

# INDUSTRY **IMPACT** 2021

## SPONSORSHIP **PROSPECTUS**

Mon, June 14 | [Kansas City, MO](#)

Thurs, June 17 | [Memphis, TN](#)

Mon, June 21 | [Orlando, FL](#)

Thurs, June 24 | [Austin, TX](#)





## KEEPING **PERFORMANCE MARKETERS** AHEAD OF INDUSTRY TRENDS

Industry Impact 2021 goes on tour this summer as we head to 4 different cities across the country. Our unique venues provide an atmosphere prime for networking and closing deals. The all-star speaker lineup provides insight on important industry trends for the future, gives updates on consent, and discusses all the changes we've seen over the last year.

## WHY **SPONSOR?**

Put your company front and center as the performance marketing community gets back together in person for the first time in a long time. This is your opportunity to make an impression with a powerful audience who's ready to get back to business.

# REACH A **UNIQUE AUDIENCE** ACROSS THE COUNTRY

SPONSOR LEVEL	INVESTMENT	# AVAILABLE PER SHOW	# EVENT REGISTRATIONS	ON-SITE TABLETOP SPACE	ATTENDEE LIST (NAME/ COMPANY)	ATTENDEE EBLAST	ON-SITE SIGNAGE	ADD'L BENEFITS
<b>Platinum</b>	\$6,000	1	4	X	X	Pre-show	Half meterboard	Stage intro (5 min.) before session
<b>Gold</b>	\$3,000	2	2	X	X	Post-show		
<b>Registration</b>	\$2,500	1	2	Collateral placement at check-in	X			Logo on all badge lanyards
<b>Cocktail</b>	\$2,500	1	2		X		On bars and cocktail area	Can create a signature drink
<b>Lunch</b>	\$2,500	1	2		X		On buffets and lunch tables	Welcome to lunch from the stage
<b>Supporter</b>	\$1,500	3	2					

## PLATINUM SPONSOR

- Intro from the stage (5 min.) pre-session
- Logo on all promotional materials for show messaging
- Dedicated pre-show eblast to attendee list
- Attendee name/company list provided post-show
- On-site half meterboard with your company message
- One high-top table for your company to utilize for show presence
- Four conference registrations

## GOLD SPONSOR

- Logo on all promotional materials for show messaging
- Attendee name/company list provided post-show
- One high-top table for your company to utilize for show presence
- Two conference registrations

## SUPPORTER SPONSOR

- Logo on all promotional materials for show messaging
- Two conference registrations

## LUNCH SPONSOR

- Logo signage on all lunch table tops and food stations
- Logo included in pre-event blast for attendee agenda
- Opportunity to welcome all guests to the lunch from the stage
- Attendee name/company list provided post-show
- Opportunity for collateral on all tables
- Two conference registrations

## COCKTAIL HOUR SPONSOR

- Logo included in pre-event blast for attendee agenda
- Logo napkins for all participants
- Attendee name/company list provided post-show
- Opportunity for collateral on all tables
- Two conference registrations

## REGISTRATION SPONSOR




- Logo on all registration badge lanyards
- Logo on all promotional materials for pre-show messaging
- Attendee name/company list provided post-show
- Opportunity for collateral hand out at the registration desk
- Two conference registrations



First up – the City of Fountains! And the home of the 2015 World Series' winners, the Kansas City Royals. Why's that important? Because we're bringing the Performance Marketing community to the ballpark at Kaufmann Stadium, to meet and enjoy America's Pastime – the game of baseball!



## UNIQUE OPPORTUNITIES

<b>PHOTO OPPORTUNITY</b> \$2,000	<b>SOUVENIR SPONSOR</b> \$1,000 + COST OF ITEM <i>(100 items minimum)</i>	<b>SUITE SPONSOR</b> \$6,500
 <p>Sponsor a visit from a Royals player or the mascot, Sluggerrr, to visit the event and pose for photos and interact with attendees. Photo link with your logo will be sent to all attendees as a memento of their time. Onsite easel signage with your logo, as well as inclusion in all event promotion. Two event tickets included.</p>	 <p>Create a memory for all attendees with a branded offering – either a Royals' specific item, or a baseball-themed one. Onsite easel signage with your logo, as well as inclusion in all event promotion. Two event tickets included.</p>	 <p>Take everyone out to the ballgame – in style! Five suites with indoor and outdoor seating, available to theme with your logo, collateral, and buffet/bar signage. Includes four event tickets, logo in all pre-show event messaging, and a post-show eblast to the attendee list.</p>

Next in line - we're going wild at Memphis's highest-rated attraction – the Memphis Zoo! Bring the community together to network and mingle with the animals (at a safe distance) to get business done and experience this beautiful location.



## UNIQUE OPPORTUNITIES

### PHOTO OPPORTUNITY

\$2,000



Sponsor a visit from a friendly zoo animal with zoo staff to visit the event and pose for photos and interact with attendees. Photo link with your logo will be sent to all attendees as a memento of their time. Onsite easel signage with your logo, as well as inclusion in all event promotion. Two event tickets included.

### SOUVENIR SPONSOR

\$1,000 + COST OF ITEM  
*(100 items minimum)*



Create a memory for all attendees with a branded offering – either a Zoo gift or an animal theme. Onsite easel signage with your logo, as well as inclusion in all event promotion. Two event tickets included.



We're heading South, and up into the atmosphere as we meet up with the buyer and seller community peers at the Kennedy Space Center!



## UNIQUE OPPORTUNITIES

### LUNCH WITH AN ASTRONAUT

\$3,500



Sponsor a visit from a NASA astronaut during the lunch hour. The astronaut will have a short presentation, then be available for photos and autograph signing. The astronaut will eat lunch at your table. Signage throughout the lunch area, collateral (provided by you) and your logo on all pre-event messaging is included, as well as two event tickets.

### SOUVENIR SPONSOR

\$1,000 + COST OF ITEM  
*(100 items minimum)*



Create a package for all attendees with a branded offering – from astronaut ice cream to moon rocks. Onsite easel signage with your logo, as well as inclusion in all event promotion. Two event tickets included.

Hit the driving range with the lead gen community as we round out our tour in the city that likes to keep it weird! We're heading to TopGolf, so bring your swing and network with your peers and create new business opportunities.



## UNIQUE OPPORTUNITIES

### COCKTAIL HOUR TOURNAMENT

\$3,500

RANK	PLAYER	GAME 1	GAME 2	SWGT	TOTAL
1	MULLIGAN'S ISLAND	243	196	20	439
2	WEAPONS OF GRASS DESTRUCTION	161	270	20	431
3	PAR THEN BAR	201	214	20	415
4	COMPLETE AND PUTTER MADNESS	203	210	20	413
5	PAR-TES ON	212	192	20	404
6	NATURAL HAZARDS	159	244	19	403

Driving range tournament for all attendees during the cocktail hour. Your sponsorship will include branding and prizes for the top three winners of a contest you choose. Awards ceremony, which can be hosted by you, to take place at the end of Happy Hour. Signage at the tournament, collateral (provided by you) and your logo on all pre-event messaging is included, as well as two event tickets.

### SOUVENIR SPONSOR

\$1,000 + COST OF ITEM  
(100 items minimum)



Give away a branded golf item to all attendees, so your brand sticks with them year-round. Signage at the giveaway station, collateral (provided by you) and your logo on all pre-event messaging is included, as well as two event tickets.



# THANK YOU!

We are excited for the opportunity to partner with you, and continue to grow the event series in the years to come.

For any questions and to join us this June, please reach out to:

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