

Sponsorships 2022



Headliner^

- ✓ Double booth (20'x10' or 20'x8')
- ✓ Main Stage Presentation (30 Min) on approved topic, presenter must be in person
- ✓ 50 Golden Tickets to invite attendees
- ✓ 12 Team Tickets for your staff to attend
- ✓ Reserved table at Networking Lunch
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via Swag For The Bag)
- ✓ First access to preferred rates in official hotel room block
- ✓ Dedicated email announcement sent pre-event
- ✓ Logo placement on all event materials (digital, handouts and entrance signage)
- ✓ Full attendee list including email address for your session pre-registrants prior to event
- ✓ Full attendee list including email address for all event attendees post-event

Thought Leader^

- ✓ Main Stage Presentation (30 min.) on approved topic, presenter must be in person
- ✓ 30 Golden Tickets to invite attendees
- ✓ 6 Team Tickets for your staff to attend
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via Swag For The Bag)
- ✓ First access to preferred rates in official hotel room block
- ✓ Highlight of your presentation in a pre-event PERKS newsletter
- ✓ Logo placement on digital assets & printed handouts
- ✓ Full attendee list including email address for your session pre-registrants prior to event
- ✓ Attendee list (without emails) for all event attendees post-event

DiverCity Champion^

- ✓ DiverCity Stage Workshop (45 min.) on approved topic, presenter must be in person
- ✓ 20 Golden Tickets to invite attendees
- ✓ 6 Team Tickets for your staff to attend
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via Swag For The Bag)
- ✓ First access to preferred rates in official hotel room block
- ✓ Highlight of your presentation in a pre-event PERKS newsletter
- ✓ Logo placement on digital assets & printed handouts
- ✓ Full attendee list including email address for your session pre-registrants prior to event
- ✓ Attendee list (without emails) for all event attendees post-event

Networking Lunch Sponsor

- ✓ Branding in lunch area to include table questions for networking lunch discussions
- ✓ Ability for host to be seated at all tables* to facilitate networking discussion (8-10 guests per table) *Note: one table reserved for Headliner
- ✓ Highlight of your sponsorship in a pre-event PERKS newsletter
- ✓ 20 Golden Tickets to invite attendees
- ✓ 10 Team Tickets for your staff 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 Swag For The Bag)
- ✓ First access to preferred rates in official hotel room block
- ✓ Full attendee list including email address for your session pre-registrants prior to event
- ✓ Attendee list (without emails) for all event attendees post-event

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Food Sponsor

Available with the purchase of a booth, this sponsorship provides food in-kind for the VIP Lunch (100 guests). If you choose to provide food for all attendees at the event, you will be the exclusive food provider (excluding booth samples) for the event.

- ✓ Branding in lunch area
- ✓ Highlight of your sponsorship in a pre-event PERKS newsletter
- ✓ 10 Golden Tickets to invite attendees
- ✓ 5 Team Tickets for your staff to attend
- ✓ Swag/info placement on seats for all lunch attendees (swag provided by sponsor)
- ✓ First access to preferred rates in official hotel room block
- ✓ Attendee list (without emails) for all event attendees post-event

Test Kitchen Sponsor (Available in New York and LA)

Full of energy and excitement, the Test Kitchen brings food to life at PERKSCON! As the Test Kitchen Sponsor, you will have the opportunity to schedule programming throughout the event, highlighting several vendors in the space who can offer food options to the HR community.

- ✓ Fully furnished space for Test Kitchen setup - demo tables, audience seating, AV
- ✓ Branding in Test Kitchen
- ✓ Highlight of your sponsorship in a pre-event PERKS newsletter
- ✓ 20 Golden Tickets to invite attendees
- ✓ 10 Team Tickets for your staff to attend
- ✓ Swag/info placement on seats for all Test Kitchen attendees (swag provided by sponsor)
- ✓ First access to preferred rates in official hotel room block
- ✓ Attendee list (without emails) for all event attendees post-event

Open Bar Sponsor

- ✓ Branding in bar(s) throughout the show floor
- ✓ Online brand placement
- ✓ Highlight of your sponsorship in a pre-event PERKS newsletter
- ✓ 40 Golden Tickets to invite attendees
- ✓ 10 Team Tickets for your staff to attend
- ✓ Swag in 'goodie bags' pre-stuffed for attendees (swag provided by sponsor via Swag For The Bag) Swag/info placement at bar for attendees (swag provided by sponsor)
- ✓ First access to preferred rates in official hotel room block
- ✓ Attendee list (without emails) for all event attendees post-event

Lounge Sponsor

- ✓ Branded lounge area with brand color-coordinated seating
- ✓ Highlight of your sponsorship in a pre-event PERKS newsletter
- ✓ 20 Golden Tickets to invite attendees
- ✓ 10 Team Tickets for your staff to attend
- ✓ Easel sign with logo and sponsorship recognition
- ✓ Swag and additional 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 Swag For The Bag)
- ✓ First access to preferred rates in official hotel room block
- ✓ Lead scanning app access
- ✓ Attendee list (without emails) for all event attendees post-event

Sponsorships 2022



Good Time Sponsorships

- Surprise** Be remembered with the surprise element that wows attendees at every show (prior examples include welcome champagne, a donut bike, stilt walker, etc.).
- Water Station** Keep attendees hydrated and happy with branded water stations around the show floor.

Client Appreciation Sponsor[^]

- ✔ 30 Golden Tickets to invite attendees
- ✔ 4 Team Tickets for your staff to attend

Custom Sponsorships[^]

We are happy to partner with you to create a sponsorship that represents your brand and delights attendees. Examples include Mother's Room, an Exhibitor Lounge, First-Timer Breakfast Reception, Badge Lanyards, Vehicle on show site - let your imagination run wild!

Sponsorship	Qty. per Event	BOSTON MAR 31	NYC APRIL 26	CHICAGO MAY 11	SAN FRAN SEP 15	LA SEP 21	TORONTO OCT 5
HEADLINER [^]	1	\$37,000	\$29,500	\$24,000	\$24,000	\$24,000	\$18,500
THOUGHT LEADER [^]	4	\$12,000	\$12,000	\$10,000	\$12,000	\$10,000	\$5,000
DIVERCITY CHAMPION [^]	2	\$7,500	\$6,000	\$5,000	\$5,000	\$5,000	\$5,000
NETWORKING LUNCH SPONSOR	1	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
FOOD SPONSOR	VARIES	IN-KIND WITH BOOTH PURCHASE					
TEST KITCHEN SPONSOR	1	N/A	\$7,500	N/A	N/A	\$7,500	N/A
OPEN BAR SPONSOR	1	\$10,000	\$7,500	\$7,500	\$7,500	\$7,500	\$5,000
LOUNGE SPONSOR	2	\$7,500	\$6,000	\$5,000	\$5,000	\$5,000	\$3,500
GOOD TIMES - SURPRISE	1	\$4,000	\$4,000	\$3,500	\$3,500	\$3,500	\$3,500
GOOD TIMES - WATER STATIONS	1	\$2,750	\$2,500	\$2,000	\$2,000	SOLD	\$2,000
CLIENT APPRECIATION [^]	10	\$2,000	\$1,800	\$1,500	\$1,500	\$1,500	\$1,500
CUSTOM [^]	VARIES	PRICING QUOTED BASED UPON SCOPE OF SPONSORSHIP					

[^] Indicates sponsorship is available in person or virtually. All events will be held in person unless government regulation or health and safety prohibitions. Sponsorships that are not able to translate virtually will be extended to the following show season.