



## **2025 Marketing Prospectus**

**45<sup>th</sup> Annual Conference**  
**October 3rd, 2025**  
**Research Triangle Park, NC**

### **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 hospitality and a friendly atmosphere while meeting to discuss the technological, scientific, and social change in our field. SAPOR membership is available to research professionals and retirees for \$20 per year, and student memberships are \$10 annually. As a member, you will be added to our mailing distribution list and will receive SAPOR newsletters, chapter updates, information about regional chapter events, and everything you need to know about our annual conference.

SAPOR invites researchers to submit papers and attend our 45th Annual Conference to be held at FRONTIER RTP in Research Triangle Park, NC October 3rd, 2025. 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).



SOUTHERN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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 2025 Marketing Prospectus to see how sponsorship at SAPOR will allow you to connect your organization to some of the best minds in the business!

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### ***Who Attends?***

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Abt Global	High Point University	Schaefer Center for Public Policy
Arbitron	ICF	Social & Scientific Systems, Inc.
Black Rock City Census	InterMedia Survey Institute	Televergence
Centers for Disease Control	Ipsos	Texas A&M University
Chapman University	Issues and Answers	U.S. Bureau of Labor Statistics
Children's Hospital Boston	Marketing Systems Group	U.S. Census Bureau
Clearview Polling Research	Mecklenburg County Health Department	University of Cincinnati
Cornell Survey Research Institute	Meredith College	University of Colorado
Council of Profession Associations on Federal Statistics (CPAFS)	Murray State University	University of Connecticut
D3 Systems	Nielsen Media Research	University of Denver
DocuSource	North Carolina Dept of Health and Human Services	University of Georgia
Duke Initiative on Survey Methodology	North Carolina State University	University of New Hampshire
Duke University	University Planning & Analysis	University of North Carolina - Chapel Hill
Dynata	North Carolina State University	University of North Carolina Odum Institute
East Carolina University	Northwestern University	University of Virginia
Center for Survey Research	NPC, Inc	University of Wisconsin-Whitewater
East Tennessee State University	Old Dominion University	Virginia Commonwealth University
Elon University	ReconMR	VOXCO
Fairleigh Dickinson University	Rice University	Walden University
George Mason University	RTI International	Westat
GfK Custom Research LLC	Saint Louis University	Winthrop University
GlobalVision Insight Services	School of Public Health	Social Behavioral Research Lab
Greene Resources	South Carolina	
Harvard University	Dept of Health and Environmental Control	
Headway Workforce Solutions		



## 2025 Sponsorship Opportunities

*SAPOR is excited to announce our new Student Sponsorship Program. Student attendees can apply for a sponsored scholarship of up to \$500 to cover any costs associated with attending our annual conference!*

<p><b>Diamond Level (\$5,000)</b></p> <ul style="list-style-type: none"> <li>● Branded spotlight recognition on conference signage, conference program, chapter communications throughout the year, and on the SAPOR website</li> <li>● 10 free conference registrations</li> <li>● Access to pre-conference mailing list</li> <li>● Exclusive sponsorship of 5 student scholarships</li> </ul>	<p><b>Platinum Level (\$2,500)</b></p> <ul style="list-style-type: none"> <li>● Branded spotlight recognition on conference signage, conference program, chapter communications throughout the year, and on the SAPOR website</li> <li>● 5 free conference registrations</li> <li>● Access to pre-conference mailing list</li> <li>● Exclusive sponsorship of 3 student scholarships</li> </ul>	<p><b>Gold Level (\$1,000)</b></p> <ul style="list-style-type: none"> <li>● Recognition on conference signage, conference program, chapter communications throughout the year, and on the SAPOR website</li> <li>● 3 free conference registrations</li> <li>● Access to pre-conference mailing list</li> <li>● Exclusive sponsorship of 1 student scholarship</li> </ul>
<p><b>Meal Sponsor (\$800)</b></p> <ul style="list-style-type: none"> <li>● Recognition on conference signage and SAPOR website</li> <li>● 2 free conference registrations</li> <li>● Access to pre-conference mailing list</li> </ul>	<p><b>SAPOR Social Sponsor (\$500)</b></p> <ul style="list-style-type: none"> <li>● Recognition on conference signage and SAPOR website</li> <li>● 1 free conference registration</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 at which your organization can contribute to the success of SAPOR. We also encourage all prospective sponsors to review our new level offerings that include scholarships for students. These scholarships will cover the cost of student travel and attendance for the 2025 SAPOR conference. The students will also be provided with sponsor logo apparel to highlight your contribution and support of SAPOR.

All sponsors will be showcased in the sponsorship section of the conference program, on signage throughout the event, and on the SAPOR website. Additionally, sponsor advertising is featured in our conference program, with the size allotments outlined above. 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 please contact our 2025 Conference Chair, Matt Anderson, at [matthew.anderson@abtglobal.com](mailto:matthew.anderson@abtglobal.com) or our Vice Conference Chair, Ilia Richey-Plunkett, at [irichey@docusourceofnc.com](mailto:irichey@docusourceofnc.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)

Platinum (\$2,500)

Gold (\$1,000)

Meal Sponsor (\$800)

SAPOR Social Sponsor (\$500)

### Step 3: Select Payment Type

**Pay by Card** - Please submit this form electronically by emailing it to [matthew.anderson@abtglobal.com](mailto:matthew.anderson@abtglobal.com) or [irichey@docusourceofnc.com](mailto:irichey@docusourceofnc.com). We will email you a secure payment link and invoice for your records.

**Pay by Check** - Please submit this form electronically by emailing it to [matthew.anderson@abtglobal.com](mailto:matthew.anderson@abtglobal.com) or [irichey@docusourceofnc.com](mailto:irichey@docusourceofnc.com) and mail your payment to:

SAPOR  
PO Box 90122  
Raleigh, NC 27675

If you have any questions about sponsorship please contact our 2025 Conference Chair, Matthew Anderson, at [matthew.anderson@abtglobal.com](mailto:matthew.anderson@abtglobal.com) or our Vice Conference Chair, Ilia Richey-Plunkett, at [irichey@docusourceofnc.com](mailto:irichey@docusourceofnc.com). If you need to request a copy of your invoice or have questions about your sponsorship payment you may contact Martha Ryals, SAPOR Treasurer, at [mryals@rti.org](mailto:mryals@rti.org).