

UPGRADED SPONSORSHIP OPPORTUNITIES



MARIE CURIE ALUMNI
ASSOCIATION



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WHY MCAA?



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Established in 2012, The Marie Curie Alumni Association (MCAA) is today a thriving organisation with c.10000 members - current or past beneficiaries of a Marie Curie research grant - spread across five continents.

MCAA members are among the best researchers in the world. They are mobile, industry experienced and well-trained in different fields of life sciences, physical sciences, engineering, humanities, economics and many other areas.

To keep this community thriving, and making the most of the opportunities presented by our global network, the MCAA organises geographic chapters and issue-specific working groups. It also holds its Annual Conference / General Assembly each year. At these events, members meet in person, talk to peers and industry, exchange knowledge, and otherwise benefit from this incredible network.

The 2018 event is scheduled for February 2nd and 3rd in the "Katholieke Universiteit Leuven" (KU Leuven), Belgium. KU Leuven ranks 40th globally according to Times Higher Education, and offers a structure and visibility tailored to the vibrant network of the MCAA.

Sponsors of the MCAA get:

- Visibility in a global network of c.10000 high-level professionals from all career stages
- Presence on the MCAA web-platform: advertise services, products, promotions, calls for papers, calls for speakers, job postings, etc.
- Promotional material in MCAA Newsletters and *Irradium* Magazine
- A booth at the Career Fair (during General Assembly / Annual Conference)
- Advertisement opportunity for your company through:
 1. pre-event exposure,
 2. show-case yourself on-site,
 3. build partnerships with our highly-qualified scientific community



YOUR CONNECTION TO A GLOBAL COMMUNITY

	Bronze	Silver	Gold	Platinum
Speaking at MCAA conference (1 person, 15-minute time-slot in a parallel session)				✓
Speech during Conference dinner (5 mins max)				✓
Short interview (included in official Conference video/social media content)			✓	✓
Name an award (Outstanding contributor / Career award / or suggest yours!)			✓	✓
Logo in book of (research) abstracts			✓	✓
Banner + Job posting on MCAA web-portal (Two weeks banner, Job posting widget provided by sponsor)			✓	✓
Sponsor's logo in the Agenda		✓	✓	✓
Booth in career fair	✓	✓	✓	✓
Sponsor's logo in participants' folder	✓	✓	✓	✓
Sponsor the Welcome Pack: - your leaflets/material on sponsorship package	✓	✓		
- place leaflets on conference room seats			✓	
- co-branding of the conference bag				✓
CSR sponsorship	Talks to us to discuss inspiring ideas, options and pricing			
Social Media option	By sponsoring the GA you get up to 50% discount on our Social media offers (see below)			
Total Value	750€	1000€	3000€	5000€

Make it "Your" Coffee Break (€250)

Your materials available
on tables
+
sponsor video looping
during break

Make it "Your" Lunch Break (€500)

Your materials available
on tables
+
sponsor video looping
during break

Make it "Your" Dinner (€1000)

Opening Speech
+
Your materials available
on tables



MCAA ONLINE COMMUNITY KIT

Our Social-Media packages are ideal for organisations that want to establish a more vibrant presence on-line, and engage with specific audiences. We offer several social-media marketing packages, all of which incorporate time dedicated to social network building, content creation, regular social network updates, and increasing visibility of your organization.

The MCAA releases its Newsletter four times per year, disseminating the latest news and opportunities to its c.10000 members. Also, once a year, the MCAA publishes its magazine (Irradium) to its extended network. The MCAA publications constitute an effective channel to easily reach a target audience of high-level academics, researchers, and individuals at various stages of career in their specialist field.

Sponsorship options	Basic	Advance	Premiere
Price for 6 months	€1000	€1500	€2000
Your organization's name, logo and short presentation (100 word profile) posted on our Facebook account	✓	✓	✓
Your organization's name and logo posted on our Twitter account	✓	✓	✓
Two tweets exclusively about your organization's sponsorship of GA 2018 as Basic, Advance or Premiere Sponsor <ul style="list-style-type: none"> • One tweet before the event • One Tweet after the event 	✓	✓	✓
Social media updates reposting on Facebook and Twitter, LinkedIn, G+ (Three postings per week per network)		✓	✓
Your selected #hashtag boosted on Facebook and Twitter during MCAA official events		✓	✓
One half page publication** in MCAA newsletter	✓		
4 publications** of half page each, in 4 newsletters		✓	✓
One full page publication** in MCAA Irradium Magazine (published once in a year)			✓

**For print-ready materials, it would charge extra for any necessary artwork or editorial intervention. Advertising/publishing material subject to approval by Board Members

Contacts

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