

BUSINESS TRANSFORMATION, ECOMMERCE, DIGITAL MARKETING

ANNUAL SPONSORSHIP PLATFORMS – 7X24 EX SOCAL CONTACT: DIR. **SHARON TYE** (714) 393-6342 / [EMAIL](#)

Annual Current-State ([Flyer](#))

❖ **\$1,500** (rolling term)

Our **most cost effective platform** for an entity and its principals to form lasting Chapter relationships. Includes:

- ❑ Listings in each of the Chapter Event promotions and various event Archives via hotlinked logo icon
- ❑ Recognition at Chapter Meetings as well as display space (as available) at each Chapter Meeting for promotional materials
- ❑ Each Annual Sponsor is permitted to have up to two (2) of its employees attend each Chapter Meeting at no charge

Annual Future-State *Proposed*

❖ **\$1,650** *beginning July 1st, 2016*

❖ **\$1,750** *beginning January 1st, 2017*

Includes (at minimum) the following **enhancements** (*when made available*):

- ❑ Opportunity to provide Chapter periodic newsletter content (content attributed to source in correspondences)
- ❑ Each Annual Sponsor is permitted to have up to two (2) of its employees engage in 'dynamic' membership profiles w/o fees
- ❑ Up to two (2) prioritized Affinity Marketing listings

➤ **Multi-year term discounts offered!!**



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EVENT SPONSORSHIP PLATFORMS – 7X24 EX SOCIAL CONTACT: DIR. **SHARON TYE** (714) 393-6342 / [EMAIL](#)

Event Current-State ([Flyer](#))

❖ *Starting at \$500* (per Event)

Includes:

- Receive recognition at the Chapter Meeting & space to display promotional materials.
- Listing in the Chapter Event promotions and event Archives via hotlinked logo icon.
- An Event Sponsor is permitted to have up to two (2) of its employees attend the Chapter Meeting at no charge.

Event Future-State *Proposed*

❖ **Varied platform costs: \$200 - \$750**
(commensurate with offered programs)
*est. beginning **September 1st, 2016***

Includes (at minimum) the following **enhancements** *(when made available)*:

- Opportunity to provide Chapter periodic newsletter content leading up to & immediately after Event occurrence (content attributed to source in correspondences)

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7X24 EX SOCAL **SPONSORSHIP** – **VALUE ADDED!**

What **EXPOSURE** can \$1,500 typically buy *elsewhere*?

- **Single-event** placement of **Sponsor company flyers** inside attendee complimentary gift bags...
 - **Visibility** = up to # of *attendees that take gift bags and leaf contents*
 - **Activity** = up to # of *attendees that reach out directly to Sponsors*
- **Single-event** chance for Sponsor company to staff a beverage cart – offering a **chance to speak** with Single-event attendees between speaker tracks...
 - **Visibility** = up to # of *attendees that visit a single beverage cart in the limited time between tracks*
 - **Activity** = up to # of *attendees that engage in lead-generating dialogues*
- ❖ **Nutshell:** 7x24 Ex SoCal Chapter Sponsorship offers greater **VALUE!!**
Visibility, Penetration, engagement, conversion!!!