

2022 RUNNING USA INDUSTRY CONFERENCE SPONSORSHIP OPPORTUNITIES



FEBRUARY 20-22, 2022



DISNEY'S CORONADO SPRINGS RESORT | ORLANDO, FL



BRANDING

LANYARDS // \$2,500

Is name brand visibility important? Then this is the opportunity for you! Incorporate your company name and logo onto the official conference lanyard that will be provided to all conference attendees to display their badge.

BACK OF EVENT BADGE // \$2,500

Exclusive opportunity to sponsor the backside of the official conference credential with your logo or design. Sponsor to provide approved artwork to Running USA. 2 designs maximum.

METER BOARDS (2-SIDED) // \$825/EACH OR \$2,400 FOR A SERIES OF 3

Promote your brand on the heavily trafficked path between general session and expo ballroom spaces at the conference venue. You provide the design and we do the rest.

ENGAGE

HOST HOTEL ROOM DROPS // \$500 + \$10 PER ROOM

Coordinate with Running USA to have a special package delivered to the conference guests you select. Minimum of 10 drops is required to participate.

INNOVATION SHOWCASE // \$1,000 PER 30-MIN PRESENTATION SLOT

8 slots available. \$1,000 per 30 minute presentation slot

DEDICATED EMAIL SEND // \$2,000/EACH

4 available. Running USA will send a dedicated email to conference attendees on your behalf. You supply the creative message and brand graphics and leave the rest to us. There will be specific dates to select from for your dedicated send.



Don't see what you're interested in to activate your brand? Call us and let's get creative together.

CHRISTINE BOWEN

Vice President Programming,
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NICOLE SPARROW

Expo Coordinator



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EXPERIENCE

MOBILE APP PRESENTING SPONSOR - EXCLUSIVE // \$4,000

"Mobile app brought to you by:" with your company logo incorporated into the opening splash screen that appears each time a user opens the app. The Running USA conference app is the go-to source for all event information, social engagement and notifications and has a 99% adoption rate. The conference app is launched at least one week prior to the event, making this one of the most engaging sponsorships even before the event begins. Also includes 1 custom push notification with language of your choice. (Subject to character restrictions.)

MOBILE APP BANNER ADS // \$500

6 available. Promote your brand or drive traffic to your booth with a custom banner ad opportunity. Banner ads also include an outbound URL. Purchaser to provide approved artwork to Running USA.

MOBILE APP PUSH NOTIFICATION // \$200

6 available. Get noticed using the conference app with messaging of your choice sent to all attendees at a predetermined time during the event. One notification per purchase. (Subject to character restrictions.)

MONDAY MORNING RUN SPONSOR* // \$5,000/EACH

5 slots available. Category Exclusivity.

TUESDAY MORNING RUN SPONSOR* // \$5,000/EACH

5 slots available. Category Exclusivity.

"STRETCH BREAK" - OUTDOOR LAWN YOGA SPONSOR // \$5,000

This opportunity will provide conference attendees with an opportunity to "stretch" after a day of travel or sitting in sessions. Sponsor participation is highly encouraged during this whole body well-being opportunity.

KEYNOTE SPEAKER SPONSOR // \$10,000

Dedicated industry email announcing the presenting sponsor when keynote speaker is selected. Logo recognition on the website and appropriate signage during the conference. Conference app recognition in the form of one banner ad, recognition in event app, and a push notification. *Please note that sponsorship does not include selection of speaker.*

*Contact christine@runningusa.org for specifics.



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LET'S GET SOCIAL

KEEP 'EM CAFFEINATED: COFFEE BREAK SPONSOR // \$1,800/EACH

Help keep the attendees ready to learn throughout the event with a coffee break sponsorship. Includes one conference app push notification to announce the sponsored break and recognition in the event schedule. Includes signage and one push notification in the conference app announcing when the break will take place

WOMEN'S NETWORKING RECEPTION SPONSOR** // \$3,500 MINIMUM

The Women's Networking Reception has become an attendee favorite at the conference each year. A great way to support and engage with a rapidly growing number of women in the industry. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

MAKING MONDAY MARVELOUS: HAPPY HOUR HOST** // \$5,000 MINIMUM

As day one concludes, help our attendees unwind during this expo happy hour. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

BIDDING FAREWELL TO NEW FRIENDS: SPONSOR THE CLOSING RECEPTION** // \$5,000 MINIMUM

That's a wrap! Tuesday night's closing reception is always a special grand finale to an amazing conference and a chance to continue networking with colleagues. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

SUNDAY OPENING RECEPTION SPONSOR** // \$7,500 MINIMUM

Welcome attendees to night one of the conference. Everyone will be excited to see each other after a two year hiatus since our last gathering. Host the celebration! Includes one push notification and recognition in the conference app, as well as event signage with a logo.

EXPO LOUNGE**

Be the center of the action by sponsoring and activating the ever popular expo lounge.

****Reception sponsorships require a minimum investment as Running USA will work closely with the individual sponsor to concept, coordinate and assist with activation.**



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