

NEURISA Sponsorship Prospectus - 2020



NEURISA

*New England
Chapter of the
Urban and Regional
Information Systems
Association*

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BACKGROUND

The New England Chapter of URISA (NEURISA) was founded in 1986 as a not-for-profit [501 (c) (6)] professional organization incorporated in Massachusetts. NEURISA serves Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont.

NEURISA Mission Statement

The New England Chapter of the *Urban and Regional Information Systems Association* (NEURISA) is the professional association of Geographic Information Systems (GIS) practitioners in New England. NEURISA is a nonprofit 501(c)6 organization whose mission is to advance the effective and appropriate use of GIS and related information technologies to solve challenges throughout the region.

To carry out our mission, we...

- **Educate** - Provide high quality learning opportunities for current and aspiring GIS professionals.
- **Advocate** - Represent the interests of GIS professionals and organizations.
- **Collaborate** - Foster relationships among professionals in the GIS community.
- **Cultivate** - Continue to position and grow NEURISA as an active and viable organization.

Organizational Profile

The organization has been increasing activity, especially over the past few years. We are experiencing continued attendance at and interest in our events, eagerness to be on the chapter's email list, and enthusiasm in actively participating in chapter operations. The chapter email list includes almost 2,000 individuals and active GIS users from all six New England states. The Board of Directors is composed of public and private sector geospatial and information technology professionals from the New England area.

Each year the chapter ensures membership participation by setting priorities in response to member requests from annual surveys of membership wants and needs. We show our responsiveness to our members by planning events based on their requests from options such as an annual one-day conference (NEURISA Day), seminars, workshops, webinars, training, and meetups. All of these events include sponsorship opportunities.

As a chapter of URISA International, NEURISA has access to certified workshops from professionals across the nation. Our events are also advertised at an international level as appropriate. NEURISA advocates to bring URISA events to New England to serve our membership such as the URISA GIS Leadership Academy and GIS-Pro conference.

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SPONSORSHIP OPPORTUNITIES

NEURISA offers several sponsorship opportunities for companies providing products and services supporting the geospatial and information technology industries. We believe NEURISA is an invaluable partner in marketing your products and services in the New England region; a partnership that will help you enhance your organization's visibility and reputation in the region.

Annual Corporate Sponsorship Opportunity (\$400): Increase your visibility and underscore your company's commitment to GIS professionals and practitioners in the New England region. Annual Corporate Sponsorship is a limited opportunity, so please sign up early. Corporate Sponsors receive the following benefits.

1. Your corporate logo, linked to your company website, on the main page of the NEURISA website.
2. A separate sponsors page on our website dedicated to brief (<250 words) overviews of each corporate sponsor (description, contacts, products and services, etc).
3. One-time email highlighting all our sponsors, sent by the chapter to the chapter's email list. Email cannot include attachments, but hyperlinks and text are acceptable.
4. Listed as a Corporate Sponsor on all event announcements and on a sponsor slide.

One-time email blast to all NEURISA members. (\$100)

One-time full-page advertisement in NEURISA's biannual newsletter. (\$100)

Sponsorships of food and beverages at NEURISA Events: (Contact us for pricing)

1. Annual conference (NEURISA Day)
2. ***Mappy Hours*** - our members' most favorite event hosted throughout New England several times a year. Members love it because the event is free, local, offers informal networking, provides idea sharing and conveniently scheduled right after work.)
3. Other events.

Exclusion: Corporate sponsorship does not cover registration fees for an exhibitor booth at the annual one-day conference nor any staff registration.

Sponsorship is a limited opportunity, so please sign up soon. We appreciate your interest in NEURISA and thank you for your support.

To sign up or if you have questions, please contact:

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