

	SUPPORTING General	BRONZE General	SILVER General	GOLD Track/Event	PLATINUM Title/Venue
Includes:	\$250 (or in-kind equivalent)	\$500 (or in-kind equivalent)	\$1000 (or in-kind equivalent)	\$2500 (or in-kind equivalent)	\$5000 (or in-kind equivalent/venue)
Logo/Link on SMDAYNJ Website	X	X	X	X	X
Logo on all official signage	X	X	X	X	X
Cross promotion on SMDAYNJ social channels for 30 days (Twitter/Facebook/Instagram)	X	X	X	X	X
Logo on SMDAYNJ Program Agenda	X	X	X	X	X
Inclusion in 2 Promotional Email Blast			X	X	X
Placement in Mashable SMDay recap			X	X	X
Inclusion in Press Release			X	X	X
Conference tickets for staff		1	2	4	6
Conference tickets for guests		1	2	2	4
Special ticket discount code for additional guests	X	X	X	X	X
Inclusion for info/handout in gift bags			X	X	X
Logo on Track specific conference signage				X	X
Acknowledgement during Track introducing				X	X
Speaker Placement during Track Conference				X	X
ADDITIONAL SPONSORSHIPS					
Food/Bev A: Coffee/Breakfast (includes all Silver sponsorship items)	\$1,500	or in-kind equivalent (must include all catering/food, serving staff and set up)			
Food/Bev B: Lunch (includes all Gold sponsorship items)	\$3,000	or in-kind equivalent (provide catering/food, serving staff and set up)			
Food/Bev C: Reception venue sponsor (includes all Platinum sponsorship items, can be combined w/spirits sponsor if desired)	\$4,000	or in-kind equivalent (provide venue/staff for 75ppl-100 3hrs)			
Food/Bev D: Reception spirits sponsor (includes all Silver sponsorship items, category exclusive available)	Product (Beer, Wine, Spirits)	or in-kind equivalent (provide product for 75ppl 1.5hr. bar)			
Digital Promotions Sponsorship (includes all Platinum sponsorship items)	Digital Support	in-kind sponsorship Digital (provide customization of wordpress template to SMDAYNJ.com, digital banner and social asset design)			
A/V Sponsorship (includes all Platinum sponsorship items)	Video Production Services	in-kind sponsorship Video (provide production/editing services for pre-event promo video, film during event, and recap video after event)			
Promotional Printing Sponsor (includes all Silver sponsorship items)	Printing and layout for 4C Printed Marketing Materials (100 QTY)	in-kind sponsorship Printing (provide 100 Qty each: T-Shirts, Swag Bags, Program/Agenda, notepads, pens. Limited table signage and venue signs.)			
#SMDayNJ T-shirt only (includes all Bronze sponsorship items, #SMDayNJ logo on front, YOUR BRAND logo on sleeve)	\$500	or in-kind equivalent (provide 100 t-shirts and 4C printing)			
Swag bag only (includes all Bronze sponsorship items, #SMDayNJ logo on one side YOUR BRAND logo on opposite side, along w/product sample or info)	\$500	or in-kind equivalent (provide 100 bags and 4C printing)			
Vendor Table - Innovation Station Demo Area	\$125	Preview your product, software demo or company info at a table in our Innovation Station area			