



SUPPORT THE NMI

WHAT IS The New Media Institute?

The New Media Institute (NMI) is an interdisciplinary academic unit dedicated to exploring the critical, commercial and creative dimensions of emerging technologies. The NMI is committed to the teaching and training of new media professionals and to providing non-technical students with technical skills and knowledge. The NMI brings faculty, staff, students and industry leaders of all disciplines together in an environment dedicated to exploring the applications of new media technologies. Curriculum focuses on critical investigations into the constantly changing media landscape, the development of skills to build commercial products and the creation of projects that use new media solutions to address real-world problems.

WHAT IS SLAM?

Each semester, Capstone students in the New Media Institute and the Emerging Media Graduate program work with clients and emerging technology to create innovative new media products to address topical issues and organizational missions. At the end of the semester, these student teams finalize their projects and prepare for presentation at the culminating event, SLAM. SLAM is a showcase that celebrates student projects and certificate recipients. This celebration is an incredible opportunity for students to demonstrate how “technnowledgeable” they have become during their certificate journey and to show off a semester of hard work. A host of industry guests and NMI alumni from near and far attend for a day of showcasing, networking, reminiscing, and interviewing job-seeking certificate students.

HOW CAN YOU GET INVOLVED?

There are two primary ways to get involved and support the New Media Institute’s mission in delivering valuable academic experiences:

1. *Propose a Capstone Project and serve as a Project Partner.*
2. *Sponsor next semester’s SLAM by building a sponsorship package outlined below.*

Interested in getting involved or simply have questions?
Email Chris Gerlach at chrisgerlach@uga.edu.

BY THE NUMBERS

Social Media & Newsletter



SPONSORSHIP

BUILD YOUR PACKAGE

\$250 SOCIAL

Company will be featured on all NMI social media channels throughout the semester of sponsorship.

\$500 SIGNAGE

Company will be featured on event signage located in the venue.

\$750 NAMEBADGE OR LANIARD

Company will be featured on the SLAM attendee namebadge OR namebadge lanyard.

\$250 NEWSLETTER

Company will be featured on the monthly NMI Newsletter as well as relevant event email communication.

\$500 MARQUEE

Company will be featured on the digital marquee located at the entryway of the New Media Institute on campus.

\$1,000 CERTIFICATE

Company will be featured on the New Media Certificate the students receive at SLAM.