



**CHANNEL  
MARKETING  
ACADEMY**

[www.ChannelMktgAcademy.com](http://www.ChannelMktgAcademy.com)

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# **BBC EVENT SPONSORSHIP PACKAGES**

	<b>Silver</b>	<b>Bronze</b>
Cost to sponsor	\$500.00	\$250.00
Included tickets	4	2
Virtual booth	Virtual booth in sponsor area Option to add promotional video in booth	Virtual booth in sponsor area Option to add promotional video in booth
Website recognition	Logo with link appears on CMA website	Logo with link appears on CMA website
Social Media	6 messages announcing your sponsorship posted to social channels beginning 4 weeks prior to event	4 messages announcing your sponsorship posted to social channels beginning 4 weeks prior to event
Logos in emails	Logo added to sponsorship section of CMA emails	
Emails	1 blind email to registrants 2 days prior to event	
Blog Post	Ability to post 1 blog post on CMA website	Ability to post 1 blog post on CMA website
Recognition	Announced as silver sponsor during orientation session	Announced as bronze sponsor during orientation session

## **A La Carte Options (Silver or Bronze sponsorship required to purchase an a la carte option)**

<b>Option</b>	<b>Price</b>	<b>Quantity</b>	<b>Description</b>
Happy hour host	\$600.00	1	Sponsor provides Zoom to host the happy hour and handle registrations.
Drawing giveaway following panels	\$100.00	4	Sponsor a drawing after a panel. Minimum giveaway value of \$50.00. We have 4 panels. Sponsors can choose the panel to sponsor on a first-come first-served basis. Slide will be displayed after the panel to promote the sponsor and gift. Sponsor responsible for gift delivery.
SWAG offer	\$100.00	1	CMA will provide a link in the registration confirmation email to the sponsor's site, where participants can register to order a SWAG box. Sponsor responsible for setting up registration landing page and handling shipping.
Sponsored tickets	\$49.00	Unlimited	Buy tickets for partners or clients.

**Sponsor Obligations: We request that all sponsors help us promote The BBC Event. We will provide you with materials to facilitate social promotion.**

# SPONSORSHIP FORM

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Contact \_\_\_\_\_

Contact Email \_\_\_\_\_

We wish to sponsor the Channel Marketing Academy BBC Event. We are selecting the following packages/options and agree to the fees listed below.

Package Choice:

- Silver (\$500.00)
- Bronze (\$250.00)

A La Carte Choices (these may only be chosen in addition to a sponsorship package):

- Happy Hour Host (\$600.00)
- Drawing Giveaway Following Panels (\$100.00)
- SWAG Offer (\$100.00)
- Sponsored Tickets (\$49.00)

Ticket Quantity: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

You will be contacted by Michelle Glennie from The Partner Marketing Group for invoicing and processing of payment.