

ignite

from the
Institute for Research in Marketing

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Conference Sponsorship Opportunities

Ignite is a premier full-day thought-leadership marketing conference attracting over 300 in-person attendees and virtual audiences, both academic researchers and marketing professionals. Being a supporter of the Ignite Conference is a unique opportunity to showcase your company to both the academic and business communities.

PRESENTING - \$25,000 (\$24,200 TAX-DEDUCTIBLE)

- Recognition as Presenting-level sponsor on print and digital collateral, event website, and conference emails
- Invitation for a company representative to deliver introductory, closing, or other remarks in collaboration with conference committee
- Opportunity to attend conference planning meetings
- Prominent logo featured on print and digital marketing
- 16 complimentary registrations for company attendees
- Receive Ignite attendee information
- Acknowledgement & thanks during opening & closing remarks

PREMIER - \$15,000 (\$14,200 TAX-DEDUCTIBLE)

- Recognition as Premier-level sponsor on print and digital collateral, event website, and conference emails
- Prominent logo featured on print and digital marketing
- 8 complimentary registrations for company attendees
- Receive Ignite attendee information
- Acknowledgement & thanks during opening & closing remarks

PLATINUM - \$10,000 (\$9,600 TAX-DEDUCTIBLE)

- Recognition as Platinum-level sponsor on print and digital collateral, event website, and conference emails
- Large logo featured on print and digital marketing
- 4 complimentary registrations for company attendees
- Acknowledgement & thanks during opening & closing remarks

GOLD - \$5,000 (\$4,800 TAX-DEDUCTIBLE)

- Recognition as Gold-level sponsor on print and digital collateral, event website, and conference emails
- Small logo featured on print and digital marketing
- 2 complimentary registrations for company attendees
- Acknowledgement & thanks during opening & closing remarks

ABOUT IGNITE

The Ignite Conference convenes 300+ attendees and a national online audience to advance thought leadership and spark creativity to address contemporary topics in the dynamic field of Marketing. Ignite fuses real-world insights from senior leaders at premier global companies with the Carlson School's world-class faculty to deliver a one-of-a-kind day-long conference.

ABOUT THE INSTITUTE FOR RESEARCH MARKETING

The Institute for Research in Marketing (IRM) at the Carlson School of Management connects scholarly research to real-world marketing challenges in a forum that encourages thought-provoking dialogue and, ultimately, better informed decision making. The IRM also brings together some of the world's foremost marketers and market research professionals from companies such as 3M, Augco, Best Buy, Ecolab, Land O'Lakes, Minnesota Wild, nVent, Optum, Schwans, Securian, Taylor Corporation, Toro, Winnebago, and UnitedHealth Group with globally recognized scholars; faculty known for delivering rigorous academic research that influences the art and the science of marketing.



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For more information, please contact Zac Quammen on the Carlson School of Management Corporate & Foundation Relations Team: zquammen@umn.edu or Ashley Beukelman at the Institute for Research in Marketing: abeuk@umn.edu

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