Welcome to The Brand Partnership Forum!

As an event sponsor, you are a very important part of a powerful marketing program. Every sponsor has different marketing objectives and our goal is to help you surpass those objectives while delivering the strongest message possible to one of the most qualified groups of brand and entertainment marketers in the business.

This Planning Guide will help you make the most out of your event sponsorship as it identifies all of the opportunities available to you as well as deadlines, graphic specifications, attendee profiles and delivery information.

The following checklist will help you manage your sponsor benefits and help you maximize all of the opportunities before, during and after the event. **Important deadlines also appear at the bottom of each page in this guide where applicable.**

**Sponsor check list:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Branding &amp; Exposure</td>
<td>ASAP</td>
<td>3</td>
</tr>
<tr>
<td>Sourcebook Ad</td>
<td>September 14, 2018</td>
<td>4</td>
</tr>
<tr>
<td>Hotel Accommodations</td>
<td>September 19, 2018</td>
<td>5</td>
</tr>
<tr>
<td>Audio Visual Presentation</td>
<td>October 01, 2018</td>
<td>6</td>
</tr>
<tr>
<td>Event Gift Boxes</td>
<td>September 28, 2018</td>
<td>7</td>
</tr>
<tr>
<td>Special Activity Planning</td>
<td>Early September 2018</td>
<td>8</td>
</tr>
<tr>
<td>Sponsorship Enhancements</td>
<td>Early September 2018</td>
<td>9</td>
</tr>
<tr>
<td>Annual Sponsorship Opportunities</td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>

If you have any questions, please don’t hesitate to contact us at (310) 275-2088.
Company Branding & Exposure

Company Logos
All sponsors will receive logo recognition in various marketing materials (print, direct mail and email) and exposure on the Event website. If we don’t already have it, we need your logo as soon as possible so we can start including it in our early marketing materials.

If available, please forward a horizontal and vertical version logo as a hi-res .eps file. Also, please provide both black/white and color.

Website Copy
Depending on your level of sponsorship, you may be entitled to provide copy which will accompany your logo. This copy will be used in printed materials as well as on the website.

The following is a list of word allotment depending on type of partnership:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th># of Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting</td>
<td>150</td>
</tr>
<tr>
<td>Platinum</td>
<td>100</td>
</tr>
<tr>
<td>Corporate</td>
<td>50</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>50</td>
</tr>
<tr>
<td>Gold</td>
<td>50</td>
</tr>
<tr>
<td>Special Activity</td>
<td>50</td>
</tr>
<tr>
<td>Supporting</td>
<td>Logo only</td>
</tr>
</tbody>
</table>

Deliver your logo and copy directly back to The L.A. Office
Sourcebook Ad

Your ad in the Event Sourcebook is the best way to leave a lasting impression with the participants of the event. Since one of the biggest benefits of attending the event are the source materials, you can be assured that your ad will be widely viewed.

Sourcebook Ad Due: September 14, 2018

- **Size:** 7.75”W x 9.5”H and we place it in a standard border
- **Format:** Ads should be delivered as a hi-res .jpg (300 dpi—sorry, no camera-ready art will be accepted)

The specifications for the ad are as follows:

- Presenting, Platinum, Corporate, Non-Profit and Gold Sponsors – **COLOR ad**
- All other sponsors – **BLACK & WHITE ad**

Two ways to deliver your ad:

Email a copy directly back to The L.A. Office, or digitally via Dropbox or YouSendIt/Hightail

Tips for your Sponsor Ad

Your ad does not have to be specific to the current event, although an effective ad will directly target the attending audience of brand and entertainment marketers.

1. Promote your products and/or services to an audience of the top marketing executives in the entertainment industry.
2. Include strong graphics that will catch the reader’s eye.
3. Include contact information with an email address.
Hotel Accommodations

Hotel Reservations should be booked by: **Wednesday, September 19, 2018**
The special rate at the Hutton Hotel is only $285/Night!

All of our guests may reserve their rooms at the Hutton Hotel at the special rate of $285/night for Run of House, or $335 for a guaranteed suite. Rooms are on a first-come, first served basis.

The Hutton Hotel
1808 West End Avenue
Nashville, TN 37203
Phone: (615) 340-9333

To make your reservation, visit [www.laoffice.com/forum/](http://www.laoffice.com/forum/) or call (615) 340-9333. Mention the Brand Partnership Forum when making your reservation and receive our special discounted rate of only $285 per night or $335 per night for a guaranteed suite. This rate is only available for a limited time. Despite the deadline, rooms will sell out quickly, so we encourage you to make your reservations as soon as possible.
Audio Visual Presentation

Any sponsor with a presentation opportunity will be able to present to Event attendees in varying lengths depending on the level of sponsorship and agreement. Two weeks prior to the event, you will be contacted to schedule a technical rehearsal.

Due to past technical difficulties, all presentation materials must be received before your rehearsal date.

<table>
<thead>
<tr>
<th>Level of Partnership</th>
<th>Length of Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting</td>
<td>10+ minutes (Lets get creative!)</td>
</tr>
<tr>
<td>Platinum</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Corporate</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Gold</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Special Activity</td>
<td>Logo/Artwork will be displayed in “intro slide”</td>
</tr>
</tbody>
</table>

*Presentations may consist of PowerPoint/Keynote slides and/or video*

*Presentation materials can NOT be accepted on-site.*

*Presentations can be sent directly to The L.A. Office via Dropbox or YouSendIt/ Hightail*

*Presentation Tip:* Please make sure that your presentation targets the proper audience (brand and entertainment marketers). Be creative so you can capture the audience’s attention and promote your company’s products and/or services.

*All presentation materials needed for a technical check by October 01, 2018.*

Please plan ahead to avoid any unforeseen issues.
Event Gift Boxes

Including a premium in the Event Gift Box is a great way for your company to show its creativity and gain brand name exposure that will go home with the attendees. When choosing an item for the box, try to think of something that is practical and can be used by the attendees. The following list includes premiums that have been included in previous Gift Boxes:

<table>
<thead>
<tr>
<th>Baseball cap</th>
<th>Clock</th>
<th>Picture Frame</th>
<th>Pen/Pencil Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>Coupon</td>
<td>T-Shirt</td>
<td>CDs</td>
</tr>
<tr>
<td>Brochure</td>
<td>DVD</td>
<td>Towel</td>
<td>Journals</td>
</tr>
<tr>
<td>Camera</td>
<td>Gift Certificate</td>
<td>Video</td>
<td>Shoes and Apparel</td>
</tr>
<tr>
<td>Candy</td>
<td>Key Chain</td>
<td>Water Bottle</td>
<td>Travel Accessories</td>
</tr>
<tr>
<td>Magnets</td>
<td>Wine Stopper</td>
<td>Beauty Products</td>
<td>Tech Accessories</td>
</tr>
</tbody>
</table>

Due to space limitations, let us know what you plan on including at your earliest convenience. Some weight & size restrictions may apply.

In addition, we ask that you:

- Provide a quantity of 210 premiums (may be a variety of items)
- Ship all items directly to our fulfillment partner (see address below)
- EVERY BOX must be marked with your company’s name & the quantity of premiums in each box.

**NOTE:** If less than 210 premiums are provided, we can not guarantee that it will be included in every gift box. Any delivery arriving after the due date may incur additional fees which you will be billed for.

**Items must be sent to the fulfillment house by September 28, 2018**

The L.A. Office - Gift Box  
c/o Dot Fulfillment Services  
Attn: Maria Hewett  
1801 S. Standard Avenue  
Santa Ana, CA 92707
Special Activity Planning

In order to maximize your Special Activity Sponsorship, we encourage you to integrate your brand into the event. The team at The L.A. Office will assist you with the overall planning, brainstorming, and offer creative consulting. Should you have additional needs, for an additional fee, personalized event production services are available through our outside event producer, ZOë Productions.

The standard package includes (1)-6’ draped table with (2) chairs, an introduction by the host, and the following items, respectively:

**Break Sponsor:**
- Break snacks (including sponsored foods, drink products, water & coffee)

**Lunch Sponsor:**
- Seating for all guests at 60” round or 36” round tables and chairs
- Standard Linens
- Buffet setup
- Buffet food & beverage program

**Reception Sponsor:**
- Cocktail tables with brown/tan linens- 36” stand-up/sit down tables & chairs
- Cocktail hors d’oeuvres may be passed or at stations
- Bar setup which includes sponsored wine, beer, and possibly vodka with mixers
- Non-alcoholic beverages including sponsored drink products and water

All menu items to be determined by The L.A. Office

The following are a few suggested ways to enhance your sponsor experience and spotlight your company:
- Thematic elements (Custom décor, design, and lighting)
- Audio visual presentation
- Promotional items & creative branding
- Custom linens and centerpieces
- Entertainment and Music

For more inspirational event ideas, visit: [http://www.zoeproductions.com](http://www.zoeproductions.com)
Sponsorship Enhancements

Want to make more out of your Event Sponsorship? There are a number of opportunities that are available only to our event sponsors. While some of these have incremental fees attached to them, many of them may be included in your existing package.

The following enhancements are available to confirmed Presenting, Platinum, Corporate, Gold and Special Event Sponsors:

**Event Prizing**
Throughout the event, we award prizes for various activities. If your company is a Presenting, Platinum, Corporate, Non-Profit, Gold, or Special Activity Sponsor, we welcome your participation.

**Room Key Sponsor**
Customized Hotel Key Cards for guests at the Host Hotel.
Sponsorship fee: $1,000 + cost of cards

**Pen Sponsor**
Customized pens for all of the attendees.
Sponsorship fee: $1,000

**Room Drops**
Premium items for distribution to attendees in their hotel rooms at the Host Hotel.
Sponsorship fee: $1,500 + 150 premium items

**On-Seat Literature Distribution**
Distribute your promotional items to all attendees with a chair-drop on Thursday or Friday. Sales Kits, Press Releases and other premiums are all appropriate items.
Sponsorship fee: $1,500
Annual Sponsorships

To ensure a presence at the most prominent partnership marketing events of the year, we offer special Annual Sponsorship packages with additional benefits and exposure for your brand.

In the Spring, we host the Industry Insights Summit, and in the Fall, we host the Brand Partnership Forum. Both 3-day events provide a select number of client-side marketers the unique opportunity to learn about today’s hottest brand partnership trends, activities and opportunities.

While the bulk of the sessions at each of our events focus on trends and industry activities from brand marketers, both the Industry Insights Summit and Brand Partnership Forum feature two special RoadShow Snapshot sessions. These ‘Snapshots’ give attendees a chance to go behind-the-scenes into upcoming properties and compelling partnership opportunities.

- **Summit RoadShow Snapshots (Film and Gaming sessions):**
  Previous presenters include Disney, DreamWorks Animation, Paramount Pictures, Universal Pictures, Sony Pictures, Warner Bros., CBS Films, Activision, Blizzard and many more.

- **Forum RoadShow Snapshots (TV and Music sessions):**
  Previous presenters include ABC, Lifetime, HSN, National Geographic Channel, Disney Music, Universal Music Group, Nashville CVB, The Grammy’s, VH1, WWE, and more.

We are happy to put together a custom benefit package for you based on the level of sponsorship in which you are interested. A few of the additional benefits of Annual Sponsorships include:

- Promotional involvement and profiles in our business marketing network, MarketingPartnerships.com
- Potential presentation opportunities in our RoadShow On-Demand marketing program
- Email marketing opportunities
- Elevated logo exposure throughout both events
- Additional on-site marketing activities and/or presentation opportunities
- Additional event passes