



SOUTHERN ASSOCIATION FOR PUBLIC OPINION RESEARCH

2026 Marketing Prospectus

46th Annual Conference
November 5th and 6th
Research Triangle Park, NC

About SAPOR

The Southern Association for Public Opinion Research (SAPOR) is the regional chapter of the American Association for Public Opinion Research (AAPOR), serving survey researchers, data scientists, and public opinion professionals throughout the southern United States. Based in one of the nation's leading centers of technological, scientific, and social science research, SAPOR brings together professionals from academia, government, nonprofit organizations, and private industry to exchange ideas and advance the field of public opinion research.

Now in its 46th year, the SAPOR Annual Conference provides a uniquely collegial environment where researchers and practitioners engage directly with one another, discuss emerging methodological challenges, and share innovative approaches to data collection and analysis. SAPOR attracts professionals from more than 20 universities and 25 organizations representing government, academia, nonprofit research, healthcare, market research, and consulting. Sponsors gain access to a highly engaged audience of decision-makers and thought leaders from across the survey research profession.

For more information about SAPOR, visit www.sapor.us.

Who Attends?

Abt Global	Harvard University	RTI International
Black Rock City Census	High Point University	Saint Louis University
Centers for Disease Control & Prevention	ICF	School of Public Health
Central Piedmont Community College	InterMedia Survey Institute	South Carolina Department of Health & Environmental Control
Chapman University	Ipsos	Schaefer Center for Public Policy
Children's Hospital Boston	Issues and Answers	Social & Scientific Systems, Inc.
Clearview Polling Research	M/A/R/C Research	Televergence
Cornell Survey Research Institute	Marketing Systems Group	Texas A&M University
Council of Profession Associations on Federal Statistics (CPAFS)	Mecklenburg County Health Department	U.S. Bureau of Labor Statistics
D3 Systems	Meredith College	U.S. Census Bureau
DocuSource	Michigan Program for Survey and Data Science	University of Cincinnati
Duke Initiative on Survey Methodology	Murray State University	University of Colorado
Duke University	Nielsen Media Research	University of Connecticut
Dynata	Noor Workforce Solutions	University of Denver
East Carolina University Center for Survey Research	North Carolina Department of Health and Human Services	University of Georgia
East Tennessee State University	North Carolina State University	University of New Hampshire
Elon University	Planning & Analysis	University of North Carolina - Chapel Hill
Every Answer	North Carolina State University	University of North Carolina Odum Institute
Fairleigh Dickinson University	Northwestern University	University of Virginia
Generation1.ca	NPC, Inc	University of West Virginia
George Mason University	Old Dominion University	University of Wisconsin - Whitewater
GfK Custom Research LLC	Oracle Life Sciences	Virginia Commonwealth University
GlobalVision Insight Services	Qualtrics	VOXCO
Greene Resources	ReconMR	Walden University
	Rice University	Westat
		Winthrop University
		Social Behavioral Research Lab

Connect Your Brand with the South's Survey and Public Opinion Research Community



REACH
decision-makers
from 75+ organizations
across the South



INCREASE VISIBILITY
across multiple platforms
and year-round chapter
communications



BUILD RELATIONSHIPS
with a highly engaged
community of survey
and data professionals



INVEST IN THE FUTURE
through student scholarships
that cultivate tomorrow's
research leaders



ACADEMIA



GOVERNMENT



NONPROFIT &
HEALTHCARE



DATA &
ANALYTICS



PRIVATE SECTOR



BE PART OF THE HUB
connecting the people,
ideas, and innovations
shaping public opinion

2026 Sponsorship Opportunities

SAPOR is proud to continue our Student Sponsorship Program. Sponsors may choose contribution levels that support student travel scholarships, helping the next generation of survey researchers attend and participate in the annual conference.

Diamond Level (\$3,500)

- Branded spotlight recognition on conference signage, conference program, chapter communications throughout the year, and on the SAPOR website
- 10 free conference registrations
- Access to pre-conference mailing list
- Branded Sponsorship on a SAPOR Webinar
- Sponsorship of 5 student scholarships

Platinum Level (\$2,500)

- Branded spotlight recognition on conference signage, conference program, chapter communications throughout the year, and on the SAPOR website
- 5 free conference registrations
- Access to pre-conference mailing list
- Sponsorship of 3 student scholarships

Gold Level (\$1,000)

- Recognition on conference signage, conference program, chapter communications throughout the year, and on the SAPOR website
- 3 free conference registrations
- Access to pre-conference mailing list
- Sponsorship of 1 student scholarship

Meal Sponsor (\$800)

- Recognition on conference signage and SAPOR website
- 2 free conference registrations
- Access to pre-conference mailing list

SAPOR Social Sponsor (\$500)

- Recognition on conference signage and SAPOR website
- 1 free conference registration
- Access to pre-conference mailing list

Student Sponsorship (\$500)

Student sponsorship provides funding for travel, lodging, and conference registration for students to attend SAPOR.

- Recognition on conference signage and SAPOR website
- Access to pre-conference SAPOR mailing list

Sponsorship provides a unique opportunity to connect your organization with leading survey and public opinion researchers from across the South. Sponsorship benefits vary by level and may include conference registrations, advertising in the conference program, recognition on conference signage, promotion on the SAPOR website, and access to the pre-conference attendee mailing list.

All sponsors receive recognition in conference materials and throughout the event in appreciation of their support for SAPOR and the survey research profession.

For sponsorship inquiries, please contact 2026 Conference Chair Ilia Richey Plunkett at irichey@docusourceofnc.com or Vice Conference Chair Emily Hitchner at Emily.Hitchner@cpcc.edu.

Thank you for supporting SAPOR and advancing public opinion research in the South.

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: Select Sponsorship

- ☐ Diamond (\$3,500)
- ☐ Platinum (\$2,500)
- ☐ Gold (\$1,000)
- ☐ Meal Sponsor (\$800)
- ☐ SAPOR Social Sponsor (\$500)
- ☐ Student Sponsorship (\$500)

Step 3: Select Payment Type

Pay by Card - Please submit this form electronically by emailing it to irichey@docusourceofnc.com or Emily.Hitchner@cpcc.edu. 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 irichey@docusourceofnc.com or Emily.Hitchner@cpcc.edu. and mail your payment to:

SAPOR
PO Box 90122
Raleigh, NC 27675



SOUTHERN ASSOCIATION FOR PUBLIC OPINION RESEARCH

THANK YOU TO OUR 2025 SPONSORS:



www.npcweb.com



DOCUSOURCE Part of The Data Papers Group



Survey

Tester

