

Compelling Sponsorship Packages for Virtual Events – Part 2



Aidan Augustin
Co-Founder and President

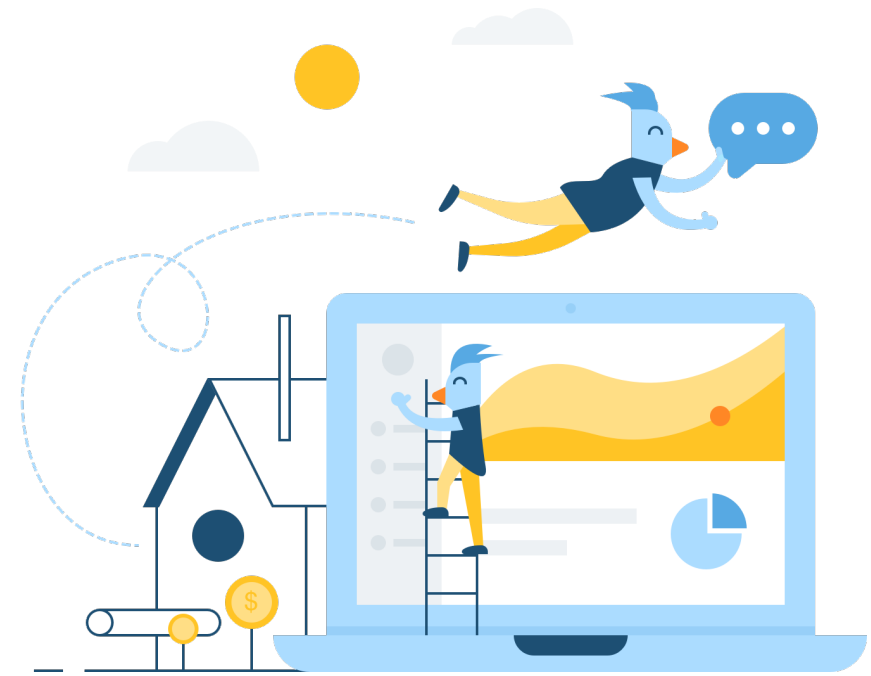






Marketing technology used by:

- ~700 associations (current)
- ~4,000 conferences, trade shows, and virtual events (cumulative)



New Reality #1


Your sponsors need effective digital marketing today,
and you are perfectly poised to give it to them

New Reality #2

Without the magic of face-to-face, you are now competing against other digital marketing options when selling your virtual event sponsorships

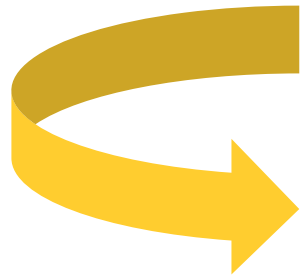
Characteristics of Effective Digital Marketing



- Measurable/Quantifiable
 - Segmented/Targeted/Personalized
 - Multi-Channel/Integrated
 - Funnel-Friendly (Lead Nurturing)
- 

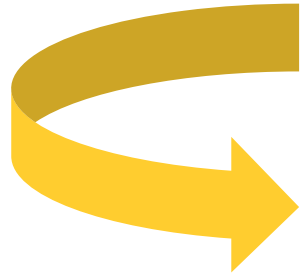
All Potential Leads (TAM)

Pre-Event Marketing



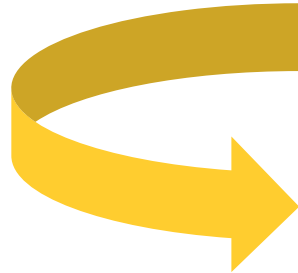
Awareness

Virtual Event Activations

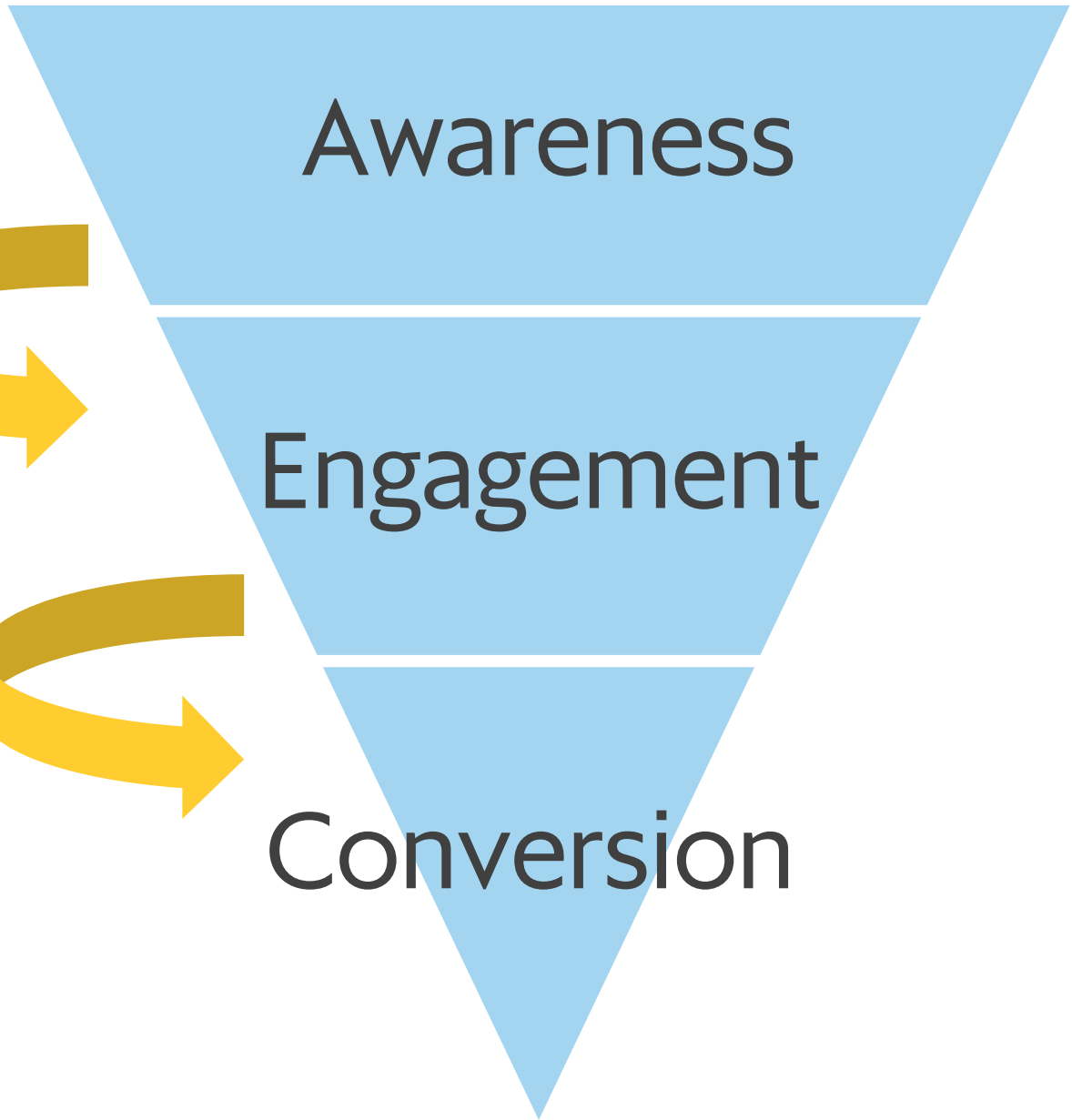


Engagement

Post-Event Marketing



Conversion



All Potential Leads (TAM)

Pre-Event Marketing

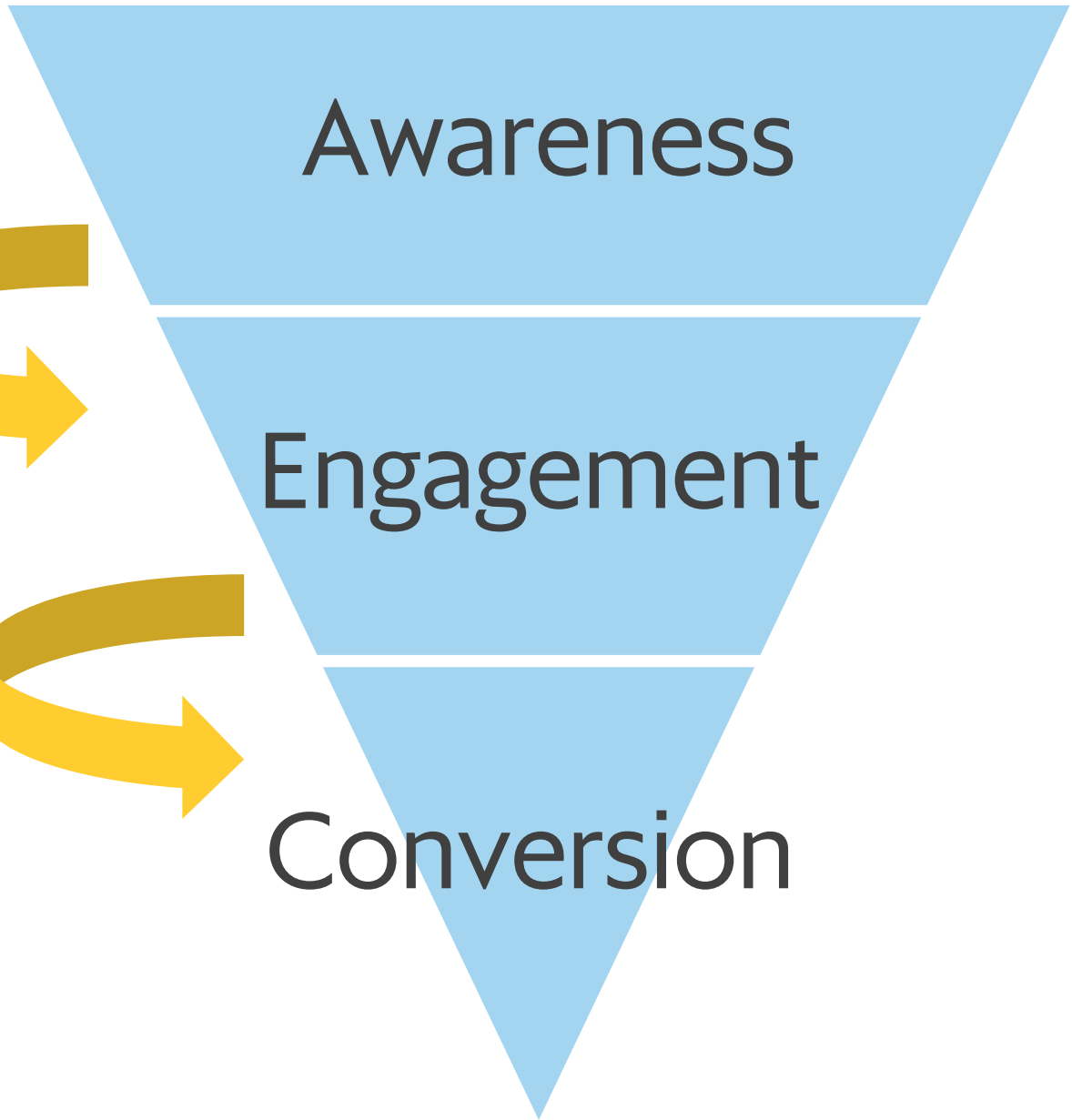
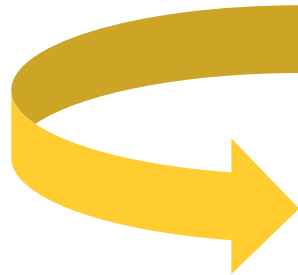
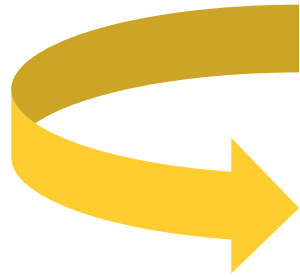
- Social Shout-Outs
- Sponsored Ad Retargeting
- Spotlight Blog Article

Virtual Event Activations

-
-

Post-Event Marketing

- Sponsored Ad Retargeting
- Sponsored Email Blast
- Sponsored Chat/Pop-up



Awareness

Engagement

Conversion

Social Shout-Outs



Start GNV

October 21, 2019 · 🌐

Presenting one of our annual partners: Three Five Two! We are happy to be working together to host events like the Super Meetup this Saturday.

Tickets and more information:

<https://www.eventbrite.com/e/gainesville-super-meetup-tickets-72996856563>



303

People Reached

16

Engagements

Boost Post



Pablo Casilimas, Natalie Guettler and 4 others

Like

Comment

Share



Write a comment...



Start GNV

October 22, 2019 · 🌐

Featuring another one of our annual partners: **SharpSpring**!

We are very excited about the Super Meetup we have this Saturday! If you are interested in learning more about the tech industry make sure to check it out:

<https://www.eventbrite.com/e/gainesville-super-meetup-tickets-72996856563>



369

People Reached

33

Engagements

Boost Post



You and 12 others

1 Comment

Like

Comment

Share



Most Relevant



AssociationSuccess.org

632 followers

15h • 🌐



What do Harry Potter, NASA, The RV Industry Association, Hagerty Insurance, and IRobot all have in common? They've built a successful following of loyal fans. Learn how you can, too, with David Meerman Scott in this session of SURGE Connect. brought to you by Feathr. Register now: <https://bit.ly/3cu59ud>

FIND YOUR ASSOCIATION'S BIGGEST FANS

June 10th 10-15 AM CT

WITH DAVID MEERMAN SCOTT



BROUGHT TO YOU BY  Feathr



1



Like



Comment



Share

Sponsored Ad Retargeting

Sponsored Ad Retargeting



PGA Merchandise Show

Official Home - PGA Merchandise Show | pgashow.com

PGA 2021 MERCHANDISE SHOW

TUES, JAN 26
PGA Show Demo Day & Education Conference

ATTEND

EXHIBIT

Save the Date for the 2021 PGA Merchandise Show

PGA SHOW DEMO DAY
Orange County National Golf Center
Tuesday, January 26
12:00 pm – 5:00 pm*

PGA SHOW EDUCATION CONFERENCE
Orange County Convention Center - West Concourse
Tuesday, January 26
8:30 am – 5:30 pm
Wednesday, January 27
7:30 am – 3:30 pm
Thursday, January 28
8:30 am – 6:00 pm

*PGA & LPGA Professionals, Media & Invited Guests can arrive starting at 9:00am

Washington Post: Breaking News | washingtonpost.com

The Washington Post
Democracy Dies in Darkness
Edition: U.S. & Canada

March 25, 2020

In the News Coronavirus D.C. outbreak Simulator Virus maps How to help U.S. stimulus D-Nice party 'This Is Us' Immigrant doctors Tokyo Olympics

This golf umbrella is... INDESTRUCTIBLE.
Wind-tunnel tested up to 55mph
SHOP NOW

Senate rushes to approve \$2.2 trillion coronavirus bill
"I will sign it immediately," President Trump said Wednesday evening as Senate lawmakers tried to set a time for a vote.
By Erica Werner, Mike DeBonis and Paul Kane • 18 minutes ago

Congress to bail out firms that
8:30 am – 6:00 pm
Thursday, January 28
8:30 am – 6:00 pm
Friday, January 29
8:30 am – 3:00 pm

LIVE UPDATES
Access to these updates is free

Biden suggests that T
Easter timeline could be 'catastrophic'

8:42 PM
Man who plotted to bomb
during coronavirus crisis
killed in confrontation

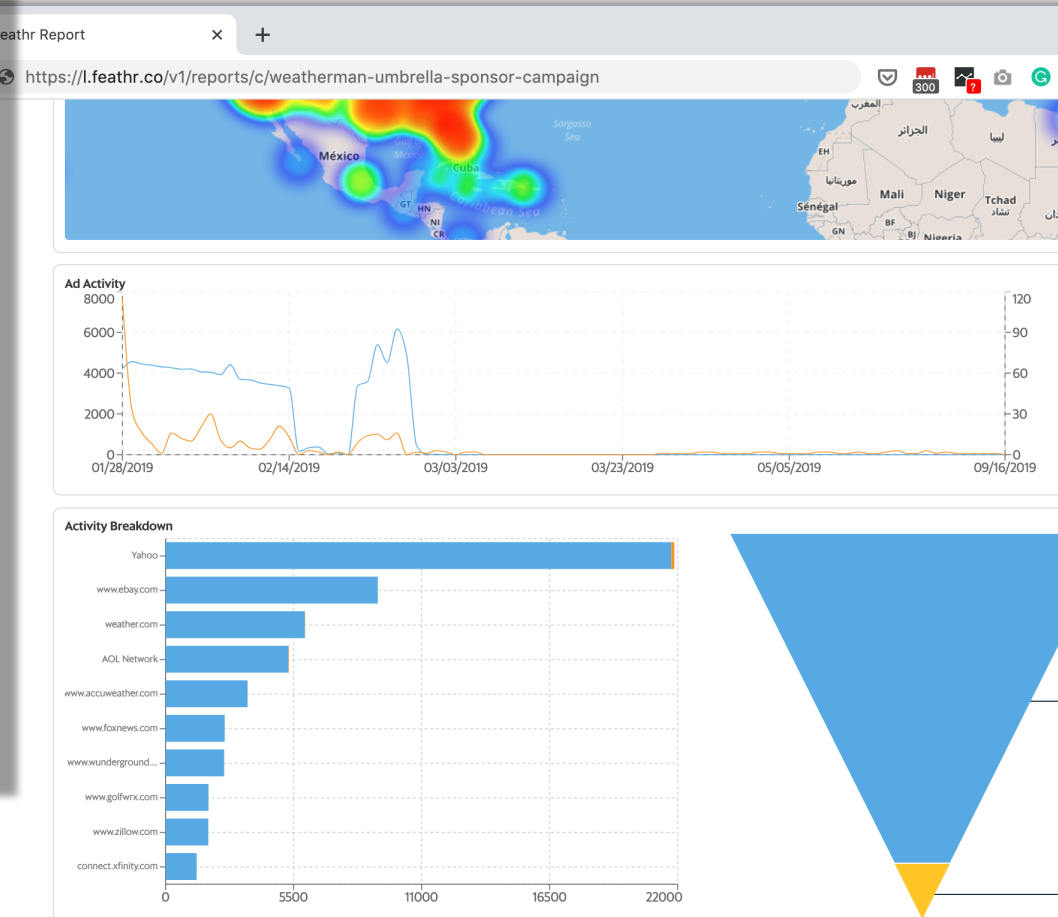
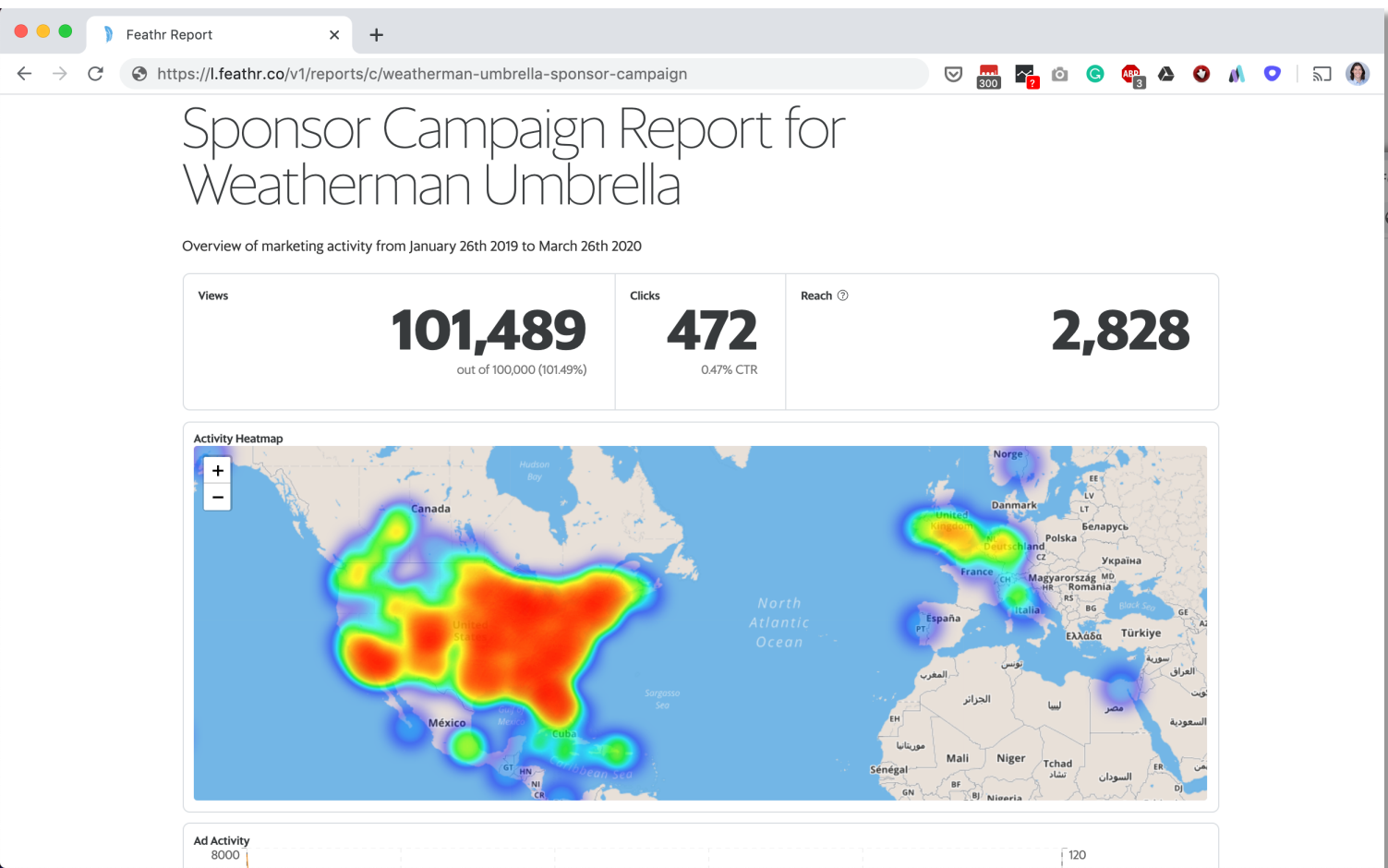
8:41 PM
Two cruise ships with
board will dock in Miami

8:33 PM
Department of Defense

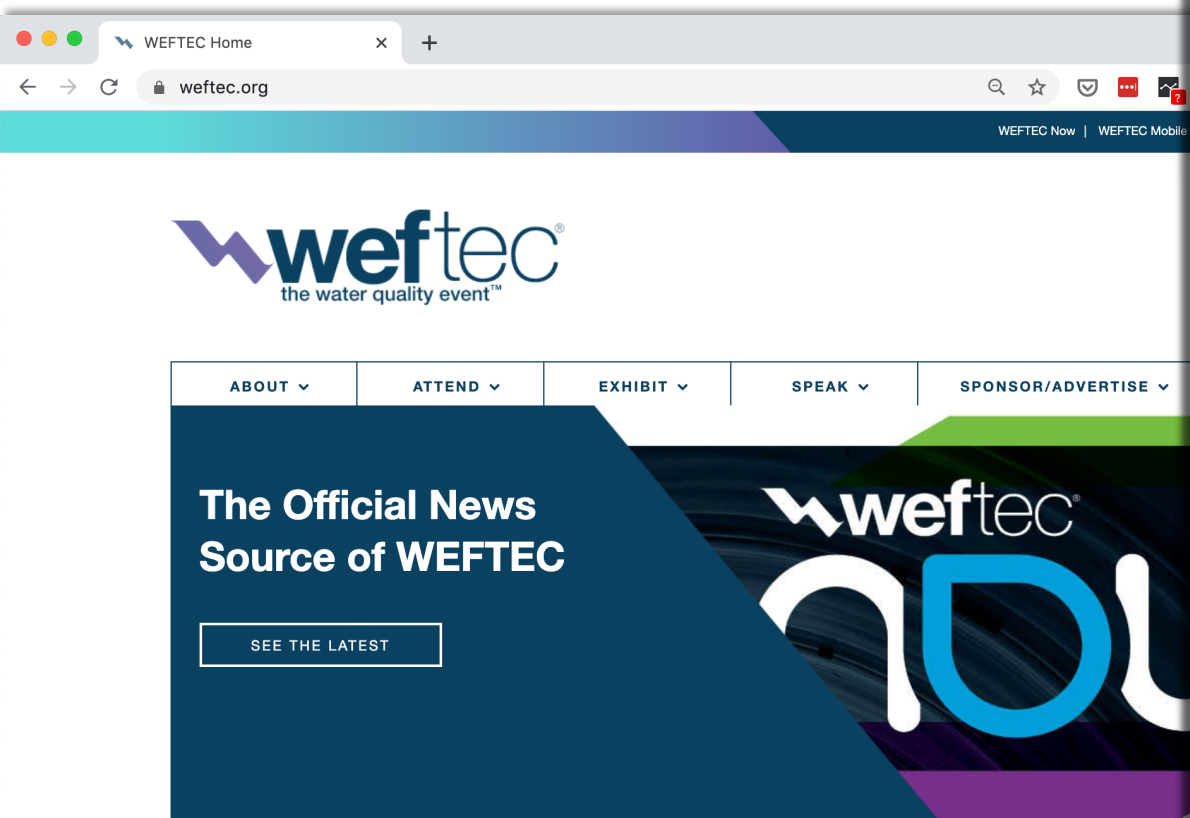
WEATHERMAN

WEBSITE FEEDBACK

Sponsor Report - PGA Merchandise Show



Water Environment Federation - WEFTEC



WEFTEC Home

weftec.org

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weftec
the water quality event™

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The Official News Source of WEFTEC

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The New York Times - Breaking x

nytimes.com

ENGLISH ESPAÑOL 中文

LOG IN

Tuesday, March 24, 2020

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

The Daily Listen to 'The Daily' Why the American approach to the coronavirus crisis is failing.

Listen: 'Modern Love' Podcast Ali Fazal reads "When Your Greatest Romance Is a Friendship."

Sign Up: 'Coronavirus Briefing' An informed guide to the global outbreak.

79°F 86° 67° Gainesville, FL

N.Y. Cases Skyrocket; Stocks Rally on Hopes for Stimulus Deal

Infection Rate Doubling in 3 Days, New York Governor Says

- Gov. Andrew Cuomo said the apex of the disease in the state was going to be higher and hit earlier than had been expected.
- Prime Minister Narendra Modi extended the lockdown in India, where an outbreak could ravage the health care system for 1.3 billion people.
- The Trump administration plans to use a wartime production act for the first time to mandate the production of 60,000 test kits. Follow the latest.

S&P 500
2,396.76
+7.12%
Change Tuesday

Dow
20,132.05
+8.28%
Change Tuesday

S&P 500

Source: Refinitiv

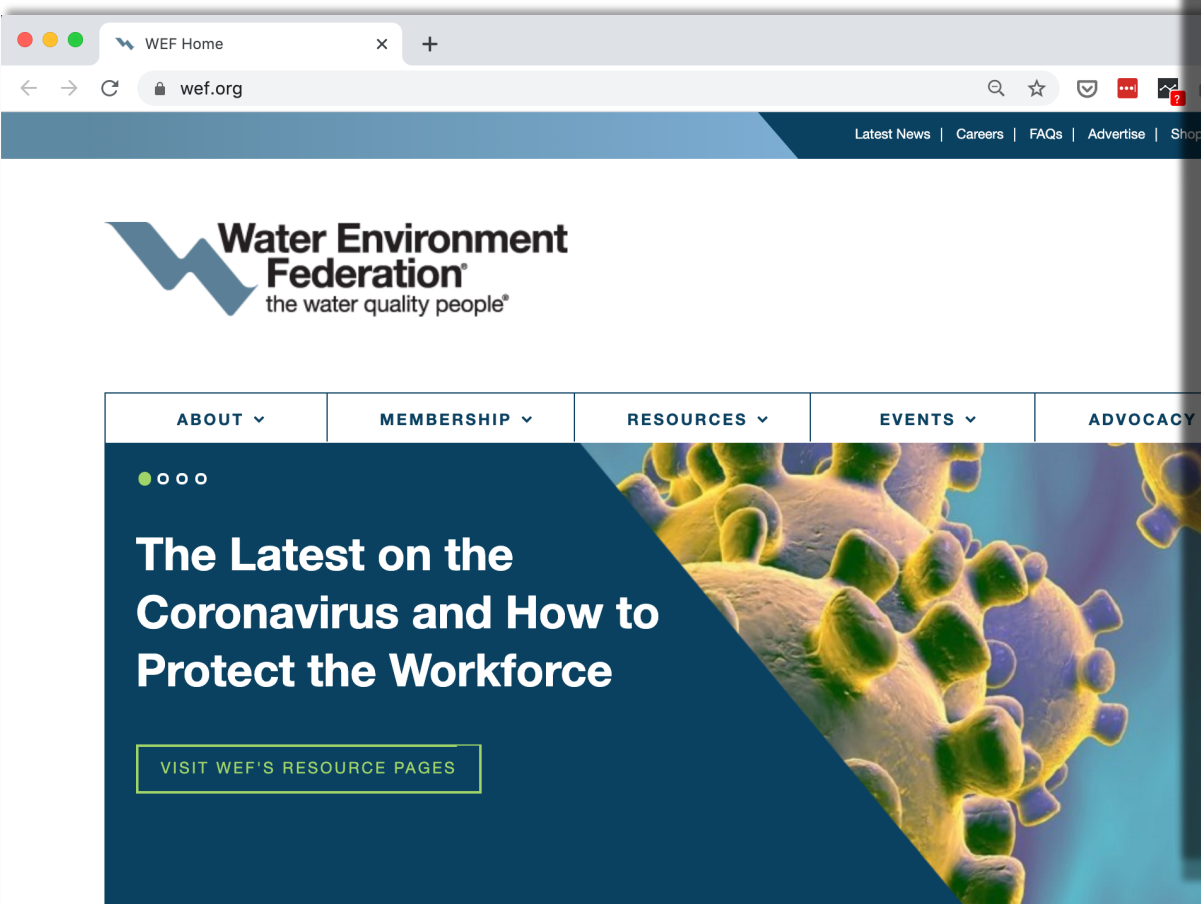
World Map U.S. Cases Markets Photos

Updates: Business and Markets
The S&P 500 surged in early trading. Companies with money tied to the Olympics are rushing to implement backup plans.
Live 24m ago 77 comments

Updates: New York Region
New York State has over 25,000 cases of the virus, nearly 7 percent of the global total.
Live 31m ago 118 comments

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Suitable for inert, corrosive, liquid and gaseous media
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Water Environment Federation - Association Website



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wef.org

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Water Environment Federation
the water quality people®

ABOUT ▾ MEMBERSHIP ▾ RESOURCES ▾ EVENTS ▾ ADVOCACY ▾

The Latest on the Coronavirus and How to Protect the Workforce

VISIT WEF'S RESOURCE PAGES



The New York Times - Breaking x +

nytimes.com

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The New York Times

Today's Paper

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

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GEMÜ
> LEARN MORE <

Sponsored Chat/Pop-Up



ARTICLES

NEWSLETTERS

EVENTS

LOG IN

BUILDING BADASS LEADERS

IN THE ASSOCIATION INDUSTRY

Our 2020 presenting sponsor, Feathr, provides digital marketing technology and services to over 700 associations. Are you interested in learning more about Feathr?

Yes!

Not right now





AssociationSuccess.org

SURGE Connect

From AssociationSuccess.org and presented by Feathr

REGISTER FOR ALL SESSIONS

About SURGE Connect

The flagship event of AssociationSuccess.org, SURGE Connect is a three-day opportunity to connect with association professionals around the world through a virtual conference dedicated to problem-solving, inspiration and creative leadership.

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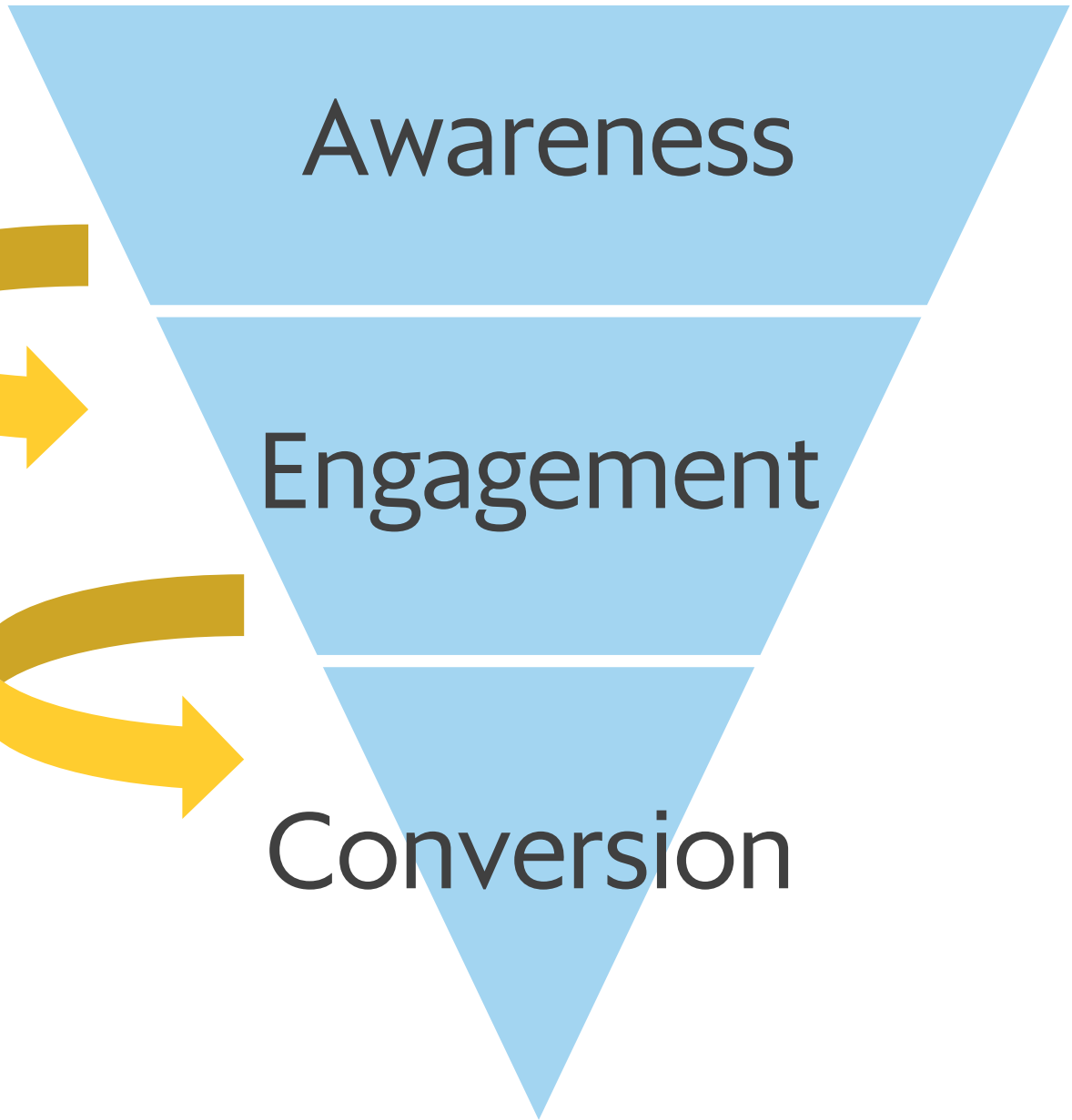
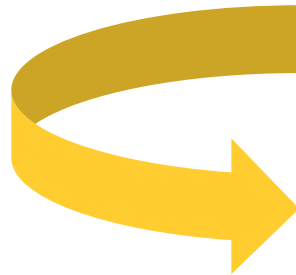
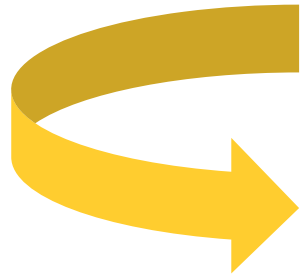
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Awareness

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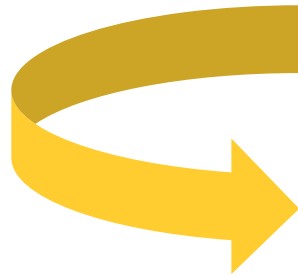
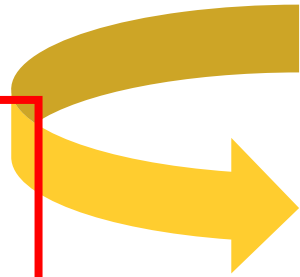
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Engagement

Conversion





Session Sponsorships

Session Sponsorships (Case Study: Feathr/SURGE)

- “Waiting Room” / Transition Slides
- Official intro video
- Sponsor “commercial” + pop-up CTA
- Mid-session pop-up CTA

 Making connections through non-traditional mentorship

- ...
- Chat
- Polls
- Handouts
- Public
- Private
- Twitter

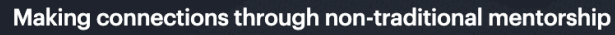
AND PRESENTED BY



Feathr

BigMarker

Type your message here...



Twitter

1:16:46 pm

1:16:48 pm

1:17:03 pm

1:17:04 pm

1:17:20 pm

1:17:24 pm

Hi Everyone!

Type your message here...



Making connections through non-traditional mentorship



Chat

Polls

Handouts



Public

Private

Twitter

Session 2 - excited to join....



Jennifer Woodrum

1:17:04 pm

Hi everyone! I serve on the Board of Directors for the Michigan Association for Healthcare Quality. Please feel free to connect with me on LinkedIn at: <https://www.linkedin.com/in/jenniferwoodrum>



Trish Borzon

1:17:20 pm

hi all - Looking forward to this session!



Reta Adler

1:17:24 pm

Hi Everyone!



Katie Brown

1:17:29 pm

Hey SURGE! Katie with Feathr here. Feel free to connect with me on LinkedIn <https://www.linkedin.com/in/katie-brown-355438146/>



Amanda Feil

1:17:49 pm

Good afternoon from Dallas!

Type your message here...



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Create a powerful new revenue stream with sponsored retargeting.

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Fixing the 'broken rung' in the association industry

Chat Polls Handouts

Public Private Twitter

Betty Barrett and she knew her stuff. I was able to give her our Lifetime Contributor Award 2 years ago.

Merry Beth Hall 12:28:28 pm
Along these lines, pay gap is still an issue in nonprofits.

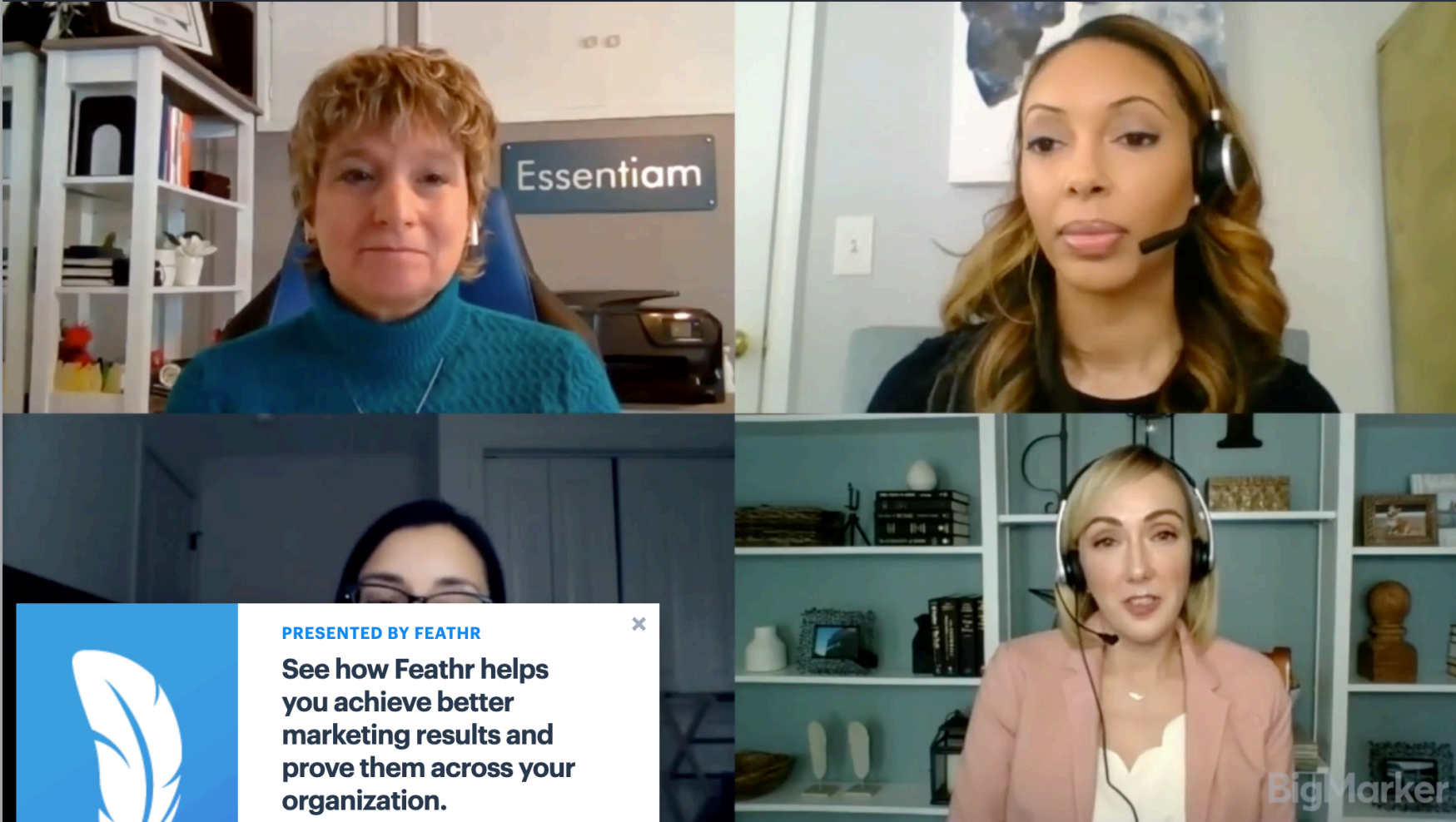
Alicia Skulemowski 12:28:29 pm
ASAE NextGen Class of 2018 here- it is an amazing program that should get more attention!

Lauren Harley 12:28:33 pm
Yes I am a proud NextGener!

Alicia Skulemowski 12:28:37 pm
glad to hear it is going to be discussed

Burt Blanchard 12:28:42 pm
@Alicia - we've got to walk the walk at some point, get real about what our environment looks like, but work to change the dialogue by addressing it head on. Now's the time!

Type your message here...





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See how Feathr helps you achieve better marketing results and prove them across your organization.

Learn More

Session Sponsorships (Case Study: Feathr/SURGE)

- “Waiting Room” / Transition Slides
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- Sponsor “commercial” + pop-up CTA
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Session Sponsorships (More Ideas)

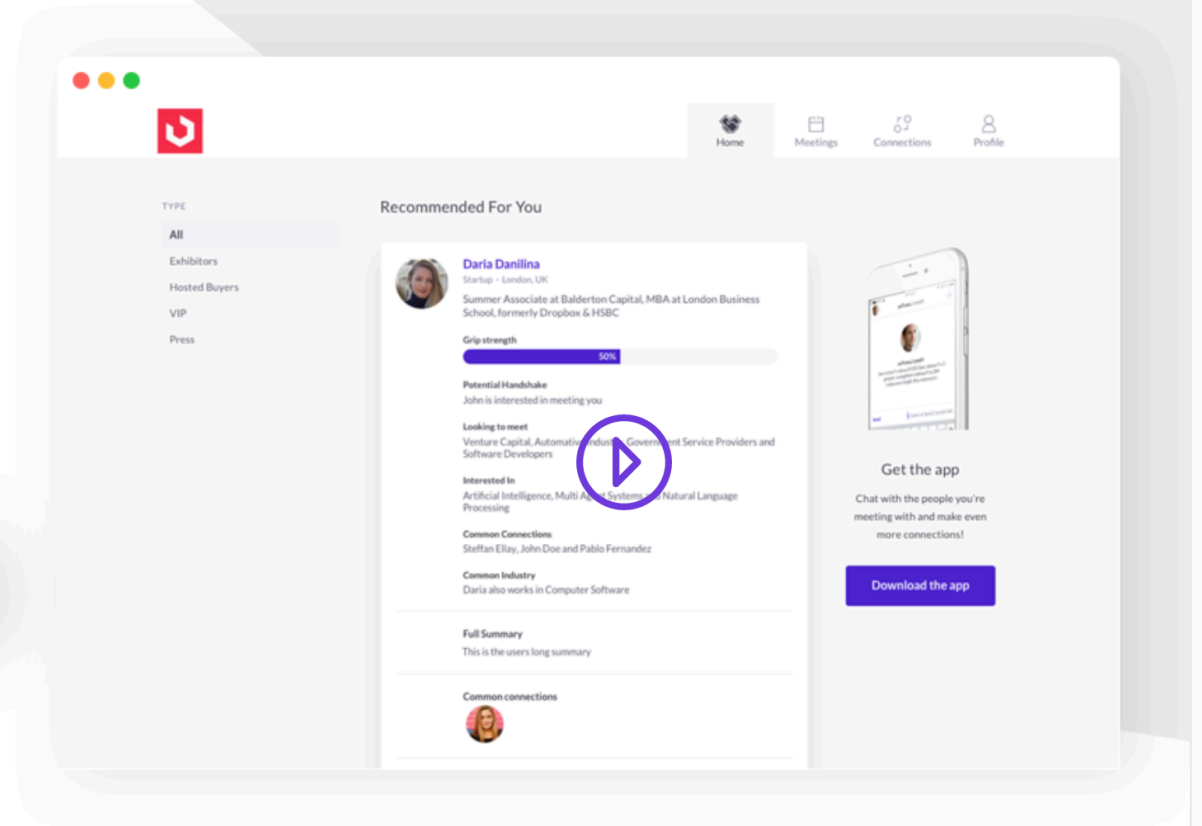
- Sponsor rep introduces speaker live
- Host/moderator thanks sponsor live
- Sponsor logo in virtual background of speaker(s) or video “filters”/effects
- Banner or logo below video throughout session

Matchmaking/Networking

[Product](#)[How It Works](#)[Company](#)[News](#)[Login](#)[Request Demo](#)

Intelligent Event Matchmaking Software

Let your attendees reach their business goals faster at events with Grip's B2B matchmaking platform.

[Get a Quote](#)



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Your email

[Contact Sales](#)

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World's leading event networking platform

Intent-based matchmaking
Powered by **Artificial Intelligence**

[Contact sales](#)

[For virtual events](#)

World's largest conferences & exhibitions use Brella to help attendees & sponsors reach their goals





Products ▾

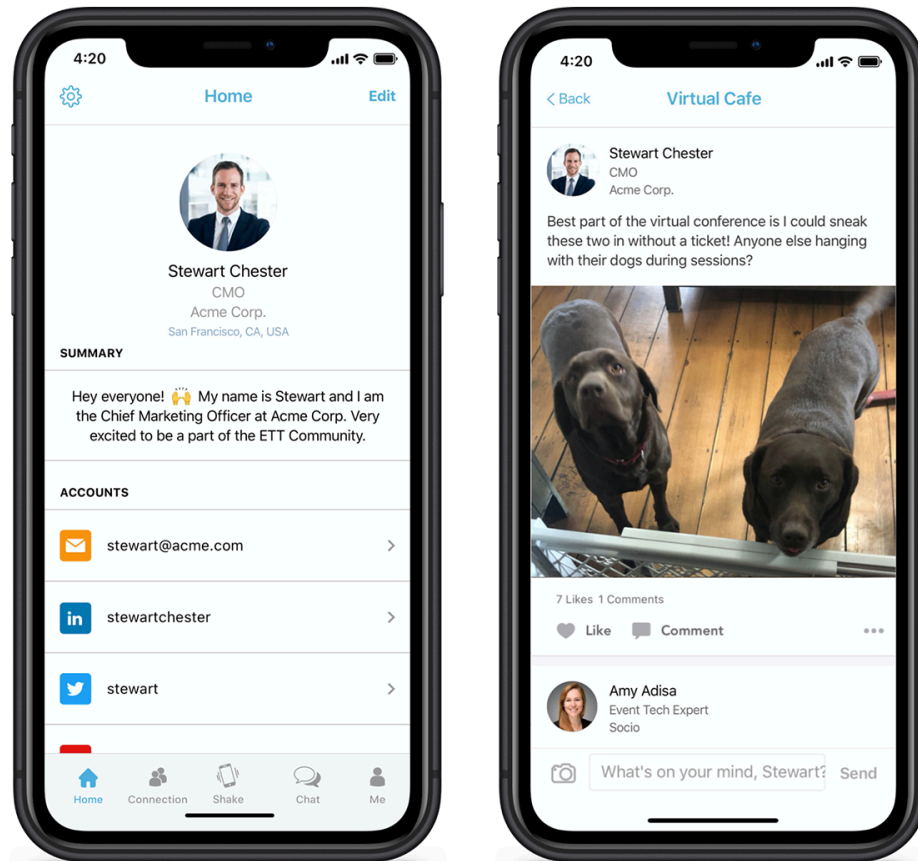
How It Works

Pricing

Customers

Company ▾

[Schedule a Demo](#)



Advanced Networking

A virtual event without networking is just a webinar. Give attendees a platform where they can chat, share files, and engage with each other, or use Shake to Connect to discover other attendees and instantly connect — from anywhere.

[Schedule a Demo](#)



Networking Ideas

- “Special Interest Group” discussions
- Interactive workshops (design thinking, business case, etc)
- “Virtual Happy Hour” or coffee break
- Icebreakers or mini games
- “Supplier Speed Dating”



Thought Leadership

Thought Leadership Ideas

- Sponsor presents a session
- Sponsor co-presents a case study w/ customer
- Sponsor moderates a panel
- "Supplier panel" w/ several sponsors
- "Solutions Showcase" (brief product demos w/ live Q&A from suppliers)



Physical/Experiential

Physical/Experiential Ideas

- “Swag bag” via mail
- Happy hour kit (wine, cocktail fixings, kombucha)
- Badge or t-shirt (w/ contest or incentive to wear)
- Virtual 5K run or yoga class
- Virtual photo booth (“best of” reel)

New Reality #3

Virtual events are the new normal, soon to be joined by hybrid events, and both formats will persist even once unrestricted in-person events return

New Reality #4

Our collective crash course in virtual/hybrid events over these 12-18 months will permanently change sponsor and exhibitor expectations

Questions?

aidan@feathr.co