

Sponsorships 2021



Type	Quantity per Event	BOS 2021	NYC 2021	SF 2021	LA 2021	CHI 2021	TOR 2021
HEADLINER	1	\$ 30,000	\$ 25,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 15,000
THOUGHT LEADER	4	\$ 10,000	\$ 7,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
DIVERCITY CHAMPION	2	\$ 5,000	\$ 5,000	\$ -	\$ 5,000	\$ -	\$ -
LUNCH	1	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 2,500
LOUNGE	2	\$ 5,000	\$ 5,000	\$ -	\$ 5,000	\$ 5,000	\$ -
OPEN BAR	1	\$ 10,000	\$ 7,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
DIGITAL	2	\$ 6,500	\$ 6,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 3,500
SURPRISE	1	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500
WATER BOTTLE	1	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ -
BAG	1	\$ 2,500	\$ 2,500	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
APPRECIATION (30 TIX)	10	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500

Headliner (Available Virtually)

- ✓ 10x10 (or 8x8') Booth
- ✓ VIP Speaking Spot/Stage (30 Min)
- ✓ Lunch Roundtable Host (In applicable cities)
- ✓ 50 VIP Tickets
- ✓ Dedicated Email Highlight Sent Pre-Event
- ✓ Logo placement on all event materials (digital, handouts and wall decals)
- ✓ Full attendee list for all event attendees
- ✓ 12 Team Tickets (for your group to attend)
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via perks platform)

Thought Leader (Available Virtually)

- ✓ VIP Speaking Spot/Stage (30 Min)
- ✓ 30 VIP Tickets
- ✓ Email highlight of your speaking session pre-event
- ✓ Logo placement on digital assets & printed handouts
- ✓ Full attendee list for your session pre-registrants
- ✓ 6 Team Tickets (for your group to attend)
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via perks platform)

DiverCity Champion

- ✓ Workshop speaking spot (30-45min) on approved divercity topic
- ✓ 20 VIP Tickets
- ✓ Email highlight of your speaking session pre-event
- ✓ Logo placement on digital assets & printed handouts
- ✓ Full attendee list for your session pre-registrants
- ✓ 6 Team Tickets (for your group to attend)
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via perks platform)

Lunch Sponsor

- ✓ Branded lunch area for buffet lunch discussions
- ✓ Host seated at all tables to facilitate discussion (8-12) *Note 1 table at the lunch is reserved for the headline sponsor to host
- ✓ Email highlight of your lunch sponsorship pre-event
- ✓ 15 VIP Tickets
- ✓ 4 Team Tickets (for your group to attend)
- ✓ Swag/info placement on seats for all lunch attendees (swag provided by sponsor)
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via perks platform)

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Lounge Sponsor

- ✓ Branded lounge area with brand-color seating
- ✓ Email highlight of your lounge sponsorship pre-event
- ✓ 15 VIP Tickets
- ✓ 4 Team Tickets (for your group to attend)
- ✓ Swag/signage placement within the lounge at approved locations (swag/signage provided by sponsor)
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via perks platform)

Open Bar Sponsor

- ✓ Exclusive bar sponsorship (incl signage at the bar and branded surprise-element on the floor during happy hour)
- ✓ Online brand placement
- ✓ Email highlight of your bar sponsorship pre-event
- ✓ 20 VIP Tickets
- ✓ 8 Team Tickets (for your group to attend)

Digital Event Sponsor (Available Virtually)

- ✓ Dedicated 'Highlight Email' to PERKS regional audience
- ✓ PK90 Episode - 90-second explainer video about your brand fully produced and edited by PERKS shared in upcoming newsletter (national audience)
- ✓ Newsletter 'Snippet' Feature - Small feature 'ad' with logo/photo and description text in one upcoming PERKS Newsletter (national audience)
- ✓ 30-day Digital Logo Placement on Regional Event Page
- ✓ Digital banner logo placement on main event page - click through capabilities available and visible on the main gateway page for regional event.

Good Time Sponsor

- Surprise** Every PERKS show has a surprise element for attendees (prior examples include welcome champagne, a stilt walker, etc.). Sponsor the surprise, you're sure to be remembered!
- Water Bottle** We put pretty bottled water in every goodie bag for each attendee. Sponsor our branded water bottles, everyone will thank you! Gulp
- Goodie Bag** Logo placement and materials provided on and in every PERKS goodie bag. (swag provided by sponsor via perks platform)

Client Appreciation Sponsor (Available Virtually)

- ✓ 30 VIP tickets for Clients/Prospects
- ✓ 4 Team Tickets (for your group to attend)

