



2020 Summit Sponsorship Opportunities

Why Sponsor?

2019 highlights:

400+

attendees

200+

organizations

35

states represented

New for 2020:

Our goal this year is to invite over 100 public officials and commercial property owners by creating content geared to their interests.

All sponsors are encouraged to support ***The Scholarship Fund*** for public officials interested in attending their first PACENation Summit. Details on page 7.

And for the first time, PACENation will be giving out awards to PACE programs and PACE champions.

PACENation Summit Chair

\$75,000

The Chair is the most prominent level of Summit sponsorship

- Only \$50,000 for High-Rise level members
- Includes all Patron level benefits (listed on the next page)
- Additional complimentary registrations
- Additional benefits to be determined



Summit Sponsorship Levels

Patron

\$50,000

- Only \$25,000 for High-Rise level members
- 8 complimentary registrations
- Design your own breakout session
- Designated private meeting room space
- Logo placement on all print materials
- Logo placement on digital signage
- Logo placement on PACENation Summit website
- Logo placement in all PACENation Summit marketing
- Podium recognition
- Special social media and email recognition before and during Summit
- 1 complimentary exhibit table
- Include 1 promotional item in sponsored attendee bag
- Conference attendee list 3 weeks prior to event

Platinum

\$25,000

- Only \$17,500 for Stadium level members and only \$12,500 for High-Rise level members
- 4 complimentary registrations
- Breakout session panel speaker or moderator
- Private meeting room space
- Logo on all print materials
- Logo on digital signage
- Logo on PACENation Summit website
- Logo in all PACENation Summit marketing emails
- Podium recognition
- 1 complimentary exhibit table
- Include 1 promotional item in sponsored attendee bag
- Conference attendee list 3 weeks prior to event

Items to Note:

- All session content and speakers must be approved by PACENation
- No additional comp registrations included with comp exhibit table
- Including an item in attendee bag is only applicable if bag is sold to a sponsor
- Available date(s) and time slots of meetings rooms for Platinum sponsors dependent on final amount of applicable sponsors and available rooms

Summit Sponsorship Levels cont.

Gold

\$10,000

- 2 complimentary registrations
- Private meeting room space
- Logo on all print materials
- Logo on digital signage
- Logo on PACENation Summit website
- Logo in all PACENation Summit marketing emails
- Podium recognition
- Include 1 promotional item in sponsored attendee bag
- Conference attendee list 3 weeks prior to event

Silver

\$5,000

- 1 complimentary registration
- Logo on all print materials
- Logo on digital signage
- Logo on PACENation Summit website
- Logo in all PACENation Summit marketing emails
- Podium recognition
- Conference attendee list 3 weeks prior to event

Bronze

\$3,000

- Logo on all print materials
- Logo on digital signage
- Logo on PACENation Summit website
- Logo in all PACENation Summit marketing emails
- Podium recognition
- Conference attendee list 3 weeks prior to event

Items to Note:

- Including an item in attendee bag is only applicable if bag is sold to a sponsor
- Available date(s) and time slots of meeting rooms for Gold sponsors dependent on final amount of applicable sponsors and available rooms

Sponsorship level discounts for members

As noted above, existing PACENation members are entitled to Summit sponsorship discounts. Discounts for Stadium and High-Rise level members are detailed below.

Stadium Level Member Sponsor Discounts

Stadium level members receive a complimentary Bronze Summit sponsorship and a 30% discount on any sponsorship level

- Bronze: Included with your membership
- Silver: \$3,500
- Gold: \$7,000
- Platinum: \$17,500
- Patron: \$35,000

High-Rise Level Member Sponsor Discounts

High-Rise level members receive a complimentary Gold Summit sponsorship and a 50% discount on any sponsorship level

- Gold: Included with your membership
- Platinum: \$12,500
- Patron: \$25,000

Summit Host Committee

Contribution is variable

The Committee supports PACENation in promoting the Summit, generating attendance, and recruiting sponsors while offering guidance on event content, particularly on how the Summit can reach the local OH market. This Committee serves as the Summit local experts.

- Submit event ideas to PACENation for consideration (new topics, suggested speakers, etc.)
- Offer guidance to PACENation on local attractions, ways to increase local attendance, and new marketing strategies
- Market the event through media outlets and direct outreach to generate new and local attendance
- Host Committee will be listed as such on all print and web materials
- 1 complimentary registration for every 8 new attendees committee member guarantees



Summit Sponsorship cont.

Public Official Sponsorship

Contribution:

Track: \$3,000

Reception: \$10,000

Scholarship Fund: Contribution at sponsor's discretion to help PACENation reach goal of \$75,000

- The Scholarship Fund will provide complimentary registrations for up to 100 public officials.
- A dedicated track for public officials will be offered at the Summit.
- All public officials will be invited to a reception (if sponsored). The reception presents an opportunity to distinguish your company and create a unique networking opportunity.



Commercial Property Owner Sponsorship

Contribution:

Track: \$3,000

Reception: \$10,000

- A deep discount will be offered to commercial property owners who wish to attend the Summit.
- A dedicated track for commercial property owners will be offered at the Summit.
- All property owners will be invited to a reception (if sponsored). The reception presents an opportunity to distinguish your company and create a unique networking opportunity.

Marketplace Tables

LIMITED AVAILABILITY EXHIBIT TABLE - \$3,000

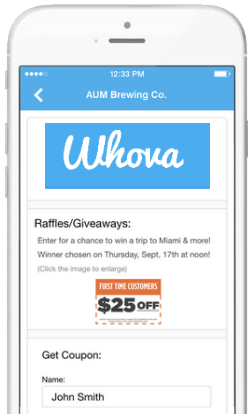
This is a premier opportunity to showcase your organization in the high traffic space at the Summit. Your resource space includes a 6' x 30" skirted table with two chairs located in the prefunction space.

- The marketplace table area is open throughout the day.
- You are required to provide your own signage and it must be placed behind your table as there is no space beside.
- (1) power drop is included. You are responsible for additional power and AV costs.
- (1) complimentary Summit registration (\$850 value) is included with this table. Once confirmed, you will receive your registration comp code.



A La Carte Sponsorships

SMARTPHONE CONFERENCE APP SPONSOR - \$2,500



A sponsor will have the opportunity to have their logo and webpage link on the official 2020 PACENation Summit app, Whova. All Summit attendees will be able to view this app for updates and agenda details.

SUMMIT WIFI SPONSOR - \$4,000



Sponsor logo, name and selected password will be displayed on signage throughout the event and the landing page for all participants using the WiFi. This is a great opportunity to direct traffic to your company's website. WiFi will be provided for the duration of the Summit.

A La Carte Sponsorships

CHARGING STATION SPONSOR - \$4,000



Sponsor will have an opportunity to fully brand this LCD Velocity Lock P-touch screen charging station. Includes 19" touch-screen display and 8 charging lockers.

- Includes custom branding on screen
- Certified connectors - iPhone/iPad/Android connections & USB A & Type-C
- Display monitor - Built-in monitor for logo branding and content

BRANDED LANYARD SPONSOR - \$7,500



All Summit attendees will be given a lanyard to wear for the duration of the Summit. This sponsorship will include your full-color logo, along with PACENation branding on the lanyard.

A La Carte Sponsorships

BRANDED CONFERENCE TOTE BAG SPONSOR - \$6,500



The registration table will offer guests our official PACENation Summit tote. This is a prime sponsorship as the tote will be the vessel for some of the merchandise and conference literature. This sponsorship will include your full-color logo on the tote, along with the PACENation branding.

YOUR MATERIALS INCLUDED IN CONFERENCE TOTE BAG - \$500



Sponsors have the opportunity to include your literature or item in the conference tote bag. Each attendee will receive a bag upon check-in. Sponsor is responsible for shipping cost and logistics of their materials.

BRANDED WATER BOTTLE SPONSOR - \$4,500



The registration table will offer guests an 18 oz stainless steel water bottle upon arrival. This sponsorship will include your one-color logo on the water bottle, along with PACENation branding

A La Carte Sponsorships

BRANDED REUSABLE TRAVEL MUG - \$3,000



The registration table will offer guests a 15 oz recyclable travel mug molded from reusable and recyclable material. This sponsorship will include your full-color logo on the mug, along with PACENation branding.

BRANDED PEN SPONSOR - \$1,500



The registration table will offer guests a click-action retractable pen upon arrival. This sponsorship will include your one-color imprint logo on the barrel of the pen, along with PACENation branding.

BRANDED NOTEBOOK SPONSOR - \$2,500



The registration table will offer this custom-spiral notebook, made with 80 lined recycled pages, and handed out to all attendees upon arrival. This sponsorship will include your one-color logo on the notebook, along with PACENation branding.