



WASHINGTON STATE UNIVERSITY

## Edward R. Murrow College of Communication

### **47<sup>th</sup> Murrow Symposium on April 4 -5, 2023**

#### **What is Symposium?**

Every year, the Edward R. Murrow College of Communication at Washington State University hosts the Murrow Symposium, an event that brings together experts in various fields of communication to share their applied knowledge and professional skills through master classes, panels, and keynotes. Their time and talent benefit our students studying journalism and media production and our strategic communication tracks in public relations and advertising. Symposium will take place on our Pullman campus and livestreamed virtually.

**We advertise the Murrow Symposium to approximately 8,000 Murrow alumni and friends and 1,900 undergraduate and graduate students.** During the event, we host networking opportunities for Murrow College alumni and induct honorees into our Alumni Hall of Achievement. We also present the Murrow Lifetime Achievement Award to a communication professional that the College feels represents the values and ideals of our namesake, Edward R. Murrow. **This year, we are incredibly excited to present this award to Dean Baquet.** He will also give our keynote address, which will be open to the public.

#### **Sponsor Benefits**

Our sponsors receive unique recognition benefits, including brand recognition, opportunities to recruit top communication students, and networking opportunities with industry leaders. Last year's hybrid event saw 1,500+ people register, with almost 500 individuals attending in-person. The Murrow Lifetime Achievement Award Ceremony and keynote honoring Anne Curry attracted 300+ attendees in-person and virtually. The 2022 Symposium had an encompassing digital reach of over 82,000 people, with over 4,000 unique engagements and 597 link clicks.

#### **Working with you**

We can work with you to customize your sponsorship level and recognition package to best suit your needs. Sample sponsorship levels and recognition benefits are included below for your review. **To discuss this opportunity, please reach out to Camille Vaughn at [Camille.vaughn@wsu.edu](mailto:Camille.vaughn@wsu.edu) or 509-335-4575.**



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Recognition Benefits	47th Murrow Symposium Sponsor Levels						
	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000
<b>Pre-event Recognition</b>							
Company listing on Symposium home page with direct link to website (URL of your choice)	✓	✓	✓	✓	✓	✓	✓
Customized Social media post		✓	✓	✓	✓	✓	✓
<b>During Event Recognition</b>							
<b>Nametag Sponsor</b>							
All Murrow Symposium registrants will receive a participant packet with nametags				✓			
Nametags for speakers, alumni, and students will include your organization's logo							
<b>Opening Keynote Sponsor</b>							
All listings of event will be followed by "brought to you by your organization name"							
Branding present at in-person event and on virtual streaming					✓		
Verbal acknowledgement and introduction at the beginning of the event							
<b>Murrow College Alumni Hall of Achievement and Excellence Luncheon</b>							
All listings of event will be followed by "brought to you by your organization name"						✓	
Branding present at in-person event and on virtual streaming							
Verbal acknowledgement and introduction at the beginning of the event							
<b>Sponsor of Edward R. Murrow Lifetime Achievement Award</b>							
All listings of event will be followed by "brought to you by your organization name"							✓
Branding present at in-person event and on virtual streaming							
Verbal acknowledgement and introduction at the beginning of the event							
Additional Recognition Benefits from "You Pick" table (table is on page 2)		✓ Choose one	✓ Choose two	✓ Choose three	✓ Choose three	✓ Choose four	✓ Choose four
<b>Post Event Recognition</b>							
Customized Social Media Post			✓	✓	✓	✓	✓



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**Edward R. Murrow  
College of Communication**

You Pick Recognition Benefits							
	Sponsor Level						
	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000
In the column of your chosen sponsorship level, place a check next to the additional recognition benefits you would like.		✓ Choose one	✓ Choose two	✓ Choose three	✓ Choose three	✓ Choose four	✓ Choose four
Recruitment							
Job and internship listings in a "Symposium Classifieds" sent to all Murrow College students							
Job and internship listings in a "Symposium Classifieds" sent to all Murrow College alumni							
Brand Awareness							
Individual Sponsored Symposium Session							
Your choice of Master Class or Open Session. All listings of one session will be followed by "brought to you by your organization's name"							
2-minute pre-recorded introduction/advertising video or a 2-minute live introduction from a representative of your organization							
Standard ad banner (sizes 300 X 250 or 728 X 90) in a digital newsletter to our 7,000+ audience of alumni and donors							
Standard ad banner (sizes 300 X 250 or 728 X 90) in a digital newsletter to undergraduate students							