

# Association for Practical and Professional Ethics 2021 Sponsorship Prospectus

## 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 United States. APPE members come from nearly all 50 states and 7 countries on 3 continents. APPE's signature program, the APPE Intercollegiate Ethics Bowl<sup>®</sup>, consists of 12 U.S. regionals and a national competition held annually, engages nearly 200 participating student teams from 150 institutions of higher learning, and utilizes over 500 volunteers every year.

To take part in APPE sponsorship and exhibit opportunities, complete this form [HERE](#)



# 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?

### **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.

### **BUILD RELATIONSHIPS WITH THE ETHICS COMMUNITY**

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

### **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.

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# What Our Sponsors Say

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*We use APPE exhibits to help us increase interest in our journals and series in ethics, applied philosophy, and related fields. They are also a convenient, cost-effective location for personal meetings with our editors and colleagues. - Philosophy Documentation Center*

“

*Reserving a Resources Room table one year and sponsoring the Room the next year opened up conversations about my work, Noggin—My Brain on Ethics, that I would not have had if I had just attended the conference. What an enjoyable experience! - EthicsOps.com*

“

*APPE has been building a community of people interested in ethics for 30 years. As an APPE sponsor, my institution has been able to reach over 2,000 different individuals across the globe about programs designed to advance ethics education.” G.H., Ethics Center*

“

*APPE's connection to the next generation of ethics professionals through its extensive academic partnerships provides my company with a human capital pipeline and an introduction to exceptional ethically minded employee talent. - Siemens Digital Industries Software*

“

*We have been APPE sponsors for many years and feel it is well worth the investment. Through sponsorship, we have raised awareness of our institution and our products, while making important contacts in the process. - The Janet Prindle Institute for Ethics*

# APPE Sponsorship Categories

## **PREMIER SPONSORING ADVOCATE (\$15,000)**

This special category of annual sponsorship has been established in celebration of APPE's 30th anniversary and the APPE Intercollegiate Ethics Bowl's 25th silver anniversary in 2021. This sponsorship 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.

## **ANNUAL APPE GOLD SPONSORSHIP (\$10,000)**

Annual gold level 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 2,000 ethics oriented individuals across the U.S. and internationally. Access and branding opportunities include:

## **ANNUAL APPE SILVER SPONSORSHIP (\$2,500)**

With a range of options and an assortment of promotional and advertising options, silver sponsorship is designed to afford organizations flexibility in reaching the professionally diverse participants in the APPE annual conference, the annual ethics directors summit, subsection sessions, and conference workshops.



# Organizational Sponsors

Branding and Visibility	PREMIER	GOLD	SILVER
1-Year Complimentary APPE membership	Organizational Sponsor Level w/ 10 designees	Sustaining Institutional Level w/ 5 designees	
Brand promotion through prominent acknowledgement on APPE website for one year	●	●	
Free non-solicitation partner communications distributed to the 2,000+ APPE ethics professionals listserv for one year	6	3	
Verbal recognition as a sponsor during APPE's 30th anniversary celebration events including the annual conference	●	●	
Recognition on the APPE Intercollegiate Ethics Bowl 25th silver anniversary national competition virtual platform website	●	●	

# Organizational Sponsors

Virtual Conference Exposure	PREMIER	GOLD	SILVER
Recognition as a sponsor on the APPE 30th annual international conference virtual platform	●	●	●
Complimentary access to the APPE 30th annual international conference event	4	2	1
Virtual exhibit space during the APPE 30th annual international conference (Feb 25-27, 2021)	●	●	●
Logo written on materials of the APPE Intercollegiate Ethics Bowl throughout the 2021 national competition event	●		
Showcasing of sponsorship through cross-promotional social media	●		

# 30th Annual APPE International Conference Sponsor

*All conference sponsors will receive their logo displayed on a scrolling ticker on the conference virtual platform*

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## **\$750 Conference Keynote Speaker Sponsor**

- 3-minute pre-recorded message prior to speaker's plenary address
- Recognition through clickable logo displayed in online agenda alongside sponsored plenary session

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## **\$500 Conference Reception Sponsor**

- 3-minute pre-recorded message immediately preceding reception with clickable logo displayed alongside reception notation in online agenda

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## **\$500 Paper Prize Sponsor (Early Career or Grad Student)**

- Recognition as sponsor for prize
- Opportunity to present prize during awards ceremony
- Clickable logo displayed in conjunction with award in online agenda

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## **\$450 Book Room Exhibitor**

- Linkable exhibit booth page within event platform with option to post links/files to virtual booth that attendees may access at any time during event
- Option for attendees to join live meeting with representative during designated exhibit hall times
- Contact information for attendees who request more information in exhibit booth
- Access to virtual booth for minimum 6 months for attendees to visit and request additional information



# 30th Annual APPE International Conference Sponsor

*All conference sponsors will receive their logo displayed on a scrolling ticker on the conference virtual platform*

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## **\$350 Undergrad, 3MT Competition or Clifford G. Christians Ethics Research Award Sponsor**

- Receive recognition as a sponsor for the prize; opportunity to present the prize during the awards ceremony and a clickable logo displayed in conjunction with the award in the online agenda

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## **\$250 Conference Special Session Sponsor**

- Receive recognition in the online agenda as a session sponsor with a clickable logo displayed alongside the session

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## **\$150 Conference Sponsor**

- Logo on a scrolling ticker on the conference platform

# Thank You!

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