


**In a world of hurt ...**



**You** have an opportunity to bring **HUMOR**, Laughter  
**HOPE** and **HEALING** to humanity.

**2012** SPONSORSHIP  
PROSPECTUS 

Association for Applied and Therapeutic Humor



AATH: Committed to Advancing  
the Research and Application of  
Healthy Humor and Laughter  
Celebrating 25 Years!

**Will you help?**

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

AATH wants everyone to know how much YOU CARE ...  
and how much WE VALUE YOU!

## A Humor Association? Seriously!

*The Association for Applied and Therapeutic Humor (AATH) is THE HOME for humor professionals and enthusiasts. Not-for-profit and member driven, AATH serves and represents over 500 individuals and organizations in the US and abroad. Whatever field or area of application, AATH provides members the science-based resources, support, and education needed to excel!*

## Our Members and Mission

AATH members study, practice, and promote healthy humor and laughter in many ways. Some work with children or adults facing life threatening illnesses. Some work with high risk students in schools. Some do scholarly research; others work with the mentally ill or aging populations.

We are business owners and clergy, counselors, professional speakers and therapeutic clowns. We work for all kinds of companies, universities and organizations including Cancer Treatment Centers of America, Kaiser Permanente, National Institute of Health, City University of Hong Kong, Duke University, and the United States Navy (*to name just a few!* )

In whatever way or setting, AATH members help people use **HUMOR and LAUGHTER** to

- **enhance work performance**
- **improve health and well-being**
- **increase happiness**
- **support learning**
- **build relationships**
- **give hope**
- **sell products & services\***
- **and so much more!**

\*Visit the Humor Resource Repository at [aath.org](http://aath.org) to find articles and studies showing the impact humor has on your bottom line.

Besides earning a “HALO in Humor Heaven”, what is the **VALUE** for YOU?



**AATH MEMBERS GENEROUSLY ACKNOWLEDGE, PROMOTE and SUPPORT OUR SPONSORS.**

In a sense, **WE WORK FOR YOU.**

If any part of your personal or professional mission is committed to improving the lives of others, AATH members help advance *your mission* each time we advance our own.

**WE ATTRACT GREAT CUSTOMERS**

The individuals who are attracted to our Website and Humor Repository, Annual Conference and Humor Academy, are fun and huge-hearted. They are successful people who are involved in their communities, professional associations and other organizations.

The SPONSORS we attract share the very same attributes! Imagine that.

Let's make a difference together.

**READ FURTHER** to choose the level of sponsorship that offers the best return on your investment!

# AATH STRATEGIC SPONSORSHIP OPPORTUNITIES

Some sponsors support a particular project or event. Others contribute in a more general way or by making in-kind donations. You will find options here, including conference and advertising opportunities. If you'd like to work out a special arrangement, just let us know! We like new ideas!

## AATH REGIONAL LAUGH & LEARN NETWORKING EVENTS

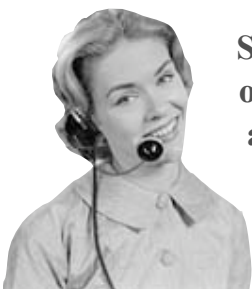
If your organization is looking for a way to spread some good will across the country, this opportunity is for you. Volunteer-facilitated regional gatherings are a great way to bring members and potential members, AATH Friends, and Strategic Partners together. Sponsorship dollars help to develop and to promote these important regional meetings. Sponsorship may include, but is not limited to, providing meeting space, AV equipment, and refreshments. In addition to recognition in promotional materials and any handouts distributed, sponsors are given a prominent space to display materials and platform time to welcome attendees.

**Investment: \$500**

## 2012 TELESEMINARS

What could be better than hearing industry-specific leaders in the field of humor and laughter share their expertise? The answer is listening, while laughing your socks off from the comfort of your home or office! AATH is thrilled to offer sponsorship of the 2012 Teleseminar Series. Participants are equally thrilled to have direct access to highly respected presenters. Sponsor logo and information is included in all promotion and postings about this series. Sponsors are recognized at the beginning and end of each teleseminar. The series is archived for future downloading and distribution.

**Investment: \$100 each**



**Sponsoring these priceless opportunities is just a call away. As they say,**

**“OPERATORS ARE STANDING BY!”**

## HA HUMOR ACADEMY

Whatever the field, whatever the application, AATH is the premier resource for building expertise in the field of therapeutic humor. One of its kind and groundbreaking in scope, **HA Humor Academy** is a flexible, multi-option curriculum designed to educate AATH members in the science and application of healthy humor and laughter.



From a basic level certificate to earning graduate level course credit through Portland State University, your generous sponsorship dollars are used to develop and deliver only the highest in educational standards and professional ethics. Detailed information can be found at [www.aath.org](http://www.aath.org).

Sponsors will be acknowledged in promotional as well as course materials and be invited to participate at achievement recognition ceremonies.

**Investment ranges from \$500 - \$2,500**

## AATH BOARD OF DIRECTORS LEADERSHIP DINNER

This funding opportunity is a business meeting and social gathering of the directors and senior AATH leaders. You can rest assured the evening will include lively debates and loads of laughter. While we are known for fun, we take our responsibilities seriously.

As the underwriter for this dinner, you have a unique opportunity to address and network with this select group of industry leaders. Leaders meet twice a year, with one or both meetings held in our annual conference host city.

**Investment: \$1,000**

# AATH ANNUAL CONFERENCE SPONSORSHIP and IN KIND DONATION OPPORTUNITIES

ENHANCE YOUR  
VISIBILITY

## 25th ANNUAL AATH CONFERENCE!

BEAT THE BLUEZ  
WITH HUMOR

CHICAGO 2012 

APRIL 19-22 WESTIN O'HARE

AATH Conference Opportunities are a great way for companies to increase their exposure at the conference, effectively promote new products and services, gain recognition for new programs and solidify relationships. Event sponsorship puts your company's name prominently in front of all attendees.

Opportunities exist at every budget level.  
Co-sponsor or make us an offer!

### WELCOME RECEPTION

The Annual AATH Welcome Reception is a much-appreciated and well-attended opportunity for attendees to network. Sponsors receive prominent signage and an opportunity to address the audience.

**Investment: \$2,500**

### AWARD DINNER

The Annual Awards Dinner celebrates AATH members who have made a significant or outstanding contribution to the field of applied and therapeutic humor. Scholarship are also recognized at this time. Sponsors are credited in the final program, on the AATH website, and in press releases.

**Investment: \$1,500**

### BREAKFAST

AATH Members always start their mornings SUNNY SIDE UP!

**Investment: \$1,000**

### KEYNOTE PRESENTATION

Be associated with the best of the best!

**Investment range starts at \$1,500**

### COFFEE, SNACK, ICE CREAM BREAKS

Attendees get re-energized from the coffee and snack breaks we provide; and attendees love having an Ice Cream Break in the exhibit hall. AATH will provide the refreshments. Your company will be acknowledged in the preliminary and final conference program book and with signage throughout the event.

**Investment: \$500 each coffee or snack break**

**Investment: \$1,000 for an ice cream break**



### IN KIND DONATIONS

#### AATH WISH LIST

- Tote bags
- Signage & Banners
- Event Decorations
- Give-a-ways/Candy
- Raffle/Door Prizes
- Printing



# AATH SPONSORSHIP LEVELS - PLATINUM SPONSOR



## PLATINUM SPONSOR (\$10,000+)

**Showcased (and adored) throughout the year, our PLATINUM SPONSORS receive substantial recognition, access, and individualized opportunities that complement their corporate objectives.**

- ❖ Complimentary banner ad and link on the AATH Home web page, indicating level of sponsorship **(Value \$2,500)**
- ❖ Complimentary link, logo, and informational listing (up to 75 characters) on the AATH Sponsor web page **(Value \$1,500)**
- ❖ 4 complimentary AATH memberships **(Value \$428)**
- ❖ All company employees receive \$25 discount on individual AATH memberships **(Cool!)**
- ❖ Complimentary advertisement and link in the AATH e-publication, The Humor Connection: 8 issues (circulation 20,000 per issue) **(Value \$1,200)**
- ❖ Complimentary subscription to The Humor Connection **(Value \$107)**
- ❖ Complimentary advertisement and link in the AATH E-zine: 4 issues (circulation 20,000 per issue) **(Value \$1,200)**
- ❖ Logo and informational listing in all new member packets **(WOW)**
- ❖ Complimentary link on participating individual Gold Member web sites **(\$157+)**
- ❖ Discounts on participating individual Gold Member products and services

### PLATINUM SPONSOR ANNUAL CONFERENCE BENEFITS

- ▶ Complimentary sponsorship of the **Business Meeting and Meal (Value \$2,500+)**
- ▶ **15 minute presentation during the conference (We are all ears!)**
- ▶ **6 complimentary conference registrations (Value \$2,800)**
- ▶ Hotel accommodations - 2 complimentary rooms, three (3) nights **(Value \$900)**
- ▶ Sponsor's clients register for the conference at the AATH *member* rate. **(Save \$25 per person)**
- ▶ Company employees receive a **\$50 discount** on conference registration.
- ▶ Listing and link in pre-conference electronic and hard copy promotion (distribution 40,000) **(Value \$3,000)**
- ▶ Banner advertisement with sponsorship level acknowledgement, logo, and link added to the Annual Conference web page **(Value \$1,500)**
- ▶ Acknowledgment and signage throughout conference
- ▶ Complimentary inside **front** cover advertisement in the conference program **(Value \$1,500)**
- ▶ Participation in the convention registration drawing **(Oooh! Fabulous Prizes!)**
- ▶ Preferred seating for conference meals and events
- ▶ Promotional materials and/or products placed in attendee bags **(FUN!)**



# AATH SPONSORSHIP LEVELS - DIAMOND SPONSOR

## **DIAMOND SPONSOR (\$5,000+)**

**Showcased (and adored) throughout the year, our DIAMOND SPONSORS receive substantial recognition, access, and individualized opportunities that complement their corporate objectives.**

- ❖ Complimentary banner ad and link on the AATH Home web page, indicating level of sponsorship **(Value \$2,500)**
- ❖ Complimentary link, logo and informational listing (up to 75 characters) on the AATH Industry Partner web page **(Value \$1,500)**
- ❖ **3** complimentary AATH memberships **(Value \$321)**
- ❖ All company employees receive **\$20** discount on individual AATH memberships **(Cool!)**
- ❖ Complimentary advertisement and link in the AATH e-publication, The Humor Connection: **6** issues (circulation 20,000) **(Value \$800)**
- ❖ Complimentary subscription to The Humor Connection **(Value \$107)**
- ❖ Complimentary advertisement and link in the AATH E-zine: **3** issues: (circulation 20,000) **(Value \$800)**
- ❖ Logo and informational listing in all new member packets **(WOW)**
- ❖ Complimentary link on participating individual Gold Member web sites **(\$157+)**
- ❖ Discounts on participating individual Gold Member products and services

### **DIAMOND SPONSOR ANNUAL CONFERENCE BENEFITS**

- ▶ Sponsorship of **Welcome Reception (Value \$1,500)**
- ▶ **10** minute presentation during the conference **(We are all ears!)**
- ▶ **4** complimentary conference registrations **(Value \$1,400)**
- ▶ Sponsor's clients register for the conference at the AATH *member* rate **(Save \$25 per person)**
- ▶ Company employees receive a **\$40** discount on conference registration
- ▶ Hotel accommodations - **1** complimentary room, three **(3)** nights **(Value \$500)**
- ▶ Listing and link in pre-conference electronic and hard copy promotion (distribution 40,000) **(Value \$3,000)**
- ▶ Banner advertisement with sponsorship level acknowledgement, logo, and link added to the AATH Home and Conference web pages **(Value \$1,500)**
- ▶ Acknowledgment and signage throughout conference
- ▶ Complimentary inside **back** cover advertising in conference program **(\$1,000 value)**
- ▶ Participation in the convention registration drawing **(Oooh! Fabulous Prizes!)**
- ▶ Preferred seating for conference meals and events
- ▶ Promotional materials and/or products placed in attendee bags **(FUN!)**



# GOLD and SILVER and BRONZE SPONSORSHIP



## GOLD SPONSOR (\$2,500+)

**GOLD, SILVER, and BRONZE SPONSORS are showcased (and yes, adored) throughout the year. They receive recognition, access, and opportunities that complement their corporate objectives.**

- ❖ Complimentary link, logo and informational listing (up to 75 characters) on the AATH Sponsor web page **(Value \$2,500)**
- ❖ 2 paid AATH memberships **(Value \$214)**
- ❖ Complimentary advertisement and link in the AATH e-publication: The Humor Connection: 4 issues (circulation 20,000) **(Value \$600)**
- ❖ Complimentary subscription to The Humor Connection **(Value \$107)**
- ❖ Complimentary advertisement and link in the AATH E-zine: 2 issues (monthly circulation 20,000) **(Value \$600)**
- ❖ Logo and informational listing in all new member packets **(WOW)**
- ❖ Complimentary link on participating individual Gold Member web sites **(\$157)**
- ❖ Discounts on participating individual Gold Member products and services

### GOLD SPONSOR ANNUAL CONFERENCE BENEFITS

- ▶ Sponsorship of **Continental Breakfast** (\$1,000 value)
- ▶ 2 complimentary conference registrations **(Value \$700)**
- ▶ Sponsor's clients register for the conference at the AATH *member* rate. **(Save \$25 per person)**
- ▶ Company employees receive a \$20 discount
- ▶ Hotel accommodations -1 complimentary room, three (3) nights **(Value \$500)**
- ▶ Listing and link in pre-conference electronic and hard copy promotion (distribution 40,000) **(Value \$3,000)**
- ▶ Banner advertisement with sponsorship level acknowledgement, logo and link added to the Conference web pages **(Value \$1,500)**
- ▶ Acknowledgment and signage throughout conference
- ▶ Complimentary full page advertising in conference program **(\$300 value)**
- ▶ Participation in the convention registration drawing **(Oooh! Fabulous Prizes!)**
- ▶ Preferred seating for conference meals and events
- ▶ Promotional materials and/or products placed in attendee bags **(FUN!)**





## SILVER SPONSOR (\$1,000+)

- ❖ Complimentary link, logo and informational listing (up to 75 characters) on the AATH Sponsor web page (Value \$2,500)
- ❖ 1 paid AATH membership (included subscription to he Humor Connection and E-zine)(Value \$107)
- ❖ Complimentary advertisement and link in the AATH e-publication: The Humor Connection; 2 issues (monthly circulation 20,000) (Value \$300)
- ❖ Complimentary advertisement and link in the AATH E-zine: 1 issue (monthly circulation 20,000) (Value \$300)
- ❖ Logo and informational listing in all new member packets (WOW)

### SILVER SPONSOR ANNUAL CONFERENCE BENEFITS

- ▶ Sponsorship of Refreshment Break (Value \$500)
- ▶ 1 complimentary conference registration (Value \$350)
- ▶ Company employees receive a \$10 discount on conference registration
- ▶ Advertisement with sponsorship level acknowledgement, logo and link added to Conference web page (Value \$1,500)
- ▶ Acknowledgment and signage throughout conference
- ▶ Complimentary half page advertising in conference program (\$150 value)
- ▶ Participation in the convention registration drawing
- ▶ Preferred seating for conference meals and events
- ▶ Promotional materials and/or products placed in attendee bags (FUN!)



## BRONZE SPONSOR (\$500+)

- ❖ Acknowledgement on the AATH Sponsor web page (Value \$1,000)
- ❖ 1 year subscription to he Humor Connection (Value \$107)
- ❖ Complimentary advertisement The Humor Connection; 1 issue (monthly circulation 20,000) (Value \$150)
- ❖ Logo and informational listing in all new member packets (WOW)

### BRONZE SPONSOR ANNUAL CONFERENCE BENEFITS)

- ▶ Advertisement with sponsorship level acknowledgement Conference web page (Value \$750)
- ▶ Acknowledgment and signage throughout conference
- ▶ Complimentary quarter page advertising in conference program (\$100 value)
- ▶ Promotional materials and/or products placed in attendee bags (FUN!)



**IN KIND GIFTS OF LESS THAN \$500 ARE LISTED ON THE CONFERENCE PAGE ON THE AATH WEBSITE AND GRATEFULLY ACKNOWLEDGED THROUGHOUT THE CONFERENCE!**



**SPONSORSHIP/FUNDING/ADVERTISING AGREEMENT**

**COMPLETE THIS FORM ONLINE at [aath.org](http://aath.org). Thank You!**

<b>Select SPONSORSHIP Opportunities</b>	<b>Your Investment</b>	<b>Subtotal</b>
PLATINUM	\$10,000+	
DIAMOND	\$5,000	
GOLD	\$2,500	
SILVER	\$1,000	
BRONZE	\$500	
IN KIND DONATIONS (tote-bags/ printing services/banners/giveaways/ raffle items/your ideas!)		
<b>Select PROJECT Opportunities</b>		
HUMOR ACADEMY	\$500-\$2,500	
LEADERSHIP DINNER	\$1,000	
LAUGH AND LEARN REGIONAL EVENT	\$500	
TELESEMINARS	\$100	
<b>Select CONFERENCE Opportunities</b>		
WELCOME RECEPTION	\$2,500	
AWARD DINNER	\$1,500	
KEYNOTE SPEAKER	Starts at \$1500	
BREAKFAST	\$1,000	
COFFEE SNACK BREAKS	\$500	
ICE CREAM BREAKS	\$1,000	

<b>ADVERTISE in the CONFERENCE Proceedings Book</b>		
INSIDE FRONT COVER	\$1,500	
INSIDE BACK COVER	\$1,000	
FULL PAGE	\$300	
HALF PAGE VERTICAL (3X9)	\$150	
HALF PAGE HORIZONTAL (7X4)	\$150	
QUARTER PAGE (3X4)	\$100	
<b>TOTAL</b>		

<b>COMPANY NAME</b>	
<b>CONTACT PERSON</b>	
<b>ADDRESS</b>	
<b>PHONE</b>	
<b>EMAIL ADDRESS</b>	
<b>WEBSITE ADDRESS</b>	

**Complete the online form at  
aath.org or return this form and  
payment to:**

AATH  
65 ENTERPRISE  
ALISO VIEJO, CA 92656  
888-747-AATH ( 2284) TOLL FREE  
1-949-715-4681 INTERNATIONAL  
949-715-6931 FAX

**THANK YOU!**

You will receive a formal letter of agreement  
and invoice. We look forward to collaborating!

