

**IEEE★USA**

# IEEE 50 USA

**50<sup>th</sup> ANNIVERSARY CRUISE**

Sail Away with IEEE-USA for...  
*entertainment . exploration . networking . learning*

Sponsorship Opportunities



# IEEE-USA 50<sup>TH</sup> ANNIVERSARY CRUISE



The *flagship event* of the yearlong IEEE-USA 50<sup>th</sup> Anniversary celebration.

# CRUISE DETAILS

From 16-20 October 2023, IEEE-USA will celebrate its 50<sup>th</sup> Anniversary of service to U.S. IEEE Members aboard Royal Caribbean's Independence of the Seas.

This 4-night Caribbean cruise departs from sunny Port Canaveral, Florida, to the tropical beauty of the Bahamas. The voyage will feature exclusive events, food and live entertainment, nightly group dining, four informative, fast-paced and insightful "Lightning Sessions" on a variety of interesting topics, scheduled meet-ups and much more!

Many price points are offered to encourage cabin booking from just \$429/pp (*not incl. taxes & gratuity*) and members, friends & family are invited to attend.

See [cruise.ieeeusa.org](https://cruise.ieeeusa.org) for more details on this exciting first-ever IEEE cruise.

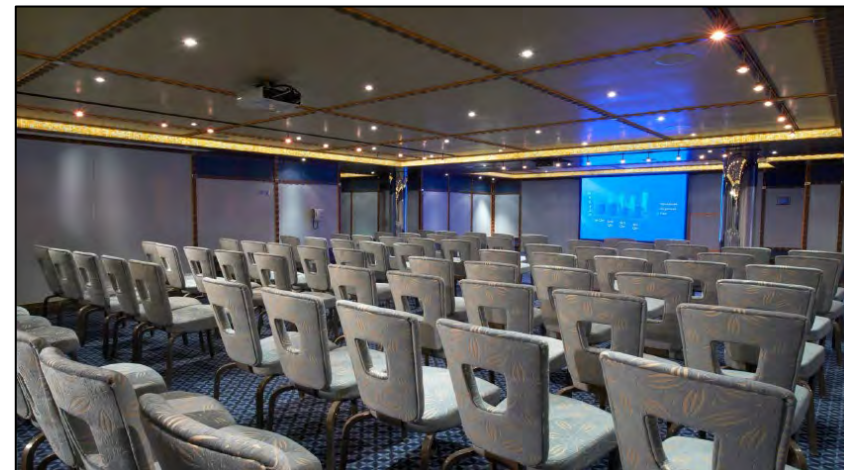


# SPONSORSHIP

Our 50<sup>th</sup> Anniversary celebration provides a unique opportunity for sponsorship – it's not just about the cruise itself, but also the 11 months of promotion leading up to the actual sailing date in October 2023!

With nearly a year's worth of advertising included in our sponsorship packages, there is incredible value provided at all levels across a variety of IEEE-USA platforms, including press releases, web, social, email newsletters and brochures.

Our two top-tier patron packages also provide for a physical presence on the Independence of the Seas in the classroom/events, and include a complimentary stateroom – giving you a chance to get up close and personal with cruisers in a relaxed atmosphere.





# PATRONAGE: ON-CRUISE PUBLICITY

IEEE-USA 50th ANNIVERSARY CRUISE SPONSORSHIP	GOLD	SILVER	BRONZE
Investment	\$50,000	\$25,000	\$10,000
Available Positions	2	4	10
Industry Exclusivity	Yes	No	No
<b>EXCLUSIVE BENEFITS</b>			
All promotional materials will show the <b>IEEE-USA 50th Anniversary Cruise logo and directly underneath: presented by “Your Company 1” and “Your Company 2.”</b> This includes press releases, website, social, newsletters etc.	■		
1 Double Occupancy Stateroom (see type) and 2 Events Passes	Ocean View Balcony	Ocean View Stateroom	n/a
<b>ON-CRUISE PUBLICITY</b>			
Opportunity to present a 15-minute “Sponsor Session” onboard prior to scheduled “Lightning Sessions” presented by featured speakers and distribute materials at welcome table/greet participants.	■		
Logo on event lanyards distributed to every cruise patron	■		
Sponsor name on medals for 3/5k fun walk/run on CocoCay – presented by... “Your Company” <i>(tentative)</i>	■		
Logo on IEEE-USA 50th Anniversary Cruise Banner/Pop-Up at welcome reception and during “Lightning Sessions.” May also feature dedicated company sign/giveaways.	■	■	
Mention before the lightning sessions each day	■	■	
Table in Sponsor Area	■	■	
Opportunity to include promotional materials in the welcome pack included in each cruisers cabin. Can be flyers, brochures or trinkets.	■	■	■
Logo in digital/printed program guide and on powerpoint welcome slides during sessions	■	■	■





# PATRONAGE: PROMOTION/MEDIA COVERAGE

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<b>PROMOTION / MEDIA COVERAGE</b>			
Promotional Video (:15 second spot) run in IEEE-USA Webinars w/ logo	■		
Targeted email promotional blasts directly to members promoting the cruise	■	■	
Mentions in press releases	■	■	
Dedicated banner ad to run in Insight Update & Leadership Connection email updates & Insight website	Monthly	5 months	2 Months
Sponsor recognition with link on homepage of <a href="http://cruise.ieeeusa.org">cruise.ieeeusa.org</a> homepage and dedicated cruise sponsors' page.	250 words	100 words	50 words
Mentions in brochures/flyers	■	■	■
Text links in mentions on IEEE-USA and IEEE-USA Insight website	■	■	■
IEEE-USA social media monthly "thank you mentions" (Facebook, Twitter, Instagram, LinkedIn, Tik Tok)	■	■	■
IEEE-USA email newsletter mentions (InSight Update, Leadership Connection & Conference Update)	■	■	■

*NOTE: Other creative sponsorship add-ons are possible (meetups, beverages, snacks, design/manufacturing of promo items etc.) – please contact an IEEE-USA Staff member ([sponsorship@ieeeusa.org](mailto:sponsorship@ieeeusa.org)) if you have ideas and we'll do our best to bring them to life!*



# IEEE-USA & IEEE AT A GLANCE



- 150,000 US IEEE Members
- Median Income: \$152k
- Demographics:
  - 20-29 (6%), 30-39 (15%), 40-49 (18%), 50-59 (31%) and 60+ (30%)
- IEEE-USA Email Update Circulation
  - InSight Update – 108,000+ / 34% open rate.
  - Leadership Connection – 28,000+ / 36% open rate
  - Conference Brief – 108,000+ / 36% open rate
- Social Media
  - 50,000+ followers across Facebook, YouTube, Instagram, LinkedIn & TikTok



- 430,000+ Global Members
- 180 Countries
- 39 Technical Societies
- 1,800 Annual Conferences
- 3.9 million+ Technical Documents
- 170+ Top-cited Periodicals
- World's Largest Technical Professional Society

# CONTACT US

Contact us directly with any inquiries, questions or ideas...

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