



**Contact:**  
Josh Shoulta  
KSBA Director of Communications  
Direct Office: 502.783.0073  
Mobile: 502.396.9391  
josh.shoulta@ksba.org

**Sponsorship Opportunities**  
**KSBA's 2020 Annual Conference (Feb. 21-23)**  
**Galt House, Louisville**

**Saturday Lunch Session - \$6,000**

- Day 1 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 1 Affiliate partners)
- One complimentary exhibitor booth (\$850 value)
- Opportunity to make brief remarks to the audience
- Signage featuring your logo/company name at the event
- Recognition in looping slideshow before/during session
- Reserved seating at the head table for up to three representatives
- Three meal tickets to the Saturday luncheon (\$120 value)
- One push notification sent to all attendees featuring your company name
- Dedicated KSBA social media thank you post
- Recognition in conference program

**Friday Networking Reception (hosted by KSBA Board of Directors) – \$4,000**

- Day 1 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 1 Affiliate partners)
- Opportunity to make brief remarks to the audience
- 50% discount on exhibitor booth (\$425 value)
- Signage featuring your logo and company name at the event
- One push notification sent to all attendees featuring your company name and logo (if provided)
- Dedicated KSBA social media thank you post
- Recognition in conference program

**Sunday Brunch Session – \$3,500**

**Great Value!** Following the 2019 Annual Conference, the Sunday Brunch Session received the most positive comments in the conference evaluation, both for session content and food service.

- Day 2 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 2 Affiliate partners)
- Opportunity to make brief remarks to the audience
- 50% discount on exhibitor booth (\$425 value)
- Reserved seating at the head table for up to three representatives
- Signage featuring your logo and company name at the event
- Recognition in looping slideshow before/during session
- One push notification sent to all attendees featuring your company name and logo (if provided)
- Dedicated KSBA social media thank you post
- Recognition in conference program

*Benefits of sponsorships may be subject to minor logistical changes due to unforeseen conference site changes.*



**Contact:**  
Josh Shoulta  
KSBA Director of Communications  
Direct Office: 502.783.0073  
Mobile: 502.396.9391  
josh.shoulta@ksba.org

### **Saturday Continental Breakfast w/President's Meet & Greet-- \$3,000**

- Day 2 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 2 Affiliate partners)
- Join the KSBA President in greeting breakfast attendees
- 25% discount on exhibitor booth (\$213 value)
- Signage featuring your logo and company name
- Recognition in looping slideshow before/during session
- Company recognized in conference remarks from podium
- One push notification sent to all attendees featuring your company name
- Dedicated social media thank you post by KSBA
- Recognition in conference program

### **Smartphone charging stations - \$3,000 (NEW)**

- Day 2 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 2 Affiliate partners)
- Two stand-alone charging station kiosks
- Double-sided poster frame signage atop each kiosk featuring company logo and information
- 25% discount on exhibitor booth (\$213 value)
- Company recognized in conference remarks from podium
- Placement in main conference concourse
- Ability to charge ten smartphone devices per kiosk
- Recognition in conference program

### **Student Performance Sponsor -- \$2,500 (2 available)**

- Day 3 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 3 Affiliate partners)
- Company recognized in conference remarks from podium
- Signage featuring your logo and company name
- Recognition in looping slideshow before/during session
- 25% discount on exhibitor booth (\$213 value)
- Social media thank you post by KSBA
- Recognition in conference program

### **Beverage Break – \$1,500 (4 Available)**

- Day 4 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 4 Affiliate partners)
- One push notification sent to all attendees featuring your company name
- Signage featuring your logo and company name
- Social media thank you post by KSBA
- Recognition in conference program



**Contact:**  
Josh Shoulta  
KSBA Director of Communications  
Direct Office: 502.783.0073  
Mobile: 502.396.9391  
josh.shoulta@ksba.org

## Conference Mobile App -- \$1,500

- Day 4 priority registration if sponsorship is chosen ahead of registration launch (typically only reserved for Tier 4 Affiliate partners)
- Company logo appears on the landing page of app, viewable every time the app is opened
- Company recognized in conference remarks from podium
- Signage featuring your logo and company name at app help station, adjacent to registration
- Social media thank you post by KSBA
- Recognition in conference program

## Rebrand Sponsorship opportunities – prices and terms vary (NEW)

Along with our traditional conference sponsorship opportunities, KSBA is excited to announce additional opportunities for the 2020 conference as part of our association's upcoming rebrand. At the February conference, KSBA will be unveiling a new look – logo, colors, tagline, etc. – and we invite you to be part of the celebration. We are offering a limited selection of co-branding opportunities, providing you unique placement alongside KSBA's new brand. Opportunities include:

**Conference bag sponsor (in kind)** – Pending design approval from KSBA, this sponsor will provide roughly 1,000 conference totes, given to attendees at registration. The tote will feature KSBA's logo, conference insignia and sponsor logo. **Tier 2 priority registration included.**

**Lanyard sponsor (in kind)** - Pending design approval from KSBA, this sponsor will provide roughly 1,000 lanyards, worn by all conference attendees. The lanyard will exclusively feature the new KSBA logo. Attached to the name badge will be a promotional card for the sponsor. This card can then be used to collect attendee contact information, submitted to the sponsor's booth for a chance to win a draw prize. Prominent signage of sponsorship will be placed at registration. **Tier 2 priority registration included.**

**Commemorative beverage container (in kind)** – Based on association feedback, our members wish they had easier access to water and other beverages throughout the conference weekend. A reusable drink container – such as a thermos, bottle, tumbler, etc. – would be an instant fan favorite. Pending design approval from KSBA, this sponsor will provide 1,000 containers for inclusion in attendees bags. The container will feature the new KSBA logo, conference insignia and log of sponsor. **Tier 2 priority registration included.**

**KSBA is also open to hearing any ideas you have for celebrating our brand rollout.** Contact Josh Shoulta as soon as possible if you wish to propose additional cobrand sponsorships and commemorative items (pending design approval from KSBA). Some items may even be included in conference attendee bags!

*Benefits of sponsorships may be subject to minor logistical changes due to unforeseen conference site changes.*