

# Sponsorship Opportunities



AMERICAN AGENTS ALLIANCE  
**CONFERENCE**  
**+ EXPO 2020**

## 2020 SPONSORSHIP OPPORTUNITIES\*

September 17-19 | Palm Desert, CA

*\*All sponsorship opportunities can be tailored to meet your specific needs.*

### \$2,500 ANNUAL COMPANY SPONSOR

- Discounted booth rate & priority booth placement
- (1) Company spotlight article in our e-newsletter & blog
- (1) Complimentary display ad listed in the American Agents Alliance e-newsletter
- Linkable logo listed on the following pages on our website:
  - SPONSORS PAGE (with 3 key points about you)
  - HOME PAGE (year round)
- Logo printed on conference signage
- Complimentary full-color business card size ad in conference program (or discounted rates for larger sizes)

### \$4,000 PREMIER CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Logo featured on conference & sponsor pages of website
- Logo printed on conference signage
- 1/4 page ad in conference program

### \$7,500 ELITE CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Logo featured on conference & sponsor pages of website
- Logo printed on conference signage
- 1/4 page ad in conference program

### \$10,000 BRONZE CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Logo featured on conference & sponsor pages of website
- Logo printed on conference signage
- 1/2 page ad in conference program

### \$15,000 SILVER CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Logo featured on home, conference & sponsor pages of website
- Logo printed on conference signage
- 1/2 page ad in conference program
- Priority CE/workshop placement

### \$20,000 GOLD CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Logo featured on home, conference & sponsor pages of website
- Full page ad in conference program
- Priority CE/workshop placement

### \$25,000 PLATINUM CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Logo featured on home, conference & sponsor pages of website
- Full page ad in conference program
- (1) Pre-conference email marketing blast with a special offer for pre-registered attendees
- Priority CE/workshop placement

### \$50,000 DIAMOND CONFERENCE SPONSOR

- Priority booth placement (at standard booth rate)
- Event or promo item from the exclusive sponsorship opportunities menu within the value of your sponsorship (available on a first come, first serve basis)
- Double truck ad in conference program
- (2) Pre-conference email marketing blast with a special offer for pre-registered attendees
- (1) Advertisement on the Alliance mobile app
- Priority CE/workshop placement



**Friday Strolling Lunch (Silver Sponsor).....\$15,000**

Your company name will be prominently displayed throughout our tradeshow floor luncheon on custom signage and as a sponsor in the printed conference program. Includes a 1-color imprinted lunch-sized napkin with your logo and the lunch will be open to everyone on the exhibit floor. Your company will also be able to use the microphone for a 3-minute welcome speech.

**Saturday Strolling Lunch (Gold Sponsor).....\$20,000**

Your company name will be prominently displayed throughout our tradeshow floor luncheon on custom signage and as a sponsor in the printed conference program. Includes a 1-color imprinted lunch-sized napkin with your logo and the lunch will be open to everyone on the exhibit floor. Your company will also be able to use the microphone for a 3-minute welcome speech.



**Friday Exhibit Hall Dessert (Bronze Sponsor).....\$12,000**

All attendees will appreciate this delicious array of afternoon desserts served over a 90-minute period. This service also includes cold/hot non-alcohol beverages. Your logo will be prominently displayed on custom signage.

**Saturday Exhibit Hall Dessert (Bronze Sponsor).....\$12,000**

All attendees will appreciate this delicious array of afternoon desserts served over a 90-minute period. This service also includes cold/hot non-alcohol beverages. Your logo will be prominently displayed on custom signage.

**SOLD**



**Tote Bag (Gold Sponsor).....\$20,000**

All attendees will receive a tote bag to carry materials throughout the conference. Made of durable, recycled materials and printed in full color, these bags go home with attendees and get used over and over again! Your logo will be imprinted on one side of the tote bag and co-branded with the American Agents Alliance.

**SOLD**



**Name Badge Lanyards (Bronze Sponsor).....\$10,000**

Given to all attendees, your company logo will stand out and be seen!

**SOLD**



**Thursday Golf Tournament (Elite Sponsor).....\$8,000**

Your name and logo on all outdoor golf tournament signage (including a large printed banner) and a promotional email to promote the tournament. This sponsorship includes sponsorship of the golf luncheon and 1 complimentary foursome. Also included are golf hats with your logo professionally embroidered and co-branded with the American Agents Alliance logo on each hat giving you long-lasting maximum exposure. This includes four tickets to the golf awards luncheon where your company will be recognized and you will be able to take the microphone for a 3-minute welcome speech.



**Thursday Golf Continental Breakfast Sponsor (Premier Sponsor).....\$4,500**

This sponsorship is new! It will include a place for golf attendees to grab a cup of coffee and a Danish before departing to the golf course. Your logo will be imprinted on the coffee cups, napkins and on signage. This will be promoted on the conference program agenda. This event will be open from 7:30am – 10:00am

**Thursday Golf Beverage Sponsor.....\$3,500**

Shotgun tournament starts at 7am. You will be required to set-up at 6:00am on Thursday, September 17, 2020. Your company name and logo will be printed on all drink tickets for this event. You will be a greeter at golf registration and distribute 2 drink tickets to all players. This sponsorship includes 2 tickets to the golf awards luncheon where your company will be recognized. Includes a hole sponsorship.



**Thursday Golf Hole-in-One Sponsor.....\$1,500**

Give players a chance to win \$25,000 cash and other prizes for a hole in one. Shotgun tournament starts at 7am. You will be required to set-up at 6:30am on Thursday, September 17, 2020. Includes a sign at your hole, a skirted table and two chairs plus two lunch registration tickets. Sponsorship includes promotion in the printed conference program given to all attendees and on the American Agents Alliance website. Your company will be recognized at the golf awards luncheon.



**Thursday Golf Hole Sponsor (16 available).....\$1,000**

Shotgun tournament starts at 7am. You will be required to set-up at 6:30am on Thursday, September 17, 2020. Includes a sign at your hole, a skirted table and two chairs, plus two lunch registration tickets. Sponsorship includes promotion in the printed conference program given to all attendees and on the American Agents Alliance website. Your company will be recognized at the golf awards luncheon.



**Saturday Grande Finale Dinner Mixer (Bronze Sponsor).....\$10,000**

**SOLD**

Your company will be highlighted as the evening sponsor for this event, which is open to all ticketed attendees. Your logo will be imprinted on cocktail napkins and a GoBo will be visible during the event. Your logo will also be printed in the conference program and promoted on the American Agents Alliance website sponsor page. This is a new event and will be highly promoted as our grand finale!



**Casino Night (Bronze Sponsor).....\$10,000**

Open and free to all conference attendees (including Day Pass attendees). Includes entertainment, casino games, your logo imprinted on cocktail napkins on the bars + a custom GoBo projecting your logo. Also, receive 50 drink tickets to distribute.



**Room Key Cards (Elite Sponsor).....\$8,000**

Hotel room key cards with your full-color logo imprinted on every key card handed out to attendees staying on property. That's like putting a business card in all of their hands!



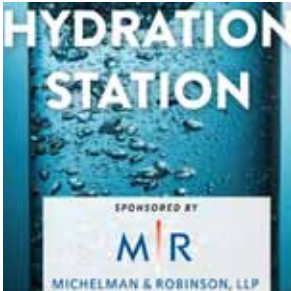
**Thursday Night Welcome Mixer (Elite Sponsor).....\$7,500**

This networking mixer is a great opportunity to brand your company. As our sponsor, your logo will be imprinted on cocktail napkins and a custom GoBo projects your logo. We'll also have printed signage promoting the event displayed at the hotel. Your company logo will be printed as a Premier sponsor on the American Agents Alliance website and conference program.



**Friday Happy Hour (Elite Sponsor).....\$7,500**

This networking happy hour is a great opportunity to brand your company. As our happy hour sponsor, your logo will be imprinted on cocktail napkins and a custom GoBo projecting your logo will shine on the wall. Small bites will be served over a 1-hour period. We'll also have printed signage promoting the event displayed at the hotel. Your company logo will be printed as a Premier sponsor on the American Agents Alliance website and conference program.



**Water Bottle Sponsor/Hydration Station (Elite Sponsor).....\$7,500**

Be a big hit at this year's conference and trade show by sponsoring fillable water bottles for all attendees. One bottle will be placed in each attendee registration bag. There will be water stations in your booth (minimum 10 x 20' booth requirement for this option due to space limitations) otherwise the water stations will be adjacent to your booth & throughout the trade show floor. Water bottles are metal & BPA-free and will include your logo in a 1-color imprint. It's a great takeaway for attendees!

**SOLD**



**Saturday Keynote Speaker (Elite Sponsor).....\$7,500**

Your company name will be prominently displayed throughout the general session ballroom on custom signage, as well as online marketing and the conference program. Company flyers (produced and printed by you) will be placed on every seat in the general session. The general session will be open to all attendees.

**SOLD**



**Margarita Service (Premier/Bronze Sponsor).....\$6,000 Friday OR Saturday OR \$10,000 for both days**

Choose between 1 or 2-days of service. Margaritas, both alcohol and non-alcohol versions, will be served in the Exhibit Hall Friday from 2:30pm-4pm and Saturday from 2:30pm-4pm. Your company logo will be imprinted on all of the cups so attendees know who to thank! Includes up to 300 servings per day. You'll also be recognized with your company logo printed as a sponsor in the conference program.

**SATURDAY SOLD**



**Popcorn Service (Premier/Elite Sponsor).....\$4,000 Friday OR Saturday OR \$7,500 for both days**

Choose between 2-days or 1-day of service. Popcorn will be freshly popped and served in the Exhibit Hall to all attendees on Friday from 2pm-4pm and Saturday from 2-4pm. Traditional red & white striped popcorn bags will be imprinted with your logo. Includes up to 300 servings per day. Six foot table and 2 chairs included.

**SATURDAY SOLD**



**Coffee Breaks (Premier/Elite Sponsor).....\$4,000 Friday OR Saturday OR \$7,500 for both days**

Your logo printed on napkins and prominent custom signage placed throughout the conference hall near all break stations.



**Hosted Meeting Room.....\$2,500 per day**

Host your sales team & customers in your own private meeting room. Meeting room (700 sq ft) includes: furniture set up & projector support package. Food & beverage can be included at an additional cost.



**Be Our Guest Passes (BOG).....\$2,500**

This package includes 500 custom 4" x 9" invitations to the 2020 Conference & Expo with your company logo printed on them! Your company reps can distribute these passes to your prospective customers or current customers. They are one-day passes good for attending any CE classes, the Trade Show and Lunch on Friday or Saturday, September 18 or 19, 2020. Your sponsorship includes redemption of 100 passes. Additional passes that are redeemed, with your logo on them, will be billed to your company at \$25.00 each following the conference.

**Tote Bag Swag or Brochure Insertion.....\$2,000**

Include 1 promotional item or brochure/flyer in the 2020 conference tote bag given to all attendees. Promotional items/brochures/flyers to be purchased and shipped directly to the hotel by the sponsor. Promotional product must be approved by conference management; no water bottles or T-shirts allowed.

**Drink Tickets.....\$375**

This is a great opportunity to hand drink tickets to your prospects as they stop by your booth or during one of our many networking events. Tickets are \$15 each and sold in increments of 25. Reserve your drink tickets today!

## ADVERTISING OPPORTUNITIES:

Make a statement advertising your company's product or service in the 2020 Conference program given to all attendees.

- Full Page Ad: \$1500 (\$1200 for Annual Company Sponsors)
- 1/2 Page Ad: \$750 (\$500 for Annual Company Sponsors)
- 1/4 Page Ad: \$500 (\$350 for Annual Company Sponsors)
- Business Card Size Ad: \$250 (Complimentary for Annual Company Sponsors)

If you'd like to see sample ads from last year's program, visit this link: <http://bit.ly/allianceexpo19>