

NEW WORLD of TESTING

digital series

“New World of Testing” Digital Series Sponsorship

The Association of Test Publishers’ (ATP) is excited to announce the continuation of the **“New World of Testing (NWT)” Digital Series**. This series will showcase the assessment community’s ingenuity to address unique challenges as well as a myriad of concerns that we continue to face in today’s world. These challenges and concerns touch all facets of the assessment enterprise. The NWT provides a forum for invited experts to share their knowledge and experience with the worldwide assessment community on these challenges and concerns along with other related topics.

The Digital Series consists of a monthly webinar that is arranged by our sponsor and includes a one-hour panel session. Support the “New World of Testing” Digital Series!

NWT Digital Series Sponsorship

\$7,500

Benefits include:

- Sponsor to Organize Webinar Through Session Content and Speakers in Panel
 - Sponsor is responsible for orchestrating the title, abstract, and speakers of the webinar and work closely with ATP to produce a successful webinar.
 - ATP will handle logistics and marketing aspects.

**The content may not be a sales pitch and must be approved by ATP.*
- “NWT” Banner with Sponsor Logo
 - Banner to be used for all marketing materials
 - Sponsor to receive marketing banner for use to promote the webinar
- Promotion in RSVP email confirmation – “thank you to our sponsor” with company name, logo, and hyperlink to sponsor’s website
- Promotion on webinar webpage with logo and link to the organization website
- Post-Webinar Registration List*

** Sponsors are permitted to use the Post-Webinar Registration list for one mass email blast to registrants. This list cannot be sold or provided to outside organizations for any reason. ATP requests that this list be used in regard to the event, and not for the promotion of jobs or other recruiting efforts. Additionally, all emails or mailings sent must have an option for “unsubscribing”.*



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Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____ (sponsor) as a sponsor of the “New World of Testing” Digital Series. In consideration of Sponsor’s contribution as described below, ATP agrees to put forth its best efforts to ensure that all webinar delegates and ATP members are aware of Sponsor’s support of and importance to the success of the webinar in accordance with the sponsorship package as detailed in this Sponsorship Opportunity document.

Total Due: \$7,500 (Fees are due within 30 days of signing)

Sponsor Contact (print name): _____

Organization (as it should be listed on materials): _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____

Email: _____ Website: _____

Payment Method:

_____ A check made payable to ‘ATP’ is enclosed.

_____ Please send an invoice* to the contact above, or to:

Name: _____ Email: _____

[*All invoices provide an option for paying by credit card or bank transfer – checks are also accepted.]

Return completed form to the attention of Erin Highlander Williams via email to erin.williams@testpublishers.org, or by mail to: Association of Test Publishers
c/o Erin Highlander Williams, 601 Pennsylvania Ave., N.W., Suite 900, Washington D.C. 20004
USA

IMPORTANT NOTICE REGARDING PAYMENT

Sponsorship payment must be completed within 30 days of submitting this signed agreement. Sponsorships requiring invoices will be charged 10% interest commencing 30 days following the issue date of any unpaid invoice. Thank you.