

The McCarthy Institute & The UCLA Institute for Technology, Law and Policy present:

# The 2023 Copyright Symposium

# TRANSFORM

## A NEW HORIZON IN COPYRIGHT

# Sponsor Prospectus



## About the Copyright Symposium

Through the Copyright Symposium, The McCarthy Institute and the UCLA Institute for Technology, Law and Policy will bring together the foremost copyright scholars, practitioners, and industry leaders to engage with cutting-edge issues within copyright law.

In recognition of one of the most significant copyright cases to come before the United States Supreme Court in the new millennium, the inaugural theme for the Symposium is “Transform: A New Horizon for Copyright.” Content will focus on a variety of the most significant issues in copyright law today.

### Panel Topics Include:

#### 1. Copyright Justice: Equal Protection for Creators

Focusing on diversity, equity, inclusion, and access within copyright law. Examining whether copyright law fails to protect diverse, nontraditional creators and communities. Exploring ways majority companies and creators can properly honor and collaborate with traditionally underrepresented communities.

#### 2. Transforming Technologies

How does technology, especially new technology like A.I., impact whether or not something is transformed? This panel will examine how technological developments are impacting key concepts in copyright law, such as transformative fair use, originality, creativity and authorship.

#### 3. Transformation in Practice: Assessing Fair Use In the Wake of Oracle v. Google and Warhol v. Goldsmith

How will these rulings will impact the day-to-day practice of copyright law across various industries? Examining different practical approaches to fair use.

#### 4. Viewing the Viewer: Who Decides What is Transformative?

Who is the “reasonable viewer” for different mediums in copyright law? How does the reasonable viewer understand art/music and other AV works? How could courts benefit from specialized experts or other forms of expertise in evaluating relevant viewer perceptions about what is transformative?

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[Visit The UCLA ITLP Homepage](#)



# Sponsor Packages

## Platinum Tier Packages

Purchasing a Platinum Package automatically includes our Platinum Branding. (\$3,000 FMV) (see pg. 5 for details)

### **\$15,000 Panel Speaker Package**

(\$1,500 FMV) (6 available)

#### **Includes:**

- One panelist speaking spot (limit 1 spot per panel) (panel subject to McCarthy Institute approval)
- Platinum tier branding

### **\$25,000 Welcome Banquet Sponsorship (Exclusive)**

(\$2,500 FMV) (first-come first-served)

#### **Includes:**

- Exclusive naming rights to the welcome banquet (subject to McCarthy Institute approval)
- Your organization's logo on signage at the Welcome Banquet location
- Platinum tier branding

### **\$15,000 End-of-Symposium Reception Sponsorship (Exclusive)**

(\$1,500 FMV) (first-come first-served)

#### **Includes:**

- Exclusive naming rights to the end-of-Symposium reception (subject to McCarthy Institute approval)
- Your organization's logo on signage at the reception
- Your organization's logo displayed on a slide at the reception
- Platinum tier branding

## Gold Tier Packages

Purchasing a Gold Package automatically includes our Gold Branding. (\$1,800 FMV) (see pg. 6 for details)

### **\$10,000 Luncheon Sponsorship (Exclusive)**

(\$1,000 FMV) (first-come first-served)

#### **Includes:**

- Exclusive naming rights to the luncheon (subject to McCarthy Institute approval)
- Your organization's logo on signage at the luncheon
- Gold tier branding

### **\$10,000 Grab n' Go Coffee + Snack Station Sponsorship (Exclusive)**

(\$1,000 FMV) (first-come first-served)

#### **Includes:**

- Exclusive naming rights to the grab n' go station offered throughout the Symposium (including breakfast) (subject to McCarthy Institute approval)
- Your organization's logo on signage at the grab n' go station
- Gold tier branding

## Bronze Tier Packages

Purchasing a Bronze Package automatically includes our Bronze Branding. (\$1,100 FMV) (see pg. 7 for details)

### **\$5,000 Lanyard Branding Package (Exclusive)**

(\$500 FMV) (first-come first-served)

#### **Includes:**

- Logo placement on name-badge lanyard given to all registrants (will also include host(s') logos)
- Bronze tier branding

### **\$5,000 Co-branding on registrant gift bag (Exclusive)**

(\$500 FMV) (first-come first-served)

#### **Includes:**

- Logo placement on gift bag given to all registrants (will also include host(s') logos)
- Bronze tier branding

## Add-On Sponsorship Opportunities

Access to add-ons requires a minimum \$5,000 contribution. This contribution can be comprised of add-ons exclusively, or include a mix of add-ons and pre-made packages.

- \$5,000**      **Write and publish a blog post on the Symposium Website**  
(\$500 FMV) (content subject to McCarthy Institute approval)
- \$2,500**      **Social Media Post**  
(\$250 FMV) (content and date subject to McCarthy Institute approval)
- \$500**        **Student Sponsorship**  
(\$300 FMV) (cover the cost of travel, lodging and attendance for a student)  
(Includes sponsor recognition on student name badge)
- \$75ea.**      **Additional Symposium registrations at early bird price**  
(\$75-1500 FMV) (Limit 20 add-on registrations per organization)
- \$50ea.**      **Additional Welcome Banquet tickets.**  
(\$50-1000 FMV) (Limit 20 add-on tickets per organization)



**By purchasing one of our pre-built packages, a combination of pre-built packages and add-ons, or an independent selection of one or more add-on opportunities, your organization will receive branding benefits in accordance with its total contribution.**

## **Platinum Tier Branding - Unlocked with \$15,000 minimum contribution (\$3,000 FMV)**

### **Includes:**

- 10 complimentary Symposium registrations. (\$1000 value)
- 10 complimentary tickets to the Welcome Banquet. (\$500 value)
- Recognition as a Platinum tier sponsor in the Symposium program. (\$200 value)
- Recognition as a Platinum tier sponsor with a link to your organization's website on the Symposium website. (\$200 value)
- Recognition as a Platinum tier sponsor with a link to your organization's website in the Symposium digital brochure. (\$200 value)
- Individual recognition as a Platinum tier sponsor during the Symposium on the walk-in slides shown in the main session. (\$200 value)
- Recognition as a Platinum tier sponsor on select email blasts. (\$200 value)
- The right to place one promotional item in the gift bags given to all registrants. (\$50 value) (promotional item subject to McCarthy Institute approval; size and weight restrictions apply).
- Verbal Acknowledgement during the welcome and closing remarks. (\$200 value)
- Individual social media post thanking your organization for its support. (\$250 value)

## **Gold Tier Branding - Unlocked with \$10,000 minimum contribution (\$1,800 FMV)**

### **Includes:**

- 6 complimentary Symposium registrations. (\$600 value)
- 6 complimentary tickets to the Welcome Banquet. (\$300 value)
- Recognition as a Gold tier sponsor in the Symposium program. (\$150 value)
- Recognition as a Gold tier sponsor with a link to your organization's website on the Symposium website. (\$150 value)
- Recognition as a Gold tier sponsor with a link to your organization's website in the Symposium digital brochure. (\$150 value)
- Recognition with other Gold tier sponsor during the Symposium on the walk-in slides shown in the main session. (\$150 value)
- Recognition as a Gold tier sponsor on select email blasts. (\$150 value)
- The right to place one promotional item in the gift bags given to all registrants. (\$50 value) (promotional item subject to McCarthy Institute approval; size and weight restrictions apply).
- Inclusion in a social media post thanking all Gold tier Sponsors for their support. (\$100 value)



## **Bronze Tier Branding** - Unlocked with \$5,000 minimum contribution (\$1100 FMV)

### **Includes:**

- 4 complimentary Symposium registrations. (\$400 value)
- 4 complimentary tickets to the Welcome Banquet. (\$200 value)
- Recognition as a Bronze tier sponsor in the Symposium program. (\$100 value).
- Recognition as a Bronze tier sponsor with a link to your organization's website on the Symposium website. (\$100 value)
- Recognition as a Bronze tier sponsor with a link to your organization's website in the Symposium digital brochure. (\$100 value)
- Recognition with other Bronze tier sponsors during the Symposium on the walk-in slides shown in the main session. (\$100 value)
- Recognition as a Bronze tier sponsor on select email blasts. (\$100 value)

We look forward to working with you! For more information, please email Executive Director of The McCarthy Institute, Professor David Franklyn, at [david.franklyn@asu.edu](mailto:david.franklyn@asu.edu)

## Thank you in advance for your support!

**The McCarthy Institute Sponsorship & Development Team**



# Sponsorship Form

(Select one or more packages or add-ons)

## Platinum Packages

Purchasing a Platinum Package automatically includes our Platinum Branding. (\$3,000 FMV) (see pg. 5 for details)

- ☐ **\$15,000 – Panel Speaker Package**  
(\$1,500 FMV) (6 available) (limit 1 spot per panel) (first-come first-served)  
(panel choice subject to McCarthy institute approval)
- ☐ **\$25,000 – Welcome Banquet Sponsorship (Exclusive)**  
(\$2,500 FMV) (1 available) (first-come first-served)
- ☐ **\$15,000 – End-of-Symposium Reception Sponsorship (Exclusive)**  
(\$1,500 FMV) (1 available) (first-come first-served)

## Gold Packages

Purchasing a Gold Package automatically includes our Gold Branding. (\$1,800 FMV) (see pg. 6 for details)

- ☐ **\$10,000 – Luncheon Sponsorship (Exclusive)**  
(\$1,000 FMV) (1 available) (first-come first-served)
- ☐ **\$10,000 – Grab n' Go Coffee + Snack Station Sponsorship (Exclusive)**  
(\$1,000 FMV) (1 available) (first-come first-served)

## Bronze Packages

Purchasing a Bronze Package automatically includes our Bronze Branding. (\$1,100 FMV) (see pg. 7 for details)

- ☐ **\$5,000 – Lanyard Sponsorship Package**  
(\$500 FMV) (1 available) (first-come first-served)
- ☐ **\$5,000 – Co-Branding on Registrant Gift Bag**  
(\$500 FMV) (1 available) (first-come first-served)

## Add-On Sponsorship Opportunities

Requires minimum \$5,000 contribution. Includes branding commensurate with total spend (see pp. 5-7 for details)

- ☐ **\$5,000 – Write and publish a blog post on the Symposium website.**  
(\$500 FMV)
- Qty. ☐ **\$2,500ea – Social Media Post**  
(\$250 FMV) (content and date subject to The McCarthy Institute approval)
- Qty. ☐ **\$500ea – Student Sponsorship**  
(\$300 FMV) (cover the cost of travel, lodging and attendance for a student)
- Qty. ☐ **\$75ea – Additional Symposium Registrations at early bird price**  
(\$75 FMV per ticket)
- Qty. ☐ **\$50ea – Additional Welcome Banquet Tickets**  
(\$50 FMV per ticket)

**Total**

**Contribution \$**

**Authorizing  
Signature**

\_\_\_\_\_

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits received, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions. Workday Gift Account #G09886 FD300.

# Sponsorship Form

## Contact Info

**Organization/Company Name** \_\_\_\_\_  
(As it should appear in our printed and online materials)

**Contact Full Name** \_\_\_\_\_

**Contact Title** \_\_\_\_\_

**Address** \_\_\_\_\_ **City, State, Zip** \_\_\_\_\_

**Email** \_\_\_\_\_ **Phone Number** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

(My signature above indicates that I am an authorized representative of this organization)

## Payment Method

☐ **CHECK** Payable to **ASU FOUNDATION** and mail to address below.

☐ **INVOICE** Please send me an invoice for the amount of \$ \_\_\_\_\_

☐ **CREDIT CARD** Please charge this credit card

**Credit Card Type** ☐ MasterCard ☐ VISA ☐ AmEx ☐ Discover

**Credit Card #** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_

**Card Holder Name** \_\_\_\_\_

**Billing Address** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_

**Mail or E-mail BOTH signed form pages to Samantha Williams:**

**E-MAIL TO:** [samantha.c.williams@asu.edu](mailto:samantha.c.williams@asu.edu)

**MAIL TO:** **"ASU FOUNDATION"** 111 East Taylor Street, Phoenix, AZ 85004

**Submit funds by March 13, 2023 to receive selected benefits.**

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits received, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions. Workday Gift Account #G09886 FD300.