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AynRandCon 2018 Sponsorship Packages



“ Money demands that you sell, not your weakness to men’s stupidity, but your talent to their reason. ”

—Ayn Rand

THE AYN RAND INSTITUTE (ARI): ARI fosters a growing awareness, understanding and acceptance of Ayn Rand’s philosophy, Objectivism, to create a culture whose guiding principles are reason, rational self-interest, individualism and laissez-faire capitalism—a world in which individuals are free to pursue their own happiness.

AYN RAND FALL STUDENT CONFERENCE (AynRandCon): Every year, ARI hosts a student fall conference where students who are mostly new to Ayn Rand’s ideas gather to take part in stimulating educational sessions with experts in Objectivism. This year’s event takes place in Atlanta, Georgia, November 2–4. The event celebrates the 75th anniversary of Rand’s best-selling novel *The Fountainhead*, and will focus on the theme of individualism in an age of tribalism.

- **Audience:** In 2017, more than 140 students attended AynRandCon, approximately 50 percent of whom were first-time attendees. These are students and young adults focused on reason, individualism and capitalism.

SPONSORSHIP BENEFITS:

- **Access to tomorrow’s business and thought leaders** during their most impressionable years
- **An atmosphere** in support of reason, individualism and capitalism. Learn more at aynrandcon.org.
- **Brand awareness** for the sponsors, with access to potential clients
- **Potential partnerships** with other sponsors and student entrepreneurs, as well as access to ARI’s attendee list
- **Spotlight in all AynRandCon materials** and right of first refusal as a sponsor of ARI events, globally

BENEFITS	ATLAS SHRUGGED \$50,000	THE FOUNTAINHEAD \$25,000	ANTHEM \$10,000	WE THE LIVING \$5,000	THE VIRTUE OF SELFISHNESS \$2,500	FOR THE NEW INTELLECTUAL \$1,200
Conference Bag Insert	✓	✓	✓			
Speaker Introductions	Introduce Keynote Speaker	Intro. Speaker of Choice	Intro. Speaker of Choice			
Named Sponsor of Events at AYNRANDCON	Named Saturday Night Party Sponsor	Named Sponsor of an Event of Your Choice	Named Sponsor of an Event of Your Choice			
Program Ad Space	Full Page	Full Page	Half Page	Half Page	Logo	
On-site Table Exhibit (limited)	Table Premier Location	Table	Table	Table	Table	
Full Conference Passes	5	3	2	1	1	
Logo Placement	Large Logo, Top Billing	Large Logo, Secondary Billing	Medium Logo, Middle Billing	Small Logo, Middle Billing	Company Name, Bottom Billing	Company Name, Bottom Billing
Hyperlinked Logo on AYNRANDCON Website	✓	✓	✓	✓	✓	✓

All sponsorship levels are appreciated. Custom programs are available; please inquire at donorservices@aynrand.org. All sponsorship requests will be subject to vetting and final approval to ensure organizational alignment of brand and values.

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