

# RSNA After Dark Party Exclusive Lead Event Sponsorship

## Material Specifications

### Deliverables due to RSNA by July 8

- **Logo file:** Logo files should be provided in both scalable (.ai, .eps, or .svg) **and** .jpg or .png formats with transparent backgrounds. A minimum width of 500 pixels is suggested for .jpg and .png files. All logos will be resized by RSNA Marketing and our vendors to best fit the placement and to ensure consistent sizing. It is highly recommended for sponsors to provide brand guidelines to accompany the logo. Examples of logo placements are available upon request.
  - Logo will be displayed alongside other supporters on a looping slide show on the prominent LED wall and on the glass panels on both sides of the DJ at the event at TAO Chicago throughout the event.
  - Logo will be displayed on the After Dark party landing page promoting your company as the Lead sponsor.

### Deliverables due to RSNA by October 31

- Confirm your company name for recognition purposes
  - Two thank you call outs from the world-class DJ throughout the night.
  - Your company name printed on the After Dark Party tickets.
- Confirm your plans to provide a branded t-shirt for the DJ to wear and provide sample design to RSNA for review and approval.
- Confirm optional planned giveaway item (i.e., t-shirts for a t-shirt toss from the DJ booth), to be mutually agreed upon, and provide sample design to RSNA for review and approval.

### Guidelines for branded t-shirt and optional giveaway item:

- Giveaway must not be of substantial value (under \$25), should relate to the recipient's travel to an educational event, and be directly applicable to the After Dark Party.
- DJ t-shirt and giveaway item will be subject to RSNA review and approval. PDF of both items should be emailed to [sponsors@rsna.org](mailto:sponsors@rsna.org) no later than October 31.
- Sponsor is responsible for producing and delivering approved t-shirt and giveaways to show site, and for bringing them to the After Dark Party.

**Event Tickets will be delivered to your company representative onsite at RSNA 2024.**

Submit company name for recognition, logo files, and confirmation of your plans to provide a branded t-shirt for the DJ and/or an optional giveaway item to [sponsors@rsna.org](mailto:sponsors@rsna.org).

Reach out to the RSNA sponsorship team with any questions at the email address noted above.