

## 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 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.

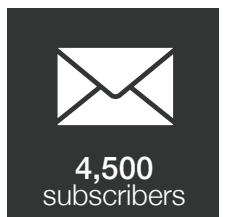
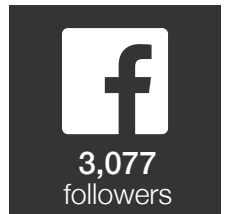
## WHAT IS SLAM?

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 “technowledgeable” 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 TO Become an NMI Sponsor

Sponsorship is a great way to get involved and support the New Media Institute’s mission of delivering valuable academic experiences, and SLAM is the perfect opportunity to recognize our supporters. With the financial backing generated from sponsorships, the NMI can acquire the technological, instructional, and experiential resources needed to sustain a commitment to exploring, learning, and creating for the future of interactive media. With an array of sponsorship options available, interested organizations can build their sponsorship package by choosing one or more options outlined below.

Interested in sponsoring or have questions?  
Email Chris Gerlach at [chrisgerlach@uga.edu](mailto:chrisgerlach@uga.edu).



# SPONSORSHIP

**BUILD YOUR  
PACKAGE**

### \$2,000 SLAM ASSETS

1. Company logo will be featured on the New Media Certificate received by each student at SLAM.
2. Company logo will be featured on all namebadges and namebadge lanyards worn by SLAM attendees throughout the event.

### \$1,500 SLAM SIGNAGE

1. Company logo will be featured on all event signage located throughout the venue during SLAM.
2. Company logo will be featured on digital marquee located at the NMI entrance throughout sponsorship semester.

### \$1,000 SLAM COMM

1. Company will be recognized on all NMI social media channels monthly throughout the semester of sponsorship.
2. Company will be thanked in all monthly NMI Newsletters throughout the semester of sponsorship.

