



Sponsorship 2020

Who We Are

UX Research and Strategy is a registered **501c3** organization, and was founded by three former co-workers who saw a gap in the local UX market. Based on **community feedback**, we formed a group that is dedicated to **teaching topics** in UX research and strategy.

Our **goal** is to make these topics both **approachable** and **actionable** by ensuring our attendees come away with concrete examples of how to confidently **implement** user experience research and strategy **methods** in their day-to-day projects and work.

Reach

Social media reach growth averages 400+ people every week.

12,000+

LinkedIn

700+

Email list

400+

Twitter

400+

Instagram

300+

Facebook

50+

Event Attendees

Attendees' Industries

- **Finance:** Capital One, Fidelity Investments, Intuit, JPMorgan Chase, USAA
- **Agency:** Bottle Rocket, Improving, Precocity, Projekt 202, Slalom, Usability Sciences
- **Technology:** Gitlab, IBM, Samsung, Siruis, Toyota Connected, Xerox, Cisco
- **Education:** General Assembly, SMU, UNT, UTD
- **Consultants/Services:** Alpha HQ, HCL, Infolob, Realpage, Sabre, SEI, Teksystems

Attendees

UX Researchers
UX Designers
UX Strategists
Product Owners
Product Managers
Project Managers
UX Managers
Recruiters
Information Architects
Students
Career transitioners
E-learning Administrators
Design Thinking Coaches
Facilitators
Content Strategists
Entrepreneurs

Partners

Ladies That UX Dallas
Ladies That UX Fort Worth
Service Design Dallas
Dallas Black UX

“I’ve been shocked you let me in for free!”

Event Sponsorship (benefits and coverage per event)

Your donation will help UX Research and Strategy educate people about user experience. Donations are tax-deductible under U.S. law and for U.S. income only.

Benefit of Sponsorship	Venue Sponsor \$500	Speaker Sponsor \$500	Meeting Food \$500	Workshop Lunch \$500	Workshop Breakfast \$250	Workshop Coffee \$200	Webinar Sponsor \$200	Supplies Sponsor \$150
Mention & logo in opening slides	●	●	●	●	●	●	●	●
Leave printed materials at event	●	●	●	●				
Discount if paid event	25% for 2 tickets	25% for 2 tickets	25% for 2 tickets	25% for 2 tickets	25% for 1 ticket	25% for 1 ticket	25% for 1 ticket	
LinkedIn mention	2	2	2	2	1	1	1	
Twitter mention	8	8	8	8	4	4	4	3
Instagram mention	2	2	2	2	1	1	1	
Facebook mention	2	2	2	2	1	1	1	

Sustaining Sponsorship (benefits and coverage per year)

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Benefit of Sponsorship	Corporate Diamond \$10,000	Corporate Platinum \$5,000	Corporate Gold \$2,000	Corporate Silver \$1,000	Recruiter Partner \$1,000	Education Partner \$1,000
Rep to speak for 2-3 minutes about company at our events*	●	●	●	●	●	●
Leave printed materials at events*	●	●	●	●	●	●
15-minute interview/presentation on UXRS YouTube channel*	●	●	●			
Interview on UXRS website*	●	●				
Speak at meetup (upon approval)	●					
LinkedIn mention	24	12	6	4	4	4
Twitter mention	12	6	4	2	2	2
Instagram mention	8	4	2	1	1	1
Facebook mention	8	4	2	1	1	1

* Amount varies per sponsorship level. See sponsorship contact for details.



Sponsorship 2020

2020 Event Plans

12+

Meetings

4+

Webinars

1

Global WIAD

4+

Workshops

1

Holiday Party

Sponsorship Advantages for You

- Global reach to thousands of members on social media channels
- Affiliation with fastest growing meetup group in North Texas
- Increase your brand recognition amongst industry professionals
- Build your recruiting database
- Identify additional partnerships with other companies and supporters
- Showcase your technical and UX expertise to the community
- Donations to our 501c3 organization are tax-deductible under U.S. law

“ I appreciated the whole event - the lesson was thought out, the why, the how, the when and so on - and it was actionable. I feel like I am a better professional for attending...and that's the goal. ”

Contact Us

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Web: www.uxresearchandstrategy.com

LinkedIn: www.linkedin.com/in/ux-research-strategy

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Previous Sponsors

Lifebblue
Improving
Bottle Rocket
Catapult Consulting
Cisco
7-Eleven
Capital Factory + DEC
Capital One
Usability Sciences
SEI Systems Evolution Inc.

Previous Speakers From

Rackspace
Capital One
Usability Sciences
Gitlab
Alaska Airlines
CanUX
7-Eleven
Delta CX
Mind the Product