

2021-2022 Sponsorship Opportunities



CONTACT

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About APPE

Established in 1991, the Association for Practical and Professional Ethics (APPE) is a non-profit 501(c)(3) membership organization dedicated to advancing scholarship, education, and practice in practical and professional ethics. APPE fosters moral reasoning skill development, works to promote ethical conduct in all sectors of our daily lives, and seeks to advance civil public discourse on diverse ethical issues.

With 600 individuals and nearly 100 organizational and institutional members, APPE is the single largest interdisciplinary, multi-sectoral ethics membership organization in the country. APPE's engagement also includes 91 distinct academic-based ethics centers or programs representing 85 colleges and universities. APPE members come from nearly all 50 states and 7 countries on 3 continents.

Across a variety of domains, the world is facing uniquely new and persistent challenges that push the boundaries of current ethical standards and frameworks. As an organization dedicated to teaching and embedding the practice of ethics and ethical decision-making into all aspects of society, APPE's work has greater potential impact now than ever.

APPE's Major Activities and Services

- Annual International Conference offering more than 100 sessions and bringing together more than 400 students, academic faculty, researchers, and other professionals for a three-day educational and networking event
- APPE Intercollegiate Ethics Bowl[®] program consisting of 12 regional competitions and a national competition held annually; 200 participating student teams from 150 institutions of higher learning engaging more than 500 volunteers across the country
- Annual Ethics Center Directors Summit that brings together the directors of ethics centers and institutions around the country during APPE's annual conference as a pre-conference workshop
- The APPE RISEsm consortium, created from a long-standing special interest section of APPE members, to promote education and research on research ethics, research integrity, and the responsible conduct of research
- Connection to members through special ethics interest sections (bioethics, business, media, and STEM) and a listserv of nearly 2,000 colleagues interested in ethics

APPE Sponsorship

The Association for Practical and Professional Ethics (APPE) provides sponsorship opportunities to corporations, businesses, universities, and organizations that demonstrate a commitment to the values and mission of APPE. APPE does not sell products of sponsoring entities nor does APPE ask its members to sell or use those products. Additionally, an affiliation as a sponsor does not imply an endorsement whereby APPE favors one entity over another.

Why Sponsor APPE?

BUILD RELATIONSHIPS WITH THE ETHICS COMMUNITY

Network with ethics experts representing an array of disciplines and organizations associated with a myriad of professional fields.

MARKET YOUR BRAND TO A UNIQUE AND TARGETED CONSTITUENCY

Share your brand with APPE's unique constituency represented in our membership and collaborations. Interdisciplinary and multi-sectoral, APPE's reach bridges the academic with the practical application of ethics in today's world.

DEMONSTRATE CARE FOR A STRONGER, MORE ETHICAL SOCIETY

Sponsorship is a clear demonstration of the value you place on the mission of APPE. This support ensures the continuation of valuable programming designed to encourage ethics scholarship, promote ethical conduct in daily life, and facilitate leadership development grounded in strong moral reasoning.

APPE Sponsorship Categories

PREMIER SPONSORING ADVOCATE (\$30,000)

This special category of annual sponsorship has been established in celebration of APPE's 30th anniversary in 2021 and honors companies that are consistently recognized as a leader in corporate ethics. Their commitment to ethical business practices and cultivation of a corporate culture goes beyond compliance and puts them in a special class of community stewards.

The founding Premier Sponsoring Advocate will be placed in an exclusive category of champions supporting APPE's work. Additional benefits of this status include:

- Elite recognition during APPE's anniversary celebration events, annual conference, and national APPE Intercollegiate Ethics Bowl[®] competition;
- Brand promotion through prominent acknowledgement on written materials of the association and clickable logo on listserv emails and the APPE website;
- One free annual conference exhibit space with product placement;
- Option to present remarks (*3-minutes*) during the conference opening reception;
- Unique opportunities to network and intersect with leading ethics practitioners and scholars through APPE's business ethics subsection;
- 1-year complimentary APPE organizational membership; and
- Up to four tickets for the annual conference and awards luncheon.

APPE INTERCOLLEGIATE ETHICS BOWL[®] (APPE IEB) PRESENTING SPONSORSHIP (\$25,000)

Limited to two sponsors each year, Presenting Sponsorship of the APPE IEB[®] national competition provides the closest, most targeted, and highly visible connection to the institutional leadership, faculty, students, volunteers, judges, and coaches associated with this long-standing and highly reputable competition.

As an APPE IEB[®] Presenting Sponsor, your organization will:

- Be acknowledged on APPE Intercollegiate Ethics Bowl[®] materials and throughout national competition;
- Receive recognition on both the APPE conference and APPE IEB[®] competition webpages;
- Be invited to address attendees during the opening remarks of the APPE IEB[®] national competition;
- Identify volunteers for competition day activities; and
- Work with APPE on showcasing the sponsorship through cross-promotional activities.

APPE Sponsorship Categories

APPE INTERCOLLEGIATE ETHICS BOWL® (APPE IEB) SUPPORTING SPONSORSHIP (\$10,000)

Limited to three sponsors each year, Supporting Sponsorship of the APPE IEB® national competition is a highly visible demonstration of your support for the mission and goals of this long-standing and highly reputable competition.

As an APPE IEB® Supporting Sponsor, your organization will:

- Be acknowledged on APPE Intercollegiate Ethics Bowl® materials and throughout national competition;
- Receive recognition on the APPE IEB® competition webpage;
- Be invited to identify volunteers for competition day activities; and
- Work with APPE on showcasing the sponsorship through cross-promotional activities.

ANNUAL ORGANIZATIONAL SPONSORSHIP (\$10,000)

Annual sponsorships offer year-long exposure for organizations seeking to maximize their intersection with APPE's organizational mission, its membership and its informational constituency of more than 1,500 ethics-oriented individuals across the U.S. and internationally. Access and branding opportunities include:

- Brand promotion through acknowledgement and clickable logo on APPE website;
- Four non-solicitation partner communications per year distributed to the APPE listserv;
- Sponsor acknowledgement on four additional APPE announcements to APPE listserv;
- Recognition during the opening reception of the conference;
- Free table exhibit at the annual conference;
- 1-year complimentary APPE organizational membership; and
- Two tickets to the annual conference and awards luncheon.

APPE ANNUAL CONFERENCE SPONSORSHIP (Amounts vary)

With a range of options and an assortment of promotional and advertising options, conference sponsorship is designed to afford organizations flexibility in reaching the professionally diverse participants in the APPE annual conference, the annual ethics directors summit, subsection roundtables, and pre-conference workshops. *See supplemental Annual Conference sponsorship packet.*