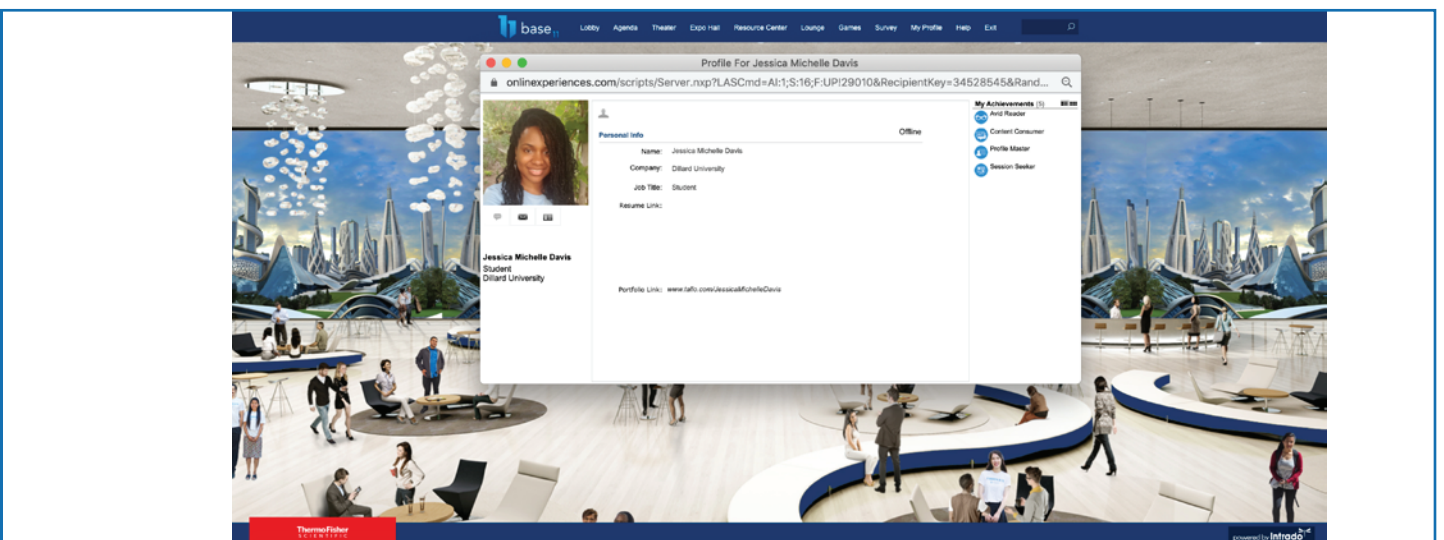
### EXHIBIT HALL



### EXHIBIT BOOTH



### SOCIAL PROFILE



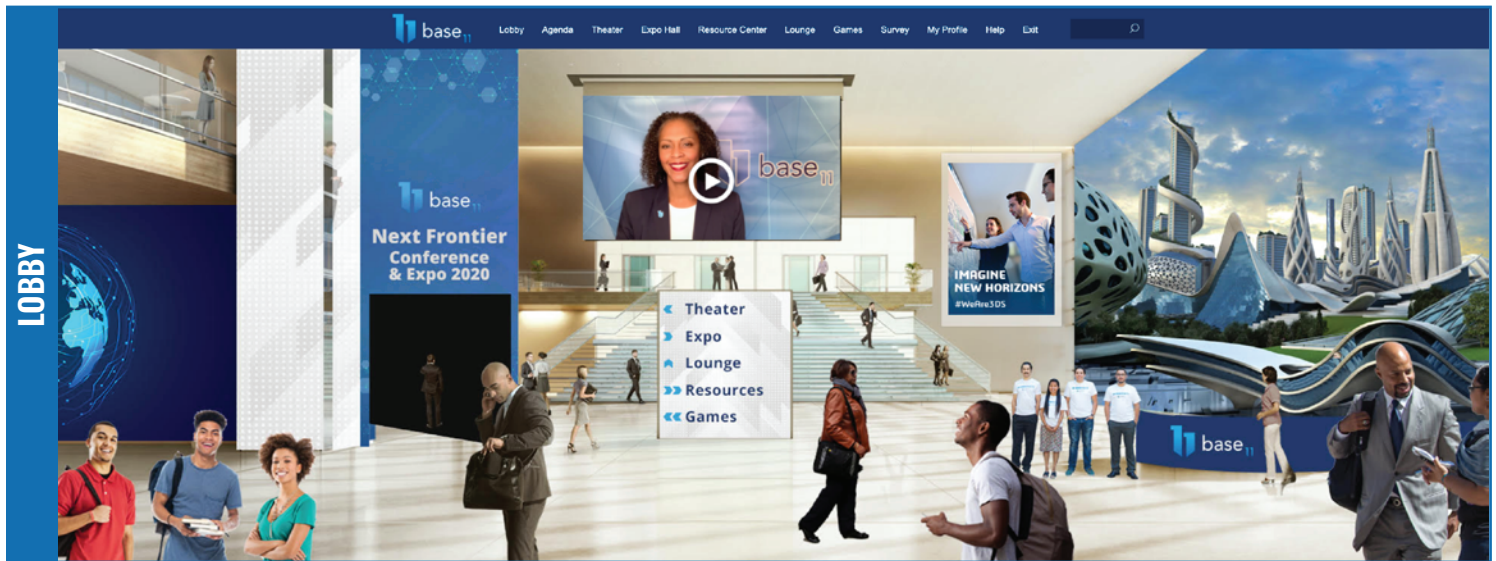




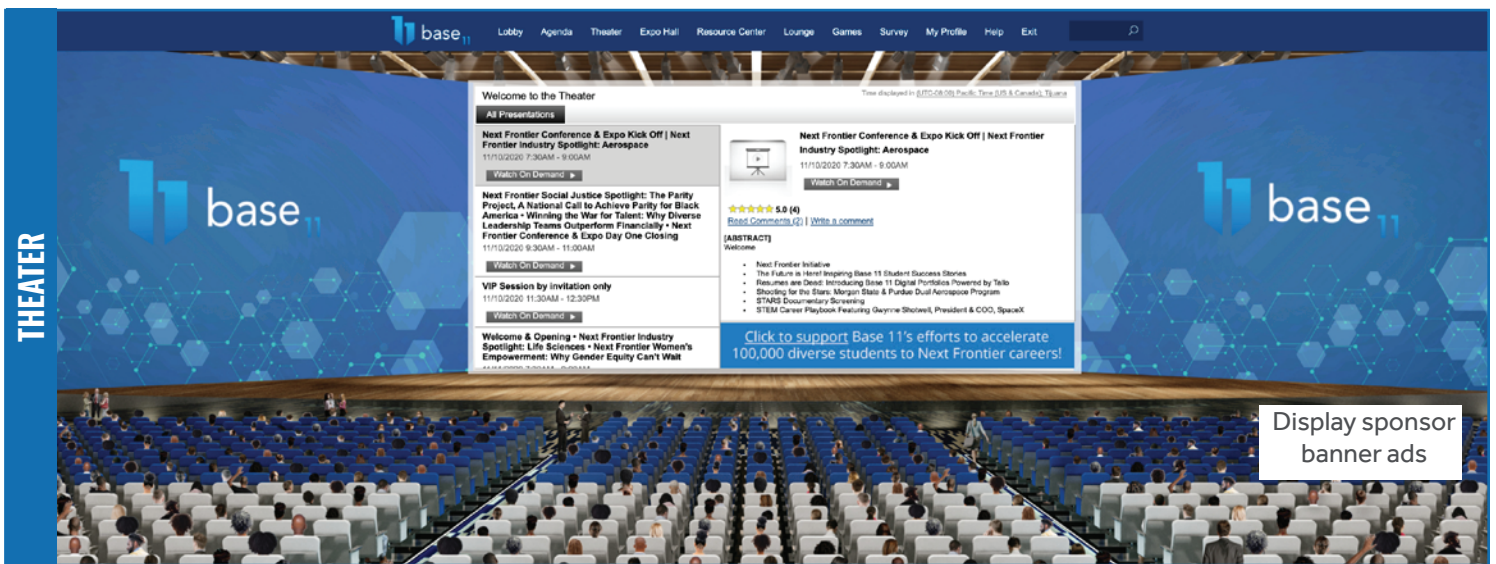
# NEXT FRONTIER CONFERENCE

## 2020 EVENT EXAMPLES

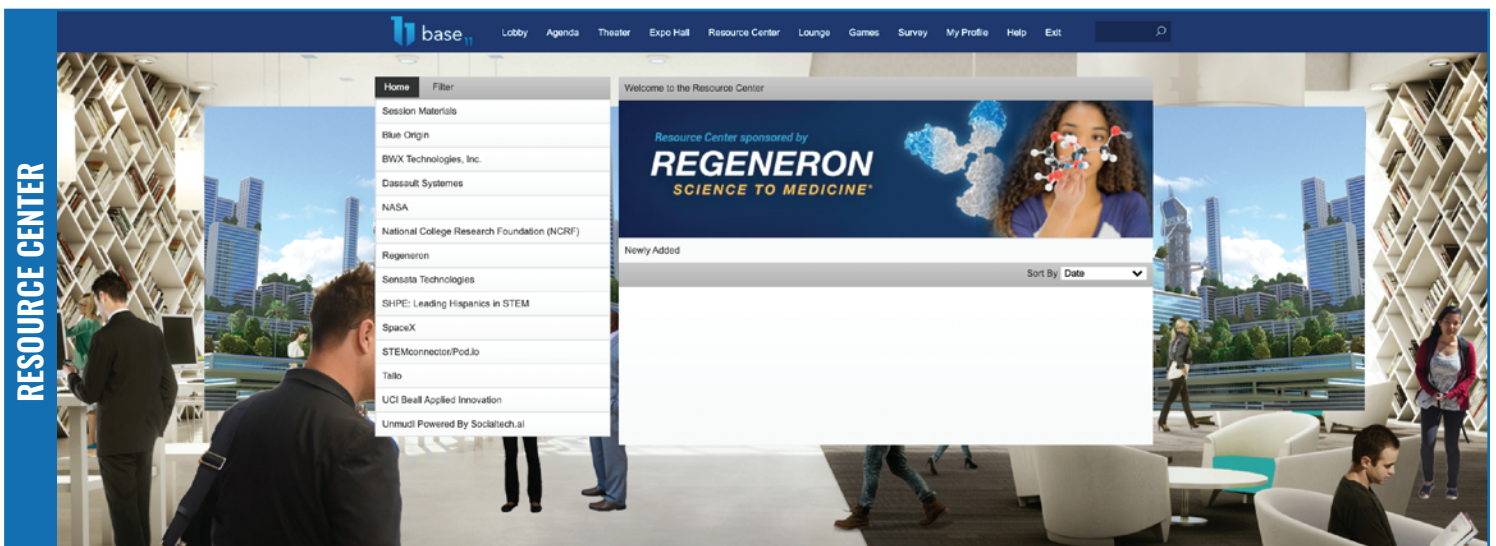
### LOBBY



### THEATER

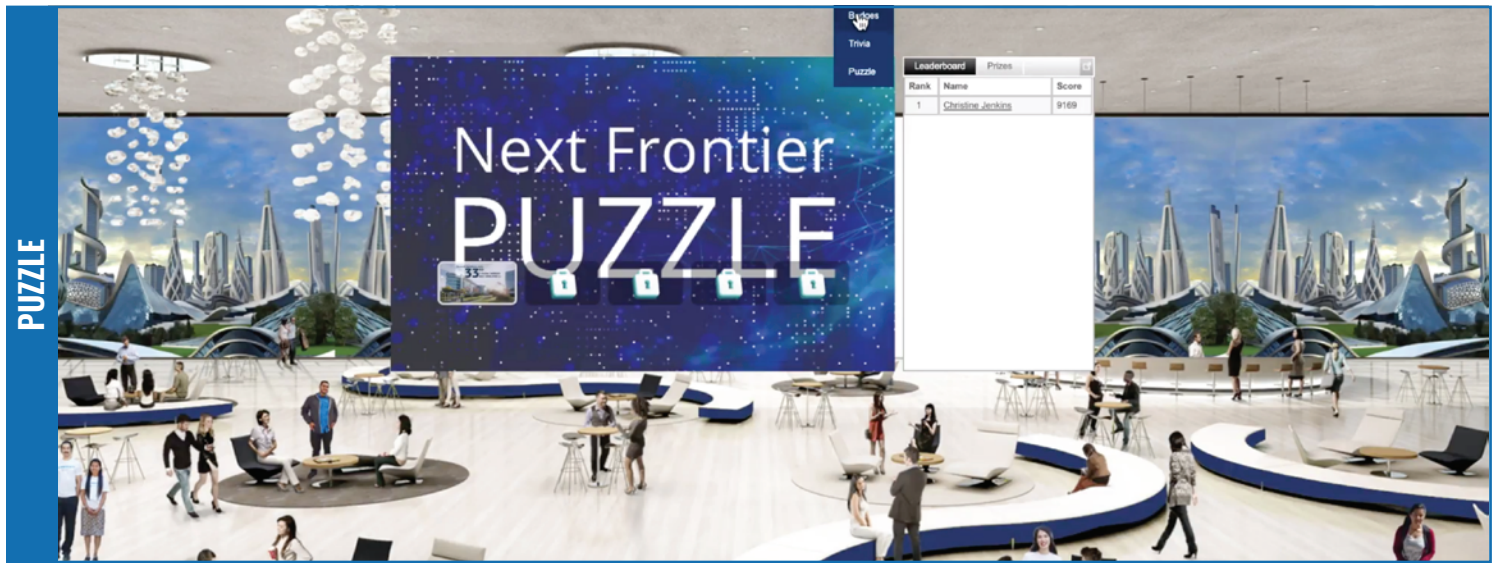


### RESOURCE CENTER

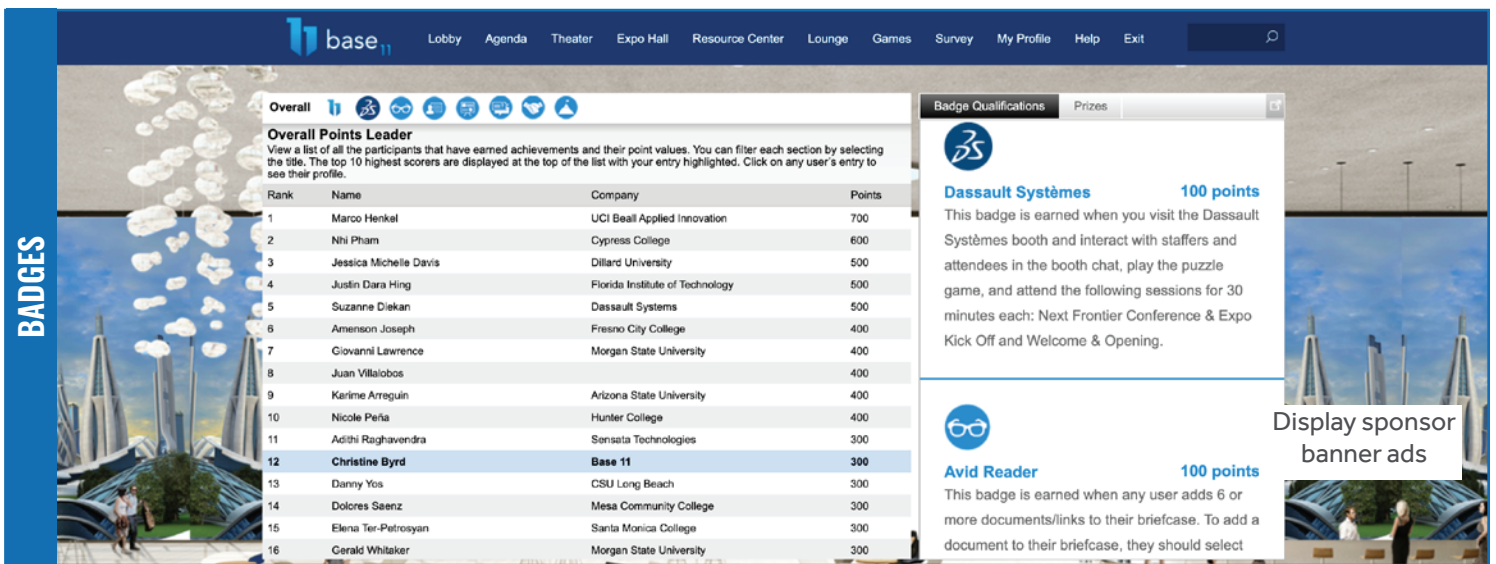




### PUZZLE



### BADGES



### INTERACTIVE QUIZES

