



# 2023 Marketing Prospectus

## Annual Conference October 5th - 6th, 2023 Raleigh, NC (In-Person & Virtual Event)

SAPOR is the premier professional organization for survey researchers in the South. The SAPOR membership encompasses individuals representing over 20 universities and over 25 organizations in the public opinion and survey research field. This year we anticipate even greater attendance and outreach to the research community.

Please review our 2023 Marketing Prospectus to see how sponsorship at SAPOR will allow you to connect your organization to some of the best minds in the business!

### *Who Attends?*

Abt Associates  
Arbitron  
Black Rock City Census  
Centers for Disease Control  
Chapman University  
Children's Hospital Boston  
Clearview Polling Research  
Cornell Survey Research Institute  
Council of Profession Associations on Federal Statistics  
D3 Systems  
Duke Initiative on Survey Methodology  
Duke University  
East Carolina University Center of Survey Research  
East Tennessee State University  
Elon University  
Fairleigh Dickinson University  
George Mason University  
GfK Custom Research LLC  
GlobalVision Insight Services  
Greene Resources  
Harvard University  
Headway Workforce Solutions  
High Point University  
InterMedia Survey Institute  
Ipsos  
Issues and Answers  
Marketing Systems Group  
Mecklenburg County Health Department  
Meredith College  
Murray State University

NC Department of Health & Human Services  
NC State University - University Planning & Analysis  
Nielsen Media Research  
North Carolina State University  
Northwestern University  
Old Dominion University  
ReconMR  
Rice University  
RTI International  
Saint Louis University - School of Public Health  
SC Department of Health & Environmental Control  
Schaefer Center for Public Policy  
Social & Scientific Systems, Inc.  
Televergence  
Texas A&M University  
U.S. Bureau of Labor Statistics  
U.S. Census Bureau  
University of Cincinnati  
University of Colorado  
University of Connecticut  
University of Denver  
University of Georgia  
University of New Hampshire  
University of North Carolina - Chapel Hill  
University of North Carolina Odum Institute  
University of Virginia  
University of Wisconsin- Whitewater  
Virginia Commonwealth University  
VOXCO  
Walden University  
Westat  
Winthrop University - Social Behavioral Research Lab



## *About SAPOR*

The Southern Association for Public Opinion Research (SAPOR) is the chapter of the American Association for Public Opinion Research (AAPOR) which serves the southern United States from Texas to Virginia. SAPOR is nestled in a Southern hotbed of technological and scientific innovation, anchored by top universities and global companies leading research and development in information technologies and the health sciences. Our members enjoy Southern-style hospitality and friendly atmosphere while meeting to discuss the technological, scientific and social change in our field. SAPOR membership is available to research professionals, students, and retirees for \$20 per year. As a member, you will be added to our mailing distribution list and will receive SAPOR newsletters, chapter updates, as well as information about regional chapter events and our annual conference of course.

SAPOR invites researchers to submit papers and attend our 43rd Annual Conference to be held in **Raleigh, NC, October 5th-6th, 2023**. SAPOR values new ideas and exploratory research. We welcome professionals and students to debut their research work in an intimate, supportive and collegial setting of Southern hospitality. Papers which explore the social, cultural, political, technological and scientific boundaries of public opinion are encouraged.

To learn more about SAPOR, please visit us at [www.sapor.us](http://www.sapor.us)



## 2023 Sponsorship Opportunities

<b>Diamond Level (\$5,000)</b> <ul style="list-style-type: none"> <li>• Full-page advertisement in conference program book</li> <li>• <b>15</b> free in-person conference registrations</li> <li>• <b>10</b> free virtual conference registrations</li> <li>• Recognition on event signage &amp; SAPOR website</li> <li>• Access to pre-conference mailing list</li> </ul>	<b>Platinum Level (\$2,500)</b> <ul style="list-style-type: none"> <li>• Full-page advertisement in conference program book</li> <li>• <b>5</b> free in-person conference registrations</li> <li>• <b>5</b> free virtual conference registrations</li> <li>• Recognition on event signage &amp; SAPOR website</li> <li>• Access to pre-conference mailing list</li> </ul>	<b>Gold Level (\$1,000)</b> <ul style="list-style-type: none"> <li>• Half-page advertisement in conference program book</li> <li>• <b>3</b> free in-person conference registrations</li> <li>• <b>2</b> free virtual conference registrations</li> <li>• Recognition on event signage &amp; SAPOR website</li> <li>• Access to pre-conference mailing list</li> </ul>
<b>Meal Sponsor (\$800)</b> <ul style="list-style-type: none"> <li>• Quarter-page advertisement in conference program book</li> <li>• <b>2</b> free in-person conference registrations</li> <li>• <b>1</b> free virtual conference registration</li> <li>• Recognition on event signage &amp; SAPOR website</li> <li>• Access to pre-conference mailing list</li> </ul>	<b>SAPOR Social Sponsor (\$500)</b> <ul style="list-style-type: none"> <li>• Quarter-page advertisement in conference program book</li> <li>• <b>1</b> free in-person conference registration</li> <li>• Recognition on event signage &amp; SAPOR website</li> <li>• Access to pre-conference mailing list</li> </ul>	

The SAPOR conference is a uniquely intimate conference where attendees spend a great deal of time interacting with one another, discussing topics of interest, and sharing opinions on resources. This year we are offering sponsorship opportunities to give your organization a chance to be showcased to the premier survey researchers in the South. We are pleased to offer a variety of contribution levels in which your organization can contribute to the success of SAPOR.

All sponsors will be showcased in the sponsorship section of the conference program book, on signage throughout the event, and on the SAPOR website. Additionally, sponsor advertising is featured in our conference program book, with the size allotments outlined below. Sponsors also receive free conference registrations and access to the SAPOR pre-conference mailing list.

If you are interested in sponsoring SAPOR or have any questions, please contact either: Rachael Buffkin at [rbuffkin@RTI.org](mailto:rbuffkin@RTI.org), or Matt Anderson at [Matthew\\_Anderson@abtassoc.com](mailto:Matthew_Anderson@abtassoc.com).

We appreciate your interest and support!



## *Sponsorship Registration*

### **Step 1: Contact Information**

Company Name:

Contact Name:

Mailing Address:

City, State:

Zip Code:

Email Address:

Phone Number :

Website:

### **Step 2: Sponsorship Level**

Select One:

Diamond (\$5,000 or greater)

Platinum (\$2,500)

Gold (\$1,000)

Meal Sponsor (\$800)

SAPOR Social Sponsor (\$500)

Amount: \$

### **Step 3: Send In Your Sponsorship Form**

To pay by credit card, please email complete form to Victoria Albright at [valbright@cam-bright.com](mailto:valbright@cam-bright.com).

To pay by check or money order, please mail completed form and payment to the address below.

Checks should be made out to SAPOR. Email Victoria to receive the mailing address.