



Let's Play!

	PLATINUM for large businesses \$950	GOLD for small businesses \$600	SILVER for small businesses \$300	BRONZE for solopreneurs \$150
ENGAGEMENT				
Event registration (\$55 value)	1 for owner + 1 employee ¹	1 for owner	1 for owner	1 for owner
Invitation-only VIP lunch before event	✓	✓		
Attendee list (excluding emails)	✓	✓		
Spotlight table (8' table with Linen + 1 chair) ²	✓		✓	
Host an event station or Round Table ²		✓		
BRAND VISIBILITY				
One-minute podium spotlight	✓			
Introduction from the podium		✓	✓	
Raffle prize "dance card"	✓	✓	✓	
Sponsor-supplied pull-up banner beside registration table	✓			
Logo on print, digital and event collateral ³	✓	✓	company name only	company name only ⁴
Ad in the event program ⁵	Full Page (\$350 value)	Half Page (\$250 value)	10% discount	10% discount
Contribute Goody bag item (optional) ⁶	✓	✓	✓	✓
Celebration at the podium for your (optional) raffle prize ⁷	✓	✓	✓	
Logo in thank-you ad in b2bTRIBE magazine	✓	✓	company name only	company name only
Shared signage at fun spots ⁸		\$150 add-on	\$150 add-on	✓
Social media sponsor shoutout	✓	✓		
Extra entry in the prize drawing for a 1/2 ad in b2bTRIBE magazine (\$800 value)		✓	✓	✓
EXCLUSIVITY				
First right of refusal to sponsor b2bTRIBE LIVE 2018.	✓	✓		

1 One employee may attend to work the spotlight table. Business owners may join the event activities, but employees may not.

2 Hosts at these stations will get attendees talking. You'll have fun as well as intentional conversations. Roundtable hosts can share topics involving your expertise, but topic outlines must be provided by July 1st.

First come, first served on the stations below:

- Sno-cones (a hired attendant will serve)
- Popcorn (sponsor and volunteer will serve)
- Drinks (sponsor and a volunteer will serve lemonade, water, and iced tea)
- Cornhole on the covered outdoor patio
- Mini-golf outdoors (sponsor managed)
- Center Round Table with 9 chairs (3 available)

3 Invitation e-blast, event website, entry signage, and sponsor page in the program.

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5 Gold Level can upgrade to full page ad for an additional \$100.

6 Business cards, flyers, and brochures do not count as promotional gift items.

7 The prize must be a minimum value of \$200 or more and can include certificates for your services, but not discounts or coupons for your services.

8 Your logo on shared signage provided and placed near one of the following fun spots (max of 4 companies for each sign):

- Cool It Down Stations (exterior fans) + Jukebox inside the event hall
- Outdoor Game Stations + Balloons



CORPORATE Sponsorship Let's Play!

Platinum – \$950

Max of 4 - This level is available for large businesses (more than 150 employees) and civic resources

Engagement

- One event registration for the business owner and/or one entry for an employee assigned to work the spotlight table during the event. (Business owners may join the event activities. Employees may not.)
- Invitation-only VIP lunch prior to the event.
- Attendee list (excluding emails).
- Spotlight table in a prime location by the patio doors to capture traffic flow. The table is eight feet long with linens and one chair.

Brand Visibility

- One-minute spotlight from the podium (using copy you provide) to announce your products or services to all attendees at the event.
- Participation in and listing on the raffle-prize "dance card" to maximize attendee visits.
- Client-supplied pull-up banner displayed at the registration table to showcase your business.
- Your logo on print and digital event collateral, which includes the invitation e-blast, event website, entry signage, and sponsor page in the program.
- Full-page ad in the event program (\$350 value).
- Opportunity to include a company-branded promotional or gift item in the attendee goodie bags. (Note: business cards, flyers, and brochures do not count as promotional gift items.)
- Company promotion and celebration at the podium for your (optional) donated raffle prize. The prize must be a minimum value of \$200 or more and can include certificates for your services, but not discounts or coupons for your services.
- Social media shoutout.
- Logo included in a "thank-you" ad in b2bTRIBE magazine reaching over 6,000 business owners.

Exclusivity

- First right of refusal to sponsor b2bTRIBE LIVE 2018.



images from b2bTRIBE LIVE 2016 event



GOLD Small Business Sponsorships Let's Play!

Gold – \$600

Max of 8 - This level is available only to small businesses
(150 employees or fewer)

Engagement

- One event registration for the business owner.
- Invitation-only VIP lunch prior to the event.
- Attendee list (excluding emails).
- Host one of the following event stations (**first come, first served** on reserving your preferred location):
 - Sno-cones (a hired attendant will serve)
 - Popcorn (sponsor and volunteer will serve)
 - Drinks (sponsor and a volunteer will serve lemonade, water, and iced tea)
 - Cornhole on the covered outdoor patio
 - Mini-golf outdoors (sponsor managed)
 - Center Round Table #1 with linen and 9 chairs
 - Center Round Table #2 with linen and 9 chairs
 - Center Round Table #3 with linen and 9 chairs

Sponsor hosts at these stations will run discussions during wait times or facilitate key topics at center rounds. You'll have fun as well as intentional conversations. Roundtable hosts can share topics involving your expertise. Topic outlines must be provided by July 1st.

Brand Visibility

- Introduction and recognition of your business from the podium during the event.
- Participation in and listing on the raffle-prize "dance card" to maximize attendee visits.
- Your logo on print and digital event collateral, which includes the invitation e-blast, event website, entry signage, and sponsor page in the program.
- Half-page ad in the event program (\$250 value). Upgrade to a full-page ad for only an additional \$100.
- Opportunity to include a company-branded promotional or gift item in the attendee goodie bags. (Note: business cards, flyers, and brochures do not count as promotional gift items.)
- Company promotion and celebration at the podium for your (optional) donated raffle prize. The prize must be a minimum value of \$200 or more and can include certificates for your services, but not discounts or coupons for your services.
- Logo included in a "thank-you" ad in b2bTRIBE magazine reaching over 6,000 business owners.
- Extra entry in the prize drawing for a half-page ad in b2bTRIBE magazine.
- Option to add Bronze-level shared signage to your package for \$150.
- Social media shoutout.

Exclusivity

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SILVER Small Business Sponsorships Let's Play!

Silver – \$300

Max of 7 - This level is available only to small businesses (150 employees or fewer)

Engagement

- One event registration for the business owner.
- A spotlight table (an eight-foot table with linen and one chair) inside the event hall.

Brand Visibility

- Introduction and recognition of your business from the podium during the event.
- Participation in and listing on the raffle-prize "dance card" to maximize attendee visits.
- Your company name listed on print and digital event collateral, which includes the invitation e-blast, event website, entry signage, and sponsor page in the program.
- 10% discount on an ad in the event program.
- Opportunity to include a company-branded promotional or gift item in the attendee goodie bags. (Note: business cards, flyers, and brochures do not count as promotional gift items.)
- Company promotion and celebration at the podium for your (optional) donated raffle prize. The prize must be a minimum value of \$200 or more and can include certificates for your services, but not discounts or coupons for your services.
- Company name included in a "thank-you" ad in b2bTRIBE magazine reaching over 6,000 business owners.
- Extra entry in the prize drawing for a half-page ad in b2bTRIBE magazine.
- Option to add Bronze-level shared signage to your package for \$150.



images from b2bTRIBE LIVE 2016 event



BRONZE Small Business Sponsorships Let's Play!

Bronze – \$150

Max of 8 - This level is available to solopreneurs (a one-person business)

Engagement:

- One event registration for the business owner.

Brand Visibility

- Your logo on shared signage* placed near one of the following fun spots (max of 4 companies for each choice):
 - Cool It Down Stations (exterior fans)
 - Jukebox inside the event hall
 - Outdoor Game Stations + Balloons
- Your company name listed on event website and in the program.
- 10% discount on an ad in the event program.
- Opportunity to include a company-branded promotional or gift item in the attendee goodie bags. (Note: business cards, flyers, and brochures do not count as promotional gift items.)
- Extra entry in the prize drawing for a half-page ad in b2bTRIBE magazine.

*The shared signage is also available to Gold and Silver sponsors as an "add on" for \$150.



images from b2bTRIBE LIVE 2016 event