



Sponsorship Opportunities

Partner with AAR to unlock global reach at the 2025 June Sessions.



AMERICAN ACADEMY OF RELIGION



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AMERICAN ACADEMY OF RELIGION

Dear Exhibitor,

I am pleased to announce that sponsorship opportunities for the 2025 June Sessions of the AAR's Annual Meeting are now available. As you know, the American Academy of Religion is the largest professional association in the academic study of religion and our Annual Meetings regularly reach thousands of scholars involved in the academic study of religion and theology, their practical applications and the public understanding of religion.

Following our successful first-ever completely online June Sessions in 2024, the AAR team has been hard at work reviewing programming, advertiser feedback, and app performance metrics with the goal of bringing members and sponsors even more value at the 2025 event.

As the following pages will detail, the 2024 June Sessions drew more than 400 registrants for three full days of robust programming and networking opportunities. We enjoyed a very healthy response to the Sessions' call for papers and attracted some of the biggest names in publishing as inaugural sponsors. We are confident that the 2025 June Sessions will draw even more registrants and thus create expanded advertising possibilities.

I invite you to learn more about the opportunities outlined within this packet. We hope you will want to advertise with us and look forward to working together. I wish you all the best and hope to see you in San Diego this November.

Regards,



Claudia Schippert
Executive Director

The June Sessions

AAR's New All-Online Annual Meeting

Overview

The June Sessions of the AAR's Annual Meeting were created to provide more accessible, inclusive, and cost-effective programming for AAR members while maintaining the same rigorous academic standards as the in-person Annual Meeting. In its first year, the June Sessions drew more than 400 registrants, featured nearly 70 sessions over three days, and attracted thousands of sponsorship dollars from some of the world's most prestigious publishers.



Programming

The June Sessions of the Annual Meeting include a broad selection of relevant subjects and several types of sessions for those involved and interested in the academic study of religion.



Audience

The Online June Sessions are open to everyone, including the general public, but are marketed primarily to AAR members and the broader scholarly community.



Exposure

The June Sessions offer sponsors exposure through banner ads, push notifications, splash page placement, custom in-app pages, and more.

Sponsorship Functionality

- ✓ Rotating banner ads visible throughout both mobile and desktop
 - ✓ Session-specific ad placement to ensure your ad finds your audience
 - ✓ Robust sponsor profile fillable with images, links, & up to 8,000 characters
 - ✓ Fully customizable, dedicated in-app pages
 - ✓ Online program listing with option for logo and link inclusion
 - ✓ Virtual "swag bag" for sharing coupons, downloadable content, etc.
 - ✓ Ad listings in online program to help your organization stand out
 - ✓ Session-specific sponsor mentions and reminders to view your ad
 - ✓ Fully customizable, dedicated push notifications
- Plus, in-depth reporting provided on ad performance, downloads, attendance, and more!**



Users can experience the June Sessions and effortlessly view, interact with, and download sponsor materials on any internet-connected device.



The June Sessions

Prior Year Report



AAR's first completely online multi-day June Sessions in 2024 were a success. Attendance exceeded initial estimates and member response to the call for proposals was considerable. AAR is committed to meeting our members' needs for peer-reviewed online presentation opportunities for religious studies scholars. By adding the June Sessions to our regular Annual Meetings, we aim to increase access and reach, especially for those whose declining institutional resources and/or geographic location render access to the traditional in-person meeting difficult.

415

Total
Registrants

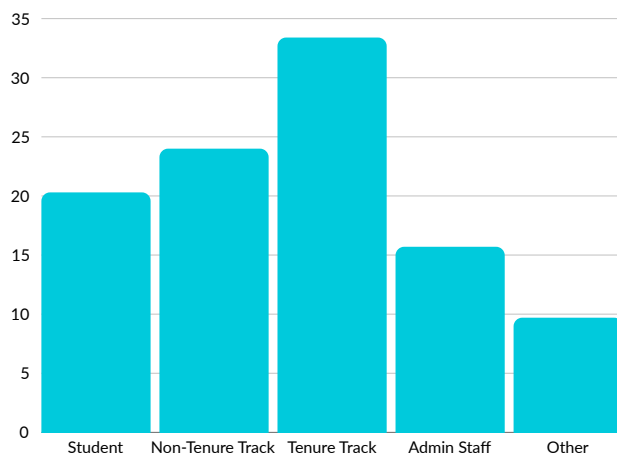
67

Interactive
Sessions

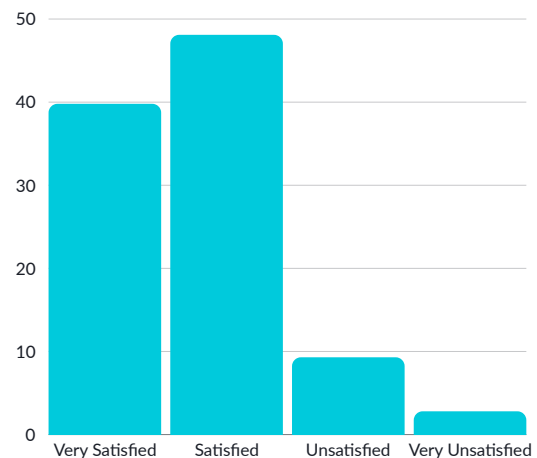
50

Participating
Program Units

Attendee Career Breakdown



Attendee Satisfaction



88%

Percentage of
participants report
feeling "Satisfied" or
"Very Satisfied" with
the June Sessions
experience.

1,113

Average number of
impressions received
by each sponsor's
custom session ad.

Sponsorship Options

Which is Right for You?

Note: **the benefits below are not exhaustive.** A full description of each sponsorship tier, including detailed information on tier benefits, can be found on the following pages. If viewing on a screen, tap "Read More" to jump to the appropriate page.

TITLE/DIAMOND

\$5,000

- Naming Rights
- Two (2) Custom In-App Pages
- Three (3) Session Ads
- Spotlight Article on AAR LinkedIn
- Five (5) Dedicated Social Posts/Emails

[READ MORE](#)

PLATINUM

\$2,500

- Home Banner Placement
- One (1) Custom In-App Page
- Two (2) Session Ads
- Spotlight Article on AAR LinkedIn
- Three (3) Dedicated Social Posts/Emails

[READ MORE](#)

GOLD

\$1,500

- Home Banner Placement
- One (1) Session Ad
- Two (2) Session Mentions
- Two (2) Dedicated Social Posts/Emails
- One (1) Push Notification

[READ MORE](#)

SILVER

\$500

- One (1) Rotating Banner Placement
- One (1) Session Ad
- One (1) Share/Retweet of Sponsor Social Content
- One (1) Push Notification

[READ MORE](#)



Sponsorship Options

Diamond (Title)

The top tier of the June Sessions sponsorship options offers generous pre-event and in-app promotional consideration as well as the privilege of “presenting” the event. **This tier is limited to one (1) sponsor.**



BRAND VISIBILITY

AAR is committed to bringing your brand top value in terms of visibility and exposure to June Session attendees. Your investment as Diamond Sponsor entitles you to the following:

- ✓ Event Naming Rights (“The Online June Sessions Presented by Diamond Sponsor”)
- ✓ One (1) Named Plenary or Presidential Session
- ✓ One (1) Home Rotating Banner Placement
- ✓ One (1) Other In-App Banner Placement (sponsor’s choice; subject to availability)
- ✓ Two (2) Custom In-App Pages Dedicated to Your Brand
- ✓ Mention and Thank You in Event Opening Session
- ✓ Mention and Thank You in Three (3) Sessions of Sponsor’s Choice
- ✓ Three (3) Session Ads in Sessions of Sponsor’s Choice
- ✓ Exclusive App Splash Page Placement
- ✓ Listing in Online Program
- ✓ Ad in Online Program
- ✓ Virtual Swag Bag Inclusion

PRE-CONFERENCE MARKETING

- Inclusion in header of all event emails
- Three (3) dedicated social media posts leading up to event (provided by sponsor)
- Three (3) shares/retweets of sponsor's choosing (subject to AAR leadership approval)
- One (1) spotlight article posted on AAR LinkedIn (to be written by sponsor and subject to AAR approval)
- Three (3) push notifications to app at time of sponsor's choosing (limit one per day; content provided by sponsor and subject to AAR approval)
- One (1) dedicated email pre-event to full AAR audience (content to be provided by sponsor; subject to AAR approval)
- One (1) dedicated email pre-event to all June Session attendees (content to be provided by sponsor; subject to AAR approval)



Sponsorship Options

Platinum

The Platinum tier of the June Sessions sponsorship options is an excellent option for brands looking to enjoy significant exposure to AAR membership and event attendees. **This tier is limited to two (2) sponsors.**



BRAND VISIBILITY

AAR is committed to bringing your brand top value in terms of visibility and exposure to June Session attendees. Your investment as a Platinum Sponsor entitles you to the following:

- ✓ One (1) Home Rotating Banner Placement
- ✓ One (1) Other In-App Banner Placement (sponsor's choice; subject to availability)
- ✓ One (1) Custom In-App Page Dedicated to Your Brand
- ✓ Mention and Thank You in Two (2) Sessions of Sponsor's Choice
- ✓ Two (2) Session Ads in Sessions of Sponsor's Choice
- ✓ Listing in Online Program
- ✓ Ad in Online Program
- ✓ Virtual Swag Bag Inclusion

PRE-CONFERENCE MARKETING

- Two (2) dedicated social media posts leading up to event (provided by sponsor)
- Two (2) shares/retweets of sponsor's choosing (subject to AAR leadership approval)
- One (1) spotlight article posted on AAR LinkedIn (to be written by sponsor and subject to AAR approval)
- Two (2) push notifications to app at time of sponsor's choosing (limit one per day; content provided by sponsor and subject to AAR approval)
- One (1) dedicated email pre-event to full AAR audience (content to be provided by sponsor; subject to AAR approval)
- Recognized at top of dedicated sponsor section of all event emails



Sponsorship Options

Gold

The Gold tier of the June Sessions sponsorship options aims to offer maximum visibility at a more budget-friendly price point. **This tier is limited to three (3) sponsors.**



BRAND VISIBILITY

AAR is committed to bringing your brand top value in terms of visibility and exposure to June Session attendees. Your investment as a Gold Sponsor entitles you to the following:

- ✓ One (1) Home Rotating Banner Placement
- ✓ Mention and Thank You in Two (2) Sessions of Sponsor's Choice
- ✓ One (1) Session Ad in Sessions of Sponsor's Choice
- ✓ Listing in Online Program
- ✓ Ad in Online Program
- ✓ Virtual Swag Bag Inclusion

PRE-CONFERENCE MARKETING

- One (1) dedicated social media post leading up to event (provided by sponsor)
- One (1) share/retweet of sponsor's choosing (subject to AAR leadership approval)
- One (1) push notification to app at time of sponsor's choosing (limit one per day; content provided by sponsor and subject to AAR approval)
- One (1) dedicated email pre-event to all June Sessions (content to be provided by sponsor; subject to AAR approval)
- Recognized in dedicated sponsor section of all event emails



Sponsorship Options

Silver

The Silver tier of the June Sessions sponsorship option offers generous accessibility to the event and attendees at the most budget-conscious price point. **This tier has no sponsor limit.**



BRAND VISIBILITY

AAR is committed to bringing your brand top value in terms of visibility and exposure to June Session attendees. Your investment as a Silver Sponsor entitles you to the following:

- ✓ One (1) Rotating Banner Placement
- ✓ Mention and Thank You in One (1) Session of Sponsor's Choice
- ✓ One (1) Session Ad in Sessions of Sponsor's Choice
- ✓ Listing in Online Program
- ✓ Virtual Swag Bag Inclusion

PRE-CONFERENCE MARKETING

- One (1) share/retweet of sponsor's choosing (subject to AAR leadership approval)
- One (1) push notification to app at time of sponsor's choosing (limit one per day; content provided by sponsor and subject to AAR approval)
- Recognized in dedicated sponsor section of all event emails

Thank You

We Appreciate Your Support!

AAR is grateful for your interest in supporting the 2025 Online June Sessions of the Annual Meeting and looks forward to helping you meet your marketing goals. We are committed to making the June Sessions an opportunity for continued and mutually beneficial partnership.

Should you have any questions about any element of our sponsorship options, or wish to discuss the options further, please contact marketing@aarweb.org.

Sponsorship Level (Please check one)

☐ Diamond - \$5,000 ☐ Platinum - \$2,500 ☐ Gold - \$1,500 ☐ Silver - \$500

Organization _____

Contact _____

Mailing Address _____

Contact Phone _____

Payment Information

All invoicing will be completed through AAR's Finance department via email.
Payments submitted electronically. Please provide contact information below.

TOTAL DUE: \$ _____

Contact Name: _____

Contact Email: _____

Contact Signature: _____

