

SPONSORSHIP PROGRAM

Culture First 2021

A free virtual
experience to
create better
workplaces



Contents

2021 Sponsorship Outline 3

Regional Event Level Sponsorship 5

Multiple Event Packages 7

2021 Sponsorship *outline*

EVENT DATES:

Americas: Wednesday, May 19

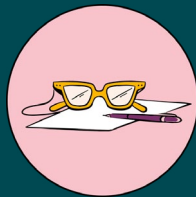
EMEA: Wednesday, June 9

APAC: Wednesday, July 14

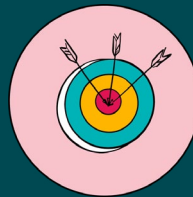
THEME:

Humanity at work

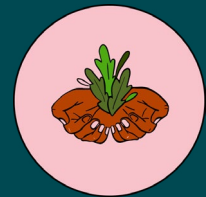
CONTENT SEGMENTS:



**Understand
your people**



**Build high
performing cultures**



**Develop
your people**

2021 Sponsorship *outline*

AUDIENCE:

Registration, anticipating at least:

- 10,000 attendees for Americas
- 5,000 attendees for EMEA
- 5,000 attendees for APAC

PREVIOUS ATTENDEE DEMOGRAPHICS:

Company Size Segment:

- 32% SMB
- 30% Mid-Market
- 28% Enterprise
- 10% Large Enterprise

Roles:

- 24% Director
- 26% Manager
- 28% IC
- 10% VP
- 12% C-Suite

Regional Event Level *Sponsorship*

1

LEVEL 1

Branding & Networking

Price: 2,000

Networking

- Table for the full day
 - Video - up to 9 booth attendees at a time (incl. Vendor reps)
 - Dedicated networking times where vendor can lead a small group roundtable

Brand Awareness

- Logo displayed throughout the event
- Mention during the welcome session
- Logo placement on break and transition screens
- Logo on the event website

Ticket Allowances

- Includes 2 tickets

Receive a list of attendees who visited your booth

Open to unlimited sponsors

2

LEVEL 2

Networking & Session Spotlight

Price: 5,000

All Branding & Networking elements (Level 1)

Sponsor session (no speaking slot)

- On stage acknowledge
- :30 - :60 second video commercial spot at the start of the session

Receive the attendee registration list from the sponsored session + visitors to your booth

Ticket Allowances

- Includes 4 tickets

Limited availability

Regional Event Level *Sponsorship*

3

LEVEL 3

Content Partner

Price: 10,000

All Branding + Networking elements (Level 1)

Content integration

- A speaker of your choice to participate in a Session (* non-Main Stage session)
- Included in the event agenda

Receive the attendee registration list from your session + visitors to your booth

Ticket Allowances

- Includes 6 tickets (including speaker)

Lead incentive: If you promote the event to your network, 2,500 discount per 1,000 leads

Limited availability

Multiple Event Packages

Branding & Networking

- 10% discount for 2 events
- 20% discount for all 3 events

Open to unlimited sponsors

Networking & Session Spotlight

- 10% discount for 2 events
- 20% discount for all 3 events

Limited to 3 sponsors

Global Content Partner

- 25% discount off 30,000

Limited to 1 sponsor

Sponsorship Inquires

Interesting in sponsoring Culture First?
Please contact diana.caldera@cultureamp.com.