







**NEW ENGLAND  
CHAPTER OF THE  
URBAN AND REGIONAL  
INFORMATION SYSTEMS  
ASSOCIATION**

 @NewEnglandURISA  
 @Neurisa  
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 @Neurisa\_gis



## A MESSAGE FROM OUR PRESIDENT

It is my pleasure to invite you to be part of New England's geospatial community. Sponsoring with NEURISA not only helps your organization to get visibility, but also gives you an opportunity to contribute to the advancement of geospatial education, professional development, mentorship, and ultimately the future of geospatial technologies in New England. Please join us in advancing these efforts. If you have any questions, please feel free to contact me at [neurisa@gmail.com](mailto:neurisa@gmail.com).



*2020 President, Jodie Gosselin, GISP*



*NEURISA 2020 Board Face-to-Face Meeting*

## NEURISA OVERVIEW

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. The NEURISA Board is supported by 15 members with varying backgrounds in geospatial services, who volunteer their time to push forward the NEURISA goals.

Our mission is to

- **EDUCATE** - Advance current and aspiring GIS professionals in their career.
- **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 a professional organization.

The organization continues to grow every year with well attended conferences, engaging events, eagerness to connect to the community through the chapter's monthly newsletter, and enthusiasm in participating in chapter operations. The chapter connects with almost 2,000 individuals and active GIS users from all six New England states. The Board of Directors is well represented as public and private sector geospatial and information technology professionals.

As a regional chapter of URISA International, NEURISA has access to certified workshops from professionals across the nation. Our events are also advertised at an international level through our relationship with URISA and our own social media channels, allowing for greater visibility for our sponsors and a broader attendee base. NEURISA brings URISA events to New England to serve our membership with excellent offerings such as the URISA GIS Leadership Academy and GIS-Pro conference. All of these events include valuable opportunities for sponsors to benefit!

## 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 that can support you 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 (\$500)

Increase your visibility and underscore your company's commitment to GIS professionals and practitioners, community, and education in the New England region. Annual Corporate Sponsorship is renewable each calendar year, so sign up early to take full advantage of its benefits! Corporate Sponsors receive the following:

<b>VISIBILITY</b>	Your corporate logo, linked to your company website, on the main page of the NEURISA website.
<b>WEB PAGE</b>	A separate sponsors page on our website dedicated to brief (<250 words) overviews of each corporate sponsor (description, contacts, products and services, etc).
<b>OUTREACH</b>	One-time email highlighting all our sponsors, sent by the chapter to the chapter's expansive email list of up to 2,000 regional contacts.
<b>COMMUNICATION</b>	Annual Corporate Sponsor with logo and hyperlink to your company website included on all NEURISA emails. NEURISA sends monthly eBlasts and frequent communications on mappy hour events, workshops, mapathons, volunteer opportunities, and more.
<b>PROMOTION</b>	Promoted as an Annual Corporate Sponsor on all event announcements, including a sponsor slide at each event.
<b>JOB LISTINGS</b>	Priority job listings for your company on our website and in monthly eBlast newsletter emails.

### ONE-TIME EMAIL BLAST TO ALL NEURISA MEMBERS (\$100)

Sponsors have used this option to advertise events, launch products, promotions, and more!

*"During our summer webinar series, we opted to advertise using a one-time email blast. Within a few hours of the email, we saw a dramatic increase in registrations." - Dawood Engineering*

**ONE-TIME SOCIAL MEDIA POST FEATURING YOUR COMPANY (\$50)**

Examples of this can be sharing an “Aha” moment of how your company was established or how one of your employees chose their geospatial career. NEURISA hosted an “Aha” moment lunch-time discussion to great success at last year’s conference. Sharing your story provides an effective way to connect with our members and encourage engagement with your company.

**SPONSORSHIP TO SUPPORT INDIVIDUAL NEURISA EVENTS (Contact us for pricing)**

This year, until further notice, our events are planned to take place virtually. These will include:

1. **The 12th annual NEURISA Day conference** to be held in the Fall. Last year’s virtual conference had over 250 participants and included notable GIS leaders such as Jack Dangermond of Esri, the National Geographic Society, geospatial professionals, and educators across New England.
2. **Mappy Hours** are NEURISA 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. This event offers a chance to thank and showcase the Sponsor with a shout-out, brief overview, and company provided swag as prizes (if requested by the Sponsor).
3. **URISA Certified Workshops** are a way to further your skills and education, learn about new technologies, as well as earn valuable credits towards a GISP certification.
4. **Mapathons with Humanitarian OpenStreetMap** and **MapSwipe Competitions** give our community a chance to support global humanitarian mapping initiatives at a central online group to socialize, learn, and meet other geospatially-minded people. It is also a great way to engage with local educators as a way to promote GIS and support teachers with geospatial learning.
5. **Donate raffle prizes** such as company swag, electronic gift cards, access to an event you are hosting, or anything else that helps to promote your services. Members of our events enjoy the friendly competition and raffle selection bragging rights. Sponsors provide a wide range of products like chocolates, a company branded hat, or a drone!

**Please contact us to sign up for the sponsorship benefit that best fits your organization and we look forward to answering your questions. Thank you for your interest and support!**

Jodie Gosselin, GISP  
NEURISA President  
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Jay Metzger  
NEURISA Immediate Past President