

2021 FOCUS ON THE FUTURE

SPONSORSHIP OPPORTUNITIES



Self-Help Counties Coalition is pleased to offer the following Sponsorship and Advertisement opportunities for the 2021 Focus on the Future Conference, taking place virtually, November 15 - 16, 2021. Focus on the Future is a great outlet to network, share ideas, build relationship and meet decision-makers.

If you have an idea for a custom sponsorship opportunity and would like to discuss further please contact Jenny Devine, 916-432-0133 or selfhelpcounties@gmail.com.

PREMIUM SPONSORSHIP OPPORTUNITIES

HOST SPONSOR **SOLD**

- Ten comp conference attendees
- 1-hour vendor networking showcase
- Full-page ad in the online conference program
- Logo in online conference program
- Logo on conference website w/link to company website
- Logo on virtual platform as top level sponsor
- Acknowledgement during the conference
- Logo in general session presentation
- Pre-conference registration list

GOLD SPONSOR ~ \$10,000

- Five comp conference attendees
- 1-hour vendor networking showcase
- Full-page ad in the conference online program
- Logo in online conference program
- Logo on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Logo in general session presentation
- Pre-conference registration list

SILVER SPONSOR ~ \$7,500

- Four comp conference attendees
- 1-hour vendor networking showcase
- Half-page ad in the online conference program
- Logo in online conference program
- Logo on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Logo in general session presentation
- Pre-conference registration list

BRONZE SPONSOR ~ \$4,500

- Three comp conference attendee
- 1-hour vendor networking showcase
- Quarter-page ad in the online conference program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation
- Pre-conference registration list

COPPER SPONSOR ~ \$2,500

- Two comp conference attendee
- Business card size ad in the online program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation

SMALL BUSINESS SPONSOR ~ \$750

- One comp conference attendee
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation

CEO ROUNDTABLE SPONSOR **SOLD**

- Four comp conference attendees
- 1-hour vendor networking showcase
- Half-page ad in the online conference program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Logo on CEO Roundtable session
- Acknowledgement during the conference
- Listing in general session presentation
- Pre-conference registration list
- 5-min presentation at CEO Roundtable

AGENCY STAFF ROUNDTABLE SPONSOR **SOLD**

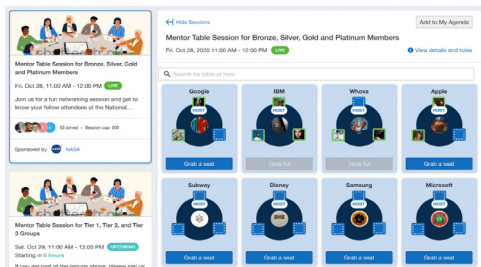
- Two comp conference attendees
- Quarter-page ad in the conference program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Logo on Agency Staff Roundtable session
- Acknowledgement during the conference
- Listing in general session presentation
- Pre-conference registration list
- 2-min presentation at Agency Staff Roundtable

2021 SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

VENDOR NETWORKING SHOWCASE SPONSOR ~ \$2,000

Host a Vendor Networking Showcase at the 2021 Focus on the Future Conference, on Monday, November 15, 1:00 PM - 2:00 PM. The Vendor Networking Showcase is an online space where you can create a virtual table, with up to 8 people, to meet with your clients and showcase your products. You can get creative with your space. Your table will receive a table name, a table host, and your company logo.

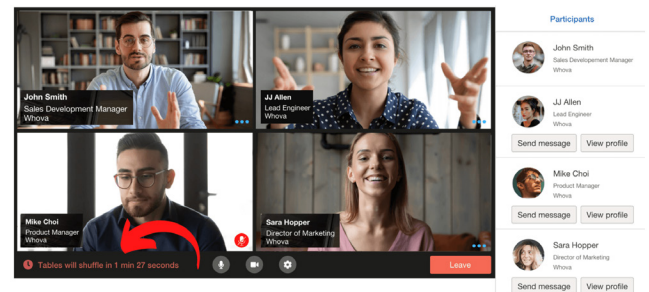
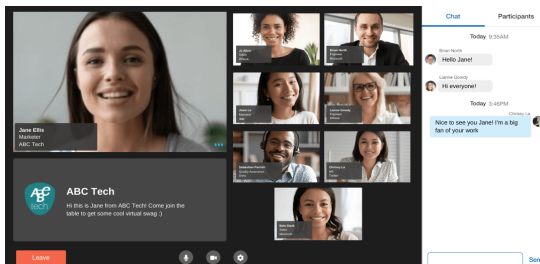
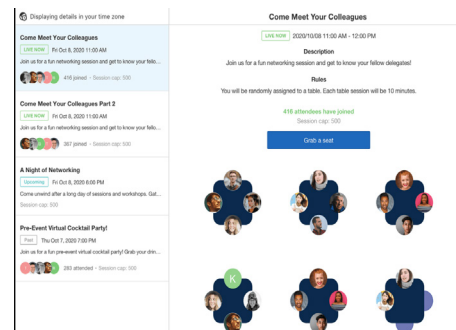
- Two comp conference attendees
- Business card size ad in the online program
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation



SPEED NETWORKING SPONSOR ~ \$1,000

Host your own Speed Networking event at the 2021 Focus on the Future Conference. The Speed Networking event will help attendees connect face to face, virtually. The networking event assigns attendees randomly to a table of 2 - 4, and after a set amount of time, the attendees will then be shuffled to another table. After the event, attendees will be able to view who they were at the table with and further network by chatting or visiting their profile. You can host your networking event at anytime outside of the main conference hours, and you can use the app to promote and send out notifications. [Click here](#) to view the full tutorial.

- One comp conference attendee
- Logo in online conference program
- Listing on conference website w/link to company website
- Logo on virtual platform
- Acknowledgement during the conference
- Listing in general session presentation



Attendees can connect as naturally as they would in-person

ONLINE AD DETAILS

ONLINE CONFERENCE PROGRAM ADVERTISING OPTIONS

- | | |
|-------------------------------|--------|
| • Full-Page Ad, 8.5" x 11" | \$1000 |
| • Half-Page Ad, 5.5" x 8.5" | \$500 |
| • Quarter-Page Ad, 3.75" x 5" | \$250 |

All sponsors will be asked to provide payment for sponsorship in advance. A high-resolution company logo in color will be required from each sponsor.

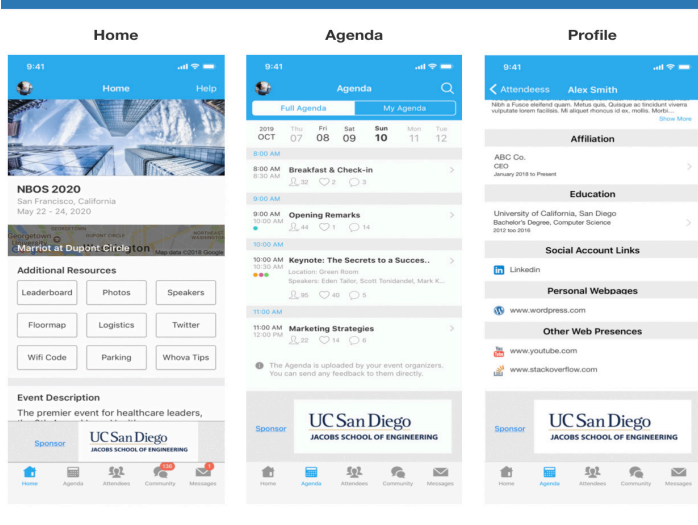
**Registered sponsors will be acknowledged in promotional materials as available, so sign up today and see your logo in our eBlasts, website, virtual conference platform and registration materials.

2021 SPONSORSHIP DETAILS & PLATFORM LAYOUT

WHY TAKE PART OF THE FOCUS ON THE FUTURE VIRTUAL CONFERENCE?

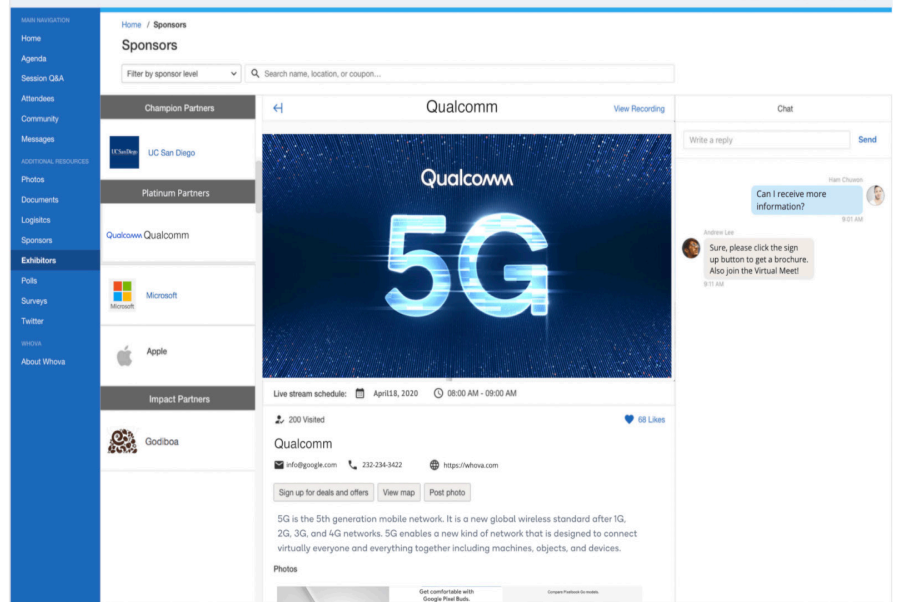
- 1. Lower Cost & Savings.** Sponsoring virtually can prove to be a smart and cost-effective investment. Connect with your target audience while saving 25 - 50% on booth design, shipping, drayage, travel and accommodations.
- 2. Participation levels** will be higher since both engineering companies and clients can access the event remotely from a mobile or desktop device using their login details.
- 3. Sponsors** want to be able to maximize their branding exposure in different ways such as displaying their enriched profiles and reaching out to attendees, which can be difficult to facilitate, especially if the event will be held virtually. With Whova's Sponsor Center, featuring a sponsors' brand is easier than ever.
- 4. Sponsors** can easily set up their company descriptions and photos. At the same time, sponsors can set up video presentations, either by attaching a livestream link or uploading videos.
- 5. Drop all the printed hard copy marketing material** and optimize your digital presence. Such a platform offers a **great opportunity** to master your digital marketing skills such as email marketing, social media campaigns, and implementing landing pages for easy candidate registration to ensure maximum visitor attendance.

Sponsor in the Whova App



PLEASE [CLICK HERE](#) TO VIEW THE SPONSOR CENTER TUTORIAL

Whova



2021 FOCUS ON THE FUTURE SPONSOR & EXHIBITOR REGISTRATION FORM

Company: _____ Contact Person: _____

Phone Number: _____ Email Address: _____

Address: _____ City: _____ State: _____ Zip: _____

Website: _____

Sponsorships/Exhibitors

Member Fee

Amount

Host Sponsor (includes Vendor Networking Showcase)	\$15,000.00	\$ SOLD
Gold Sponsor (includes Vendor Networking Showcase)	\$10,000.00	\$ _____
Silver Sponsor (includes Vendor Networking Showcase)	\$7,500.00	\$ _____
Bronze Sponsor (includes Vendor Networking Showcase)	\$4,500.00	\$ _____
Copper Sponsor	\$2,500.00	\$ _____
Small Business Sponsor	\$750.00	\$ _____
CEO Roundtable Sponsor	\$5,500.00	\$ SOLD
Agency Staff Roundtable Sponsor	\$3,500.00	\$ SOLD
Vendor Networking Showcase (1-hour)	\$2,000.00	\$ _____
Speed Networking Event Sponsor (1-hour limit)	\$1,000.00	\$ _____
Conference Program Ads		\$ _____
_____ Full-Page (\$1,000) _____ Half-Page (\$500) _____ Quarter-Page (\$250)		\$ _____

Please list the names of those who will be comp'd with your sponsorship or exhibit space below:

Name(s):

Method of Payment: ☐ Check ☐ Visa ☐ MasterCard ☐ AMEX

Credit Card Number: _____ Exp. Date: _____ CVS: _____

Cardholder Name: _____

Billing Address: _____
(Exact credit card billing address)

City: _____ State: _____ Zip: _____

THE FOLLOWING INFORMATION IS DUE NO LATER THAN OCTOBER 29, 2021

- Sponsorship, exhibitor and advertisement fees
- Firm logo
- Conference program ad

All ads and logos (can be in color) must be provided in high resolution (300 dpi). In eps, jpeg, tiff or pdf format with embedded or converted fonts. Ad sizes are listed above, with no bleeds. Please email your ad or logo to selfhelpcounties@gmail.com. If the file is too large, please ask for a Dropbox or Google Drive link.

CONTACT INFO SELF-HELP COUNTIES COALITION

1121 L Street, Suite 700
Sacramento, CA 95814
Phone: 916-514-9967
Fax: 916-914-2412
Email: selfhelpcounties@gmail.com
Website: www.selfhelpcounties.org

CANCELLATION

A 50% refund will be sent if sponsorship is canceled by **October 15, 2021**; no refund will be issued for cancellations made after **October 15, 2021**

SHCC
FOCUS ON
THE FUTURE

NOV. 15 - 16
2021