

# SPONSORSHIP OPPORTUNITIES

## DIAMOND SUPPORTER (\$11,000)

- ◆ All benefits in the gold, silver and general supporter tiers
- ◆ Three (3) complimentary event registrations + additional registrations at member rate
- ◆ 30-second video, to run before three (3) education sessions
- ◆ Three (3) education session attendance lists of your choice
- ◆ Branding on conference website homepage and prominent exposure on marketing materials
- ◆ One (1) lead introduction—custom email introduction from association leadership for one-on-one meeting with an attendee of your choice

## GOLD SUPPORTER (\$9,000)

- ◆ All benefits in the silver and general supporter tiers
- ◆ Two (2) complimentary event registrations + additional registrations at member rate
- ◆ 30-second video, to run before two (2) education sessions
- ◆ Thought leadership—ability to provide white paper or handout to attendees on our resources page
- ◆ Two (2) education session attendance lists of your choice
- ◆ Sponsor success coaching—our marketing team will provide coaching support to boost your content marketing strategy, as well as suggest a strategy for maximizing virtual booth space and engaging attendees. This includes special help with:
  - ◆ Tip sheets and checklists
  - ◆ Case studies
  - ◆ Mini-demonstration video

## SILVER SUPPORTER (\$6,500)

- ◆ All benefits in the general supporter tier
- ◆ One (1) complimentary event registration + additional registrations at member rate
- ◆ 15-second video, to run before one (1) education session
- ◆ Access to a virtual sponsor booth—company description, website link, and social media handles displayed for attendees
- ◆ One (1) education session attendance list of your choice
- ◆ Full VITAL2021 attendee list pre- and post-meeting (includes emails)

## GENERAL SUPPORTER (\$5,000)

- ◆ Event registrations at member rate
- ◆ Sponsor name, logo, and website link displayed on conference platform and association website
- ◆ Acknowledgement on association social media and formal verbal “thank you” in a general session
- ◆ Logo visibility (linked to your website) in pre-event emails and conference marketing
- ◆ Access to all VITAL2021 sessions—available as on-demand content after the conference

# STAND ALONE OPPORTUNITIES

## INTRODUCTION SPONSORSHIPS (\$7,500 EACH)

Display of sponsor-supplied introduction video—up to two minutes—to share your solutions and services, followed by an introduction of one of these speakers or sessions:

- ◆ Keynote Speaker
- ◆ Gage Awards
- ◆ CEO Panel

### DELIVERABLES:

- ◆ Up to two (2) minutes to share your services and solutions
- ◆ Tagged by leadership as introduction sponsor of the keynote speaker, Gage Awards, or a session
- ◆ One (1) complimentary event registration + additional registrations at member rate
- ◆ Sponsor name, logo, and website link displayed on conference platform and association website
- ◆ Access to a virtual sponsor booth—company description, website link, and social media handles displayed for attendees
- ◆ Logo visibility (linked to your website) in pre-event emails and conference marketing
- ◆ Full VITAL2021 attendee list pre- and post-meeting (includes emails)
- ◆ Acknowledgement on social media and formal verbal “thank you” in a general session
- ◆ Access to all VITAL2021 sessions—available as on-demand content after the conference

## ATTENDEE REGISTRATION PACK SPONSOR (\$12,500)\*

- ◆ Face mask and storage pouch
- ◆ Hand sanitizer and holder
- ◆ Webcam cover
- ◆ Antigerm touch tool
- ◆ Journal notebook
- ◆ One sponsor-curated item of your choice

### DELIVERABLES:

- ◆ Attendee registration pack with inclusion of one (1) sponsor-provided item
- ◆ One (1) complimentary event registration + additional registrations at member rate
- ◆ Sponsor name, logo, and website link displayed on VITAL2021 site and association website
- ◆ Access to a virtual sponsor booth—company description, website link, and social media handles displayed for attendees
- ◆ Thought leadership—ability to provide white paper or handout to attendees on our resources page
- ◆ Logo visibility (linked to your website) in pre-event emails and conference marketing
- ◆ Full VITAL2021 attendee list pre- and post-meeting (includes emails)
- ◆ Acknowledgement on social media and formal verbal “thank you” in a general session
- ◆ Access to all VITAL2021 sessions—available as on-demand content after the conference

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*\* Registration pack contents may be subject to change; deliverables are fixed.*