



# Sponsorship

## 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.

<b>20,000+</b> LinkedIn	<b>5,300+</b> Email list	<b>800+</b> Twitter	<b>1,300+</b> Instagram	<b>400+</b> Facebook	<b>100+</b> Ave. per event
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## Attendees' Industries

- **Finance:** Capital One, Fidelity Investments, Intuit, JPMorgan Chase, USAA
- **Agency:** Bottle Rocket, Improving, Projekt 202, Slalom, Goto Media, Usability Sciences
- **Technology:** Gitlab, IBM, Samsung, Siruis, Workday, Xerox, Cisco, ADP, Lenovo, Microsoft
- **Education:** Berkley, Stanford, NYU, Yale, UW, Clemson, Pratt, U Alberta, UT Dallas, Temple
- **Consultants/Services:** Alpha HQ, HCL, Infolob, Realpage, Sabre, SEI, Teksystems

## Attendees

- UX Researchers
- UX Designers
- UX Strategists
- Product Owners
- Product Managers
- UX Managers
- Recruiters
- Information Architects
- Students
- Career transitioners
- Content Strategists
- Entrepreneurs

## Sponsors

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

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

## Sustaining Sponsorship (benefits and coverage span one year)

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	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. Online events have different criteria.

## In-person 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	

## 2020 Event Plans

**12+**

Meetings

**4+**

Webinars

**1**

Global WIAD

**2+**

Workshops

**1**

World Usability Day

## 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

**Email:** [ux.research.and.strategy@gmail.com](mailto:ux.research.and.strategy@gmail.com)

**Web:** [www.uxresearchandstrategy.com](http://www.uxresearchandstrategy.com)

**LinkedIn:** [www.linkedin.com/in/ux-research-strategy](http://www.linkedin.com/in/ux-research-strategy)

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## Speakers From

7-Eleven  
Alaska Airlines  
Bottle Rocket  
CanUX  
Capital One  
Delta CX  
Ettain Group  
Fidelity Investments  
Gitlab  
Intuit  
JPMorgan  
Mind the Product  
Moves the Needle  
Mural  
NASA  
Projekt202  
Rackspace  
TEKSystems  
Truist Bank  
Usability Sciences

## Partners

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