



THE European Home Assessment

23-25 OCTOBER 2024 | BERLIN, GERMANY

Assessing Tomorrow
Shaping the Future Together

2024 E-ATP Conference
Sponsorship Prospectus



Dear Colleague,

On behalf of the Association of Test Publishers (ATP) and its European Division, E-ATP, it is with great pleasure that we invite you to Sponsor the sixteenth annual E-ATP Conference, **E-ATP: The European Home of Assessment - Assessing Tomorrow: Shaping the Future Together**. The Conference will be held 23 – 25 October 2024 at the lovely Hilton Berlin Hotel in Berlin, Germany.

The E-ATP conference – offering cutting-edge ideas and high-quality content – is now in its sixteenth year of providing a unique, annual opportunity for assessment industry professionals, educators, employers, researchers, test sponsors, program managers, clinicians, and business leaders to come together in a central place to learn, present, and network.

The Association of Test Publishers is a global, non-profit organisation representing providers of tests and assessment tools and services. The European Association of Test Publishers is the ATP Division that brings together European test publishers and related organisations to network, share innovative ideas, and create educational and marketing opportunities related to assessment.

E-ATP is truly **The European Home of Assessment** and facilitates learning together. This year's conference is focused on integrating the human element into the ever-evolving landscape of assessment technology. The goal is to ensure that advancements in testing are innovative and guided by empathy and inclusivity. This approach champions assessments that are fair, accessible, and human-centred.

This conference is a unique opportunity to engage with the brightest minds in assessment, to share knowledge, and to contribute to shaping a future where technology enhances, rather than replaces, the human touch in education and professional development. Beyond professional enrichment, the E-ATP Conference promises to connect your organisation with others who share a passion for making a difference in the assessment world.

Sponsors of the 2024 E-ATP Conference have the unique opportunity to tailor packages to fit their specific goals within their budget parameters. Sponsorship packages include a point system for sponsors to build their custom package and exclusive opportunities for those wanting to reach specific goals. Sponsors who are members of E-ATP also have the chance to “sponsor” non-member delegates at the member rate!

Please join us in our mission by supporting and participating in this important event in the assessment industry.

Warmest Regards,

A handwritten signature in black ink, appearing to read 'William G. Harris', written in a cursive style.

William G. Harris, Ph.D.
Chief Executive Officer
Association of Test Publisher

Sponsorship Opportunities

E-ATP sponsors can tailor packages based on individual sponsorship and revenue goals. Each sponsor level includes a pre-determined number of points that can be used to 'purchase' additional sponsor benefits. Contact Erin Highlander Williams to purchase additional sponsor points (see contact information below). Note: Points do not have cash value and are not transferable.

Features <i>*All fees are collected in EUR</i>	Gold Package ATP Member: €6,500.00 ATP Non-Member: €8,500.00	Silver package ATP Member: €4,500.00 ATP Non-Member: €6,500.00
Company Logo Printed in Schedule-at-a-Glance		
Logo on Homepage of Conference Website with Link to Sponsors Website		
Logo on onsite conference signage		
Company Recognition Slide at General Session in Looping PPT Presentation		
Promotion on Sponsor Page of Conference Website	Logo, Link & 50-word description	Logo, Link & 50-word description
Promotion within Conference App		
Pre-conference Delegate List <i>Distributed once on 5 September 2024 and again on 3 October 2024 (one-time use of each)</i>		
Complimentary Conference Registrations	4	3
Points for Additional Benefits	8	4

Point Options	Point Value
<i>Point Options are offered on a first come, first serve basis and each option is limited to one per company. Note: Points do not have cash value and are not transferable.</i>	
<p>“Take One” Table Giveaway Promotional item or flyer placed at “Take One” table near conference registration. Sponsor responsible for producing and shipping to hotel. Conference organisers to handle promotion and distribution at registration.</p>	1
<p>Post-Conference Delegate List Attendee registration list distributed the week following the conference.</p>	1
<p>In-app Data Poll Use the conference event app to collect real-time polling data at key points of the event. This offer will be limited to 4 polling opportunities. Polling results will be shared with sponsors after the event.</p>	2
<p>Social Media Shout Out on LinkedIn Provide content for one post to be shared on the ATP LinkedIn Page (subject for approval).</p>	2
<p>Mobile App Notification Company included in “thank you to our sponsor” notification – will be recognised by level.</p>	2
<p>Mention in Conference Marketing Email Mention as a sponsor in emails to 5000+ industry professionals promoting the conference; includes logo and 50-word description – could feature up to three sponsors per email; limited number available first-come, first-serve.</p>	3
<p>3m x 3m Exhibit Space + option to purchase one (1) exhibit staff pass for €200. *Exhibit spaces are first come first served, with limited availability</p>	3
<p>Delegate Room Drop Option to work with hotel for delegate room drop. Cost of room drop is separate, and sponsor is responsible for all costs associated. The additional cost is €7,00 per person for non-personalised room drops.</p>	3
<p>Special VIP Invitation or Gift Invitation/gift created and produced by sponsor. Distributed to 10 delegates of sponsor’s choice at registration inviting them to visit sponsor’s booth or other custom message.</p>	3
<p>Host 45-Minute Sponsor Presentation Session 45-minute presentation session that provides a rounded perspective on a topic(s). <i>Limited number available first-come, first-serve.</i></p>	4

****Additional points may be purchased at the following cost: 1 point = ATP Member: €550; ATP Non-Member: €800**

Once the contract is received, Canvas Meetings & Incentives will be available to assist with the fulfillment of sponsorship. Canvas will be hosting trainings to prepare for the conference in helping to make your organisation successful

Additional Opportunities *(All fees are collected in EUR)*

All Additional Opportunities are offered on a first-come, first-served basis.

Opening Keynote Session Sponsor - €1,500 (2 Available)

Sponsor our Opening Keynote and align your company name with a leader in the Assessment Industry. Your sponsorship will include an announcement before the presentation from the main stage, logo to appear in marketing email when announcing the keynote, conference logo located by session information on the conference website, and Promotional item dropped at each seat at session (all costs for promotional item to be paid for by sponsor).

Closing Keynote Session Sponsor - €1,500 (2 Available)

Sponsor our Closing Keynote and be a part of leaving a lasting impression on attendees. Your sponsorship will include an announcement before the presentation from the main stage, logo to appear in marketing email when announcing the keynote, conference logo located by session information on the conference website, and Promotional item dropped at each seat at session (all costs for promotional item to be paid for by sponsor).

Selfie Station - €2,000 (1 Available)

Elevate your event with a Selfie Station! It's not just a photo opportunity, it's an experience! Guests will love capturing memories with fun, and playful props with your company's logo on it! Plus, with social media sharing, your company could be trending during the event! Make every moment memorable at E-ATP!

Photographer - € 2,000 (1 Available)

Keep the memories of 2024 E-ATP alive by sponsoring the official conference photographer! This sponsor will be recognized on conference signage, delegate emails before the conference, and in the hotel welcome letter distributed to all delegates. *Please note: this price is for one full day of event photography.



Lunch Sponsorship - € 2,250 (1 Available for Wednesday and Thursday)

Your logo/message will be promoted during the lunch on signage.

Conference Lanyard Sponsorship - € 3,000 (1 Available)

Sponsor the conference lanyards and have your logo/message displayed around the neck of every delegate.

Coffee Breaks Sponsorship - €3,000 (1 Available)

Your logo/message will be promoted during **all** coffee breaks on signage.

Conference Tote Bag Sponsorship - €4,000 (1 Available)

Your company logo will be prominently displayed along with ATP's on these customized conference bags, which are distributed to attendees as they collect their badges. These bags have enduring utility beyond the event, ensuring prolonged visibility for your brand.

Welcome Wine Reception Co-Sponsorship - € 5,000 (2 Available)

Elevate your brand with a reception sponsorship. Your sponsorship includes prominently displayed co-branded signage and co-branded cocktail napkins so you can enjoy prime visibility, networking, and personalised interactions with industry leaders.

Additional Opportunities Continued...

Audio Visual Co-Sponsorship - €5,000 (5 Available)

Sponsor the audio-visual equipment for the conference and position your logo as one of the first things attendees see when they enter the general session and meeting rooms. Your sponsorship will include a co-branded welcome slide featured in the general session looping PowerPoint and co-branded podium signs in the breakout rooms.

Conference Programme Mobile App Sponsorship - €5,000 (1 Available)

Be a powerful presence at E-ATP 2024. Sponsor prominently promoted within downloadable programme guide application used by delegates.

- Banner on app homepage co-branded with E-ATP
- One sponsored post per day to appear in app
- Mention as a sponsor in one email promoting app
- Logo featured on mobile app table sign at registration

Meeting Space Wi-fi Sponsorship - € 5,000 (1 Available)

Sponsor the official conference wi-fi and be sure every delegate knows your company's name! This sponsor will be recognized on conference signage, delegate emails prior to the conference, and in the hotel welcome letter distributed to all delegates.



Sponsorship Rules

ATP Intellectual Property:

ATP's name and logo is not permitted on any sponsorship materials or emails. This includes all advertising in the printed programme and mobile app. The reason is that when the ATP logo is used, it can be misconstrued as an ATP endorsement of a particular product, service or organization, or it can be misconstrued as a certification of a product, service or organization. ATP is not a certifying body. This prohibition should not be confused with approved Conference Branding, which will be made available by the ATP Conference Marketing Committee and approved in taglines in social networking or other electronic or print communications directly promoting the conference.

Emails and Attendee Contact Lists:

Sponsors of the E-ATP conference have the option to receive the special benefit of a **one-time use** of pre- and/or post-conference mailing lists. ATP must provide attendees with the option to not be included in the lists provided to sponsors. Sponsors will receive a list of all attendees as described for all who do not opt out of this process. These mailing lists are a privilege and must not be sold, rented, or given out for any reason to any outside organisations by the sponsor. ATP requires that these lists be used in reference to the conference and not for any other purpose.

Additionally, in order to conform to Personal Data Protection requirements within the EU, all e-mails or mailings must be sent without identification of any other addresses and **must have an option for "unsubscribe."** Please do not use **these** lists for the promotion of jobs or other recruiting efforts. ATP has a specific Career Center for this service. Thank you.

Exhibit Booths:

All booth materials must fit within your tabletop 3 meters width space. Exhibits must be staffed continuously during the scheduled exhibit hours. All transportation and security of exhibit materials to and from the conference is the responsibility of the exhibitor. ATP is not liable for any lost or damaged exhibit materials.

Giveaways:

All sponsor giveaways that are not indicated on your sponsorship contract must remain within your booth inside the exhibit hall. Items may not be distributed throughout the meeting space. This includes flyers or any other information promoting a sponsor event or activity

Liability Waiver Agreement for Sponsor-run Events

Based on the execution of this Liability Waiver Agreement ("Agreement"), _____ Company hereby releases the Association of Test Publishers and Canvas Meetings (collectively, "ATP") from all liability or losses that may arise from any Company-sponsored event, which occurs during the E-ATP Conference. - Further, Company agrees to indemnify and hold ATP harmless from and against any claims, actions, suits, damages, costs and reasonably attorneys' fees that arise out of any such Company-sponsored events.

By signing below, Company acknowledges that it has read and understands the terms and conditions of this Agreement, including the Sponsorship Rules on page 7 of this prospectus. Company also agrees to provide the date, time, location, and method of transportation to be utilised for the event by 16 August 2024.

Name: _____

Signature: _____

Position: _____

Company Name: _____

Date: _____

ATP Privacy Policy

Effective: June 8, 2021

The Association of Test Publishers (“ATP”) takes your privacy seriously. This Privacy Policy sets out how we obtain, store, and use your personal information when you use or interact with our various websites, www.testpublishers.org, www.innovationsintesting.com, www.eatpconference.com, or <http://www.leadingtheconversation.org>, or where we otherwise obtain or collect your personal information. Please read this Privacy Policy carefully. We recommend that you print a copy of this Privacy Policy and any future versions in force from time to time for your records.

Statement of Data Privacy

The ATP is the international trade association for test publishers and other service providers related to the testing industry. It hosts the Europe-ATP (E-ATP) Conference, the Innovations Conference, and other similar ATP-hosted events, for which registration and information is available on one or more of the identified ATP websites. In that regard, the ATP collects certain personal data from members, non-members, speakers, sponsors, and attendees, whether those individuals are residents of the EU or from any other country, including the United States. The ATP may also collect personal information from visitors to these websites.

This personal information includes, but is not limited to, your name, position, company, email address, physical address, and telephone number. The ATP uses this data for specific informational communications and marketing activities related to the E-ATP Conference, the Innovations Conference, other ATP-sponsored events, as well as for future ATP marketing campaigns. We may share your data with event sponsors and other attendees, but we will not provide it, or sell it, under any circumstances to any third party who is unrelated to ATP. This Privacy Policy provides an overview of how we obtain, store and use your personal information. It is intended to provide a general overview and answer questions you may have about specific privacy issues.

The ATP Privacy Policy applies to all members and non-members who register for the E-ATP Conference, the Innovations Conference, or other ATP-sponsored events, regardless of where they reside, or have other dealings with the ATP that results in the collection of personal information. However, if you reside in the European Union (“EU”), this explanation and summary of the Policy is specifically designed to meet the requirements of the EU General Data Protection Regulation (“GDPR”), which becomes effective on May 25, 2018.

Specific Information about the ATP Privacy Policy

The ATP Privacy Policy is described here in a concise, transparent, intelligible, and easily-accessible form. It is set forth in a series of specific components describing how the ATP Privacy Policy operates and how it meets certain privacy rights.

Identity of the Data Controller: The ATP is the data controller – the entity that collects and processes personal data, or arranges for such actions taken on its behalf by its agents. The ATP is responsible for deciding the purposes for which personal information is used and processed, and the means by which such processing is done. Thus, it is the ATP’s responsibility to inform you in advance of the processing of your personal information. You may contact the ATP by writing to Erin Williams, Director of Finance, 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004, or sending an email to erin.williams@testpublishers.org

How does the ATP collect or obtains your information? The ATP collects your information: (1) when you join the association; (2) when you have provided it to us by registering for a previous Conference or event, or when you register for this upcoming Conference on this website; (3) when you submit a proposal to speak at an ATP conference; or (4) when you contact the ATP on one of our websites or at its email address. In other situations, your organization or another individual (e.g., a co-presenter) may provide the ATP with your personal information; if that occurs, the ATP will notify you that your personal information has been shared and give you the opportunity to consent or not. In other instances, the ATP will collect your information when you purchase an ATP publication from our bookstore. Finally, the ATP may use cookies to track your use of our websites (see Use of Cookies below).

What personal information do we collect? The ATP collects your name, company, title or position, email address, physical address, telephone number, and general demographic information. The ATP also may use cookies to collect the IP address of the computer you are using (see Use of Cookies below).

If you register to attend the E-ATP Conference, the Innovations Conference, or any other ATP event for which registration is required using one of our websites, or you purchase a publication from the ATP bookstore, you will be directed to a separate secure location where you will provide your payment card information. That payment card information is NOT

collected, stored, or retained by the ATP after you make such payment.

What are the legitimate interests we have for collecting/using your personal information? The principal basis on which we collect and use your information is when you give us your affirmative consent. However, when you register for a Conference or other ATP event, or make a purchase through our bookstore, the ATP has a legitimate basis beyond consent to collect your personal information in order to provide you with the goods or services that you expect us to deliver, which depends upon us having and using your personal information. Once you have a formal relationship with us, the ATP also obtains a legitimate interest in providing you with timely information about upcoming events and/or products in which you may have an interest; so, to better serve you, we will market or promote those events/products to you. Thus, depending on the precise situation, the ATP may rely on one of these legitimate basis in collecting your personal information.

How do we use your personal information? The ATP uses your personal information for administrative and business purposes particularly to contact you about the E-ATP Conference, the Innovations Conference, or another ATP-sponsored event, or to process purchases you make on our websites. We may also use personal information to send out industry surveys to improve our representation of the testing industry and to improve our websites, as well as for advertising and analytical purposes (e.g., monitoring/ analyzing visitors to the websites). Additionally, the ATP permits you to access various social media networks through our websites (e.g., Facebook, Twitter, LinkedIn). You need to be aware that if you decide to access such social media through the ATP websites, your information will be available to those services.

Disclosure of your personal information to third parties. The ATP discloses your personal information to the extent necessary to fulfill our obligations to you if you register to attend the E-ATP Conference, the Innovations Conference, or other ATP-sponsored event (i.e., to link you to the secure payment third party website the ATP uses to handle payment for your registration). A related use of the personal information of conference attendees is to share that information with third-party sponsors, who are usually industry vendors that may contact you. The ATP has found that in general this type of disclosure is appreciated by conference attendees; however, we have adopted a policy that entitles you to consent to that disclosure in advance and/or to direct us not to include you in that sharing, as well as enabling you to withdraw that consent.

Do we sell personal information to third parties? No, the ATP will never sell your personal data to any third party that is unrelated to the organization (i.e., who is not a sponsor of the E-ATP Conference, the Innovations Conference, or similar ATP-hosted event).

How long will we retain your personal information? The ATP does not retain personal information longer than is necessary, taking into account any legal obligations we have (e.g., to maintain records for tax purposes), as well as any other legal basis we have for using your personal information (e.g. your consent, performance of services to you and/or your employer as an ATP member, or our legitimate interests as an international trade association). *Your information that we use for marketing purposes will be kept until you notify us that you no longer wish to receive this information*

How do we secure your personal information? The ATP uses contractors and/or subcontractors who employ commercially available and generally accepted technical and organizational measures to protect personal data against loss, misuse, or alteration during its transmission, storage, and processing. ATP's eventual processor of personal data abides by all Standard Contractual Clauses as prescribed under the former EU-US Privacy Shield. Moreover, only authorized ATP contractors are granted access to your personal information, and only where it is necessary to the conduct of their business operations on behalf of the ATP. In reality, we note that no method of securing personal information transmitted over the Internet, or method of electronic storage is 100% secure. Therefore, the ATP cannot guarantee the absolute security of any personal information. If you have any questions about security on our websites, you can contact us.

Use of cookies: We use cookies, and similar information-gathering technologies (e.g., web beacons), on our websites for the purpose of remembering users' settings (e.g. language preference), for individual authentication, for analyzing visitors to the website, and to improve future web services to you if you return to our websites. If you continue to use this website, we will require that you consent to the use of cookies (see below); you are free to delete our cookies. You should be aware that you can control the use of cookies at the individual browser level; if you reject cookies, you may still use our site, but your ability to use some features or areas of our websites may be limited

Do we transfer your personal information outside of the European Economic Area? Yes, the ATP generally transfers your personal information to the United States in order to process it (e.g., handle and follow up on your Conference registration), as well as to store the information for future use (e.g., to market the next Conference). When the ATP transfers personal data, we take all reasonable steps to ensure that the information is protected, including protection by contractors and/or subcontractors, and to ensure that your information is not shared in any manner that is inconsistent with this Privacy Policy. Other primary entities that receive your personal information are the event management company with which the ATP contracts to manage the Innovations Conference, the E-ATP Conference, and other ATP- sponsored events, which in turn uses an event application entity certified under the EU-US Privacy Shield, for receiving, storing, and processing personal data of registrants, attendees, speakers, and others.

What are your rights? Your rights in relation to your personal information are to: (1) be informed about its use; (2) have access to your information; (3) correct your personal information; (4) have your personal information deleted; and (5) restrict how we use your personal information. You also have the right to have your personal information ported to others; however, because the ATP's use of your personal information is limited to individual registration (e.g., for Conferences and other events, as speakers at ATP events, and/or as an event sponsor) and marketing activities related to the E-ATP Conference, it is not technically feasible for the ATP to honor such a request because we are not able to exchange that information with another entity with which we have no direct interface or any reason to exchange data. You are also entitled to know if the ATP is using any automated decision-making (including profiling); the ATP does not use any such automated technologies in the processing of your personal information.

How to exercise your rights regarding the collection and use of your personal information: You have the right to withdraw your consent at any time during use of this website or by emailing the ATP at erin.williams@testpublishers.org. However, any data processing performed by the ATP prior to your withdrawal of consent cannot be undone.

You also have the right to object to the ATP's collection and/or use of your personal information, or to request access to your information as well as to request that we correct any information we have or to remove you from our records. If your personal information changes (e.g., zip code, phone, email or postal address), you can change online, physical contact, and other information by contacting ATP as shown above. If you wish to correct/update/delete information or no longer desire to receive information from ATP, you can notify us by using any of the information in the Contact section of this policy. We will respond to your request to access within 30 days. You may file a complaint with the ATP by emailing us at erin.williams@testpublishers.org and the ATP will respond without undue delay, within at least 30 days unless we inform you that additional time will be required. In addition, you have the right to file a complaint with your relevant Supervisory Authority (i.e., Data Protection Authority).

Audio/Video Recording of Events

When you register and/or participate in the E-ATP Conference, the Innovations Conference, other ATP-sponsored events (Live or Virtual), you will be participating in an event where photography, video recording and audio recording may occur. By participating and/or registering for these events, you consent to video recording, audio recording, photography and its/their release, publication, display, or reproduction to be used for digital passes, webcasts, marketing/promotional purposes, audiocasts, advertising, inclusion on web sites, or for any other purpose(s) that ATP, its associates and/or representatives deems fit to use. You release ATP owners, staff and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or or sound recordings.

By entering the event/conference (conference venue or virtual meeting platform), you waive all rights you may have to any claims for payment in connection with any streaming, webcasting, audiocasting, or other publication of these materials, regardless of the purpose. You also waive any right to review or approve any photo, video, or audio recording taken by ATP or the person or entity designated to do so by ATP.

How does the ATP obtain your consent? At the end of this Privacy Policy, you will be asked to indicate your affirmative consent agreeing to its terms and conditions, and thereby allowing the ATP to collect and use your personal information.

Affirmative Consent

I have read the above information presented by the ATP about its Privacy Policy, including the Use of Cookies. I hereby give

affirmative consent to the ATP to collect and use my personal information. I am aware that I have the right to withdraw my consent at any time with effect for the future, by e-mail to erin.williams@testpublishers.org or in writing to the ATP at its mailing address: 601 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004.

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Sponsorship Application

The Association of Test Publishers (ATP) is pleased to accept _____

(sponsor) as a sponsor of the 2024 European ATP (E-ATP) Conference, ("Conference"), to be held at Hilton Berlin in Berlin 23 – 25 October 2024. In consideration of Sponsor's contribution as described below, ATP agrees to put forth its best efforts to ensure that all Conference delegates and ATP members are aware of Sponsor's support of and importance to the success of the Conference in accordance with the sponsorship package as detailed in this Sponsorship Opportunities document.

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Exclusive Opportunities																																																				
<input type="checkbox"/> Opening Keynote Sponsor	€1,500																																																			
<input type="checkbox"/> Closing Keynote Sponsor	€1,500																																																			
<input type="checkbox"/> Selfie Station	€2,000																																																			
<input type="checkbox"/> Photographer	€2,000																																																			
<input type="checkbox"/> Wednesday Lunch Sponsorship	€2,250																																																			
<input type="checkbox"/> Thursday Lunch Sponsorship	€2,250																																																			
<input type="checkbox"/> Conference Lanyard Sponsor	€3,000																																																			
<input type="checkbox"/> Coffee Breaks Sponsorship	€3,000																																																			
<input type="checkbox"/> Conference Tote Bag	€4,000																																																			
<input type="checkbox"/> Welcome Wine Reception Co-Sponsor	€5,000																																																			
<input type="checkbox"/> Audio Visual Co-Sponsorship	€5,000																																																			
<input type="checkbox"/> Conference Programme Mobile App	€5,000																																																			
<input type="checkbox"/> Meeting Space Wi-fi Sponsorship	€5,000																																																			

Sponsor Contact (print name): _____

Organisation (as it should be listed on materials): _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

Email: _____ Website: _____

Payment: Please send an invoice* to the contact above, or to:

Name: _____ Email: _____

[*All invoices provide an option for paying by credit card or bank transfer – **note: checks must be in USD.**]

Return the completed form to the attention of Erin Highlander Williams at erin.williams@testpublishers.org , or by mail to: Association of Test Publishers c/o Erin Highlander Williams, 601 Pennsylvania Ave., N.W., Suite 900, Washington D.C. 20004

****IMPORTANT NOTICE REGARDING PAYMENT****

Sponsorship payment must be completed within 30 days of submitting this signed agreement. Sponsorships requiring invoices will be charged 10% interest commencing 30 days following the issue date of any unpaid invoice. Thank you for your support!