

SPONSORSHIP OPPORTUNITIES

ABOUT

Engage 2021 is Gather Voices' annual user conference and the premier event on user-generated video for engagement year-round. It will be an online event on 5 consecutive Tuesdays: **October 5, 12, 19, 26, and November 2, 2021**. Each day lasts approximately 3-4 hours and will consist of a mixture of pre-recorded and live event content.



OBJECTIVE

Customers, Strategic Partners, and potential future Clients come together to learn, create community with each other, and share/ideate with their peers.

AGENDA

The event day is built around a challenge related to leveraging user-generated video:

- Planning and bandwidth
- Getting more video content, faster
- Optimizing the videos collected
- Measuring KPIs & ROI
- Events

SESSIONS

Focused on the association community, Engage 2021 sessions will include:

- Keynote Speaker
- Panel Discussions
- Client-Shared Case Studies/Best Practices
- Workshops
- Product News and Education
- Networking



We will be communicating before and after the conference with ~4,000 association professionals and we expect 100-300 attendees.

Director level and above and mid-to-large associations and nonprofit organizations.



SPONSORSHIP OPPORTUNITIES



BRONZE SPONSOR

\$1,000 Cost (Valued at \$3,000)

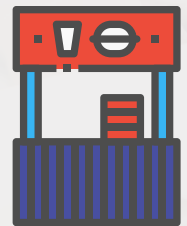
- Sponsor branding on the event website
- Sponsor mentions on social media including at least one dedicated post
- Sponsor mentions in pre-event emails (2-3)
- Event creative assets and templates to be leveraged for event promotion
- Inclusion in Event Sponsor Hive
- 1-minute pre-recorded Introduction Video



SILVER SPONSOR

\$3,000 Cost (Valued at \$5,000):

- All Bronze Sponsor benefits
- Introduce the Meet the Maker Session(s) (Live) or Breaks (Pre-Recorded) - 2 minutes
- Email list of attendees who opt-in for marketing - post-event
- Opportunity to send registrants a digital swag
- Virtual Booth:
 - **Share:** 2-5 minute Introduction video and documents
 - **Engage:** Live chat, zoom meetings, and business card drop
- On-Demand: Video Introduction: 2-5 minutes



matchbox
VIRTUAL MEDIA
**Virtual Booth
Engagement**

Time will be dedicated each of the 5 days to spending time in the sponsor booths

Gamification will be leveraged to drive attendee/sponsor engagement



GOLD SPONSOR - LIMITED TO 5

\$5,000 Cost (Valued at \$10,000):

- All Silver Sponsor benefits
- Opportunity to lead or participate in a panel discussion with the Gather Voices audience
- On-Demand Educational Content which can include a short demo (15 minutes max)



SWAG BOX SPONSOR - LIMITED TO 1

\$10,000 Cost:

- All participants will be mailed an Engage 2021 box full of swag
- Branding on and inside of the custom box
- Provide content to be included (small)



SPONSOR SUPPORT REQUIRED

- Dedicated email promotion of Engage 2021 - (1) minimum
- An announcement in email newsletter
- At least 3 social media posts specifically promoting the conference on all owned social environments, leveraging official event branded marketing assets
- Listing of Engage 2021 in Sponsor's event page/calendar
- Open to other initiatives

Open to discussing a custom sponsorship package

For more information or to join us contact **Chad Alger-Hardt:**

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