



# playbook for recovery

New North Summit | Lambeau Field Atrium, Green Bay



# 03.11.2021

## sponsorship opportunities

## increase regional exposure

### What did past New North Summit attendees like best?

- Meaningful, timely topics
- Numerous opportunities for networking
- The energy in the room
- Relevant information in an effective format

The New North Summit sponsorship provides a rare opportunity to tie your company's name to the region's largest annual networking event. Not only will you be recognized as a supporter of the New North, but you will increase your regional exposure and build brand awareness that will last well beyond the New North Summit.

We offer numerous opportunities for all organizations, large and small. You are sure to find something among the options listed that best fits your organization's branding and marketing strategy.

**new opportunities available!**

## Sponsorship Opportunities

Contact us today!  
Lorissa Banuelos  
920.336.3860

Email: [lbanelos@thenewnorth.com](mailto:lbanelos@thenewnorth.com)



# overall sponsorship packages

	Platinum Sponsor \$15,000	Playbook Speaker \$10,000	Partner \$7,500	Affiliate \$5,000	Collaborator \$2,500	Team Member \$1,000	Friend \$500
<b>Pre-Summit Recognition</b>							
Logo on all emails leading up to the New North Summit — 20,000+ each distribution	x						
Sponsor logo in premium positions on New North Summit website, newnorthsummit.com	x	x					
Sponsor logo listing on New North Summit website, newnorthsummit.com	x	x	x	x	x	x	

## Day-of-Summit Recognition

Exclusive sponsor name featured at venue	x						
Exclusive executive speaking opportunity	x						
Featured display space in high traffic area	x	x					
Complimentary ad in Summit program	1 Full Page	1/2 Page	1/3 Page	1/4 Page			
Logo included in New North Summit program	x	x	x	x	x	x	
On-screen logo recognition at New North Summit	x	x	x	x	x	x	
Complimentary New North Summit registration/s	15	10	8	6	4	2	1


## Post-Summit Recognition

New North Summit Wrap-Up/ Thank You Ad	x	x	x	x	x	x	x
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## Year-Round Recognition

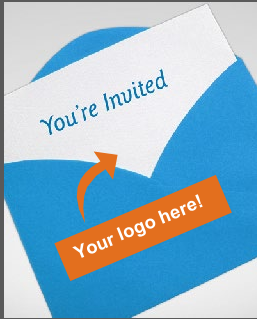
Complimentary ad in New North Year End Report to the Community	1 Full Page	1/2 Page	1/3 Page	1/4 Page			
Logo and link placed on thenewnorth.com website for 12 months	x	x	x	x	x	x	
Recognition in New North Year End Report to the Community	x	x	x	x	x	x	x

 Cash Contributions Only

 Cash or In-Kind Contributions

Recognition as Platinum and Playbook Speaker sponsors is reserved for those making financial sponsorship contributions only; not in-kind.

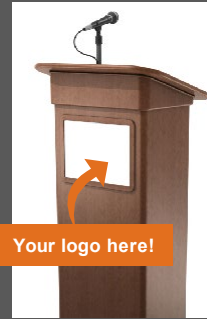
# featured sponsorship opportunities



## Platinum Sponsor

Your organization will be featured on all email correspondence sent to over 20,000 business professionals in the New North region. You will also have exhibit booth display space in the main networking area during the event.

**Sponsor at \$15,000**



## Playbook Speaker Sponsor

Your organization will be recognized in the program and on screen, and a sponsor representative will have the opportunity to introduce or conclude the Playbook Speakers series from the stage. This sponsorship affords great value, company exposure and affiliation with the Summit theme.

**Sponsor at \$10,000**

# à la carte sponsorship opportunities

Each à la carte sponsorship also includes team member benefits.

**New North Summit sponsorship opportunities for that extra edge to ensure attendees will recognize your company and brand.**

	Contribution
<b>Networking Lunch Sponsor (2 Available)</b>	
Your logo will be seen by New North Summit attendees as they enjoy lunch and networking.	\$5,000
<b>Co-Branded Give-Away</b>	
Attendees will receive a promotional item featuring your organization's logo along with the New North brand. <i>*specific item determined by Summit committee. Logo will be one color imprint</i>	\$5,000
<b>Continental Breakfast</b>	
Take credit for providing attendees with a FREE breakfast! Your company name and logo will be displayed while attendees enjoy a hearty continental breakfast.	\$5,000
<b>Networking Break</b>	
Help our attendees form business connections and contacts during our networking break. Branded napkins will be placed on tables during the break and signage will be displayed in the foyer before and during the break.	\$5,000
<b>Folder Sponsor</b>	
Your logo will appear on the front of the folder containing all New North Summit materials.	\$5,000
<b>Lanyard Sponsor</b>	
No more fussing with nametags! Your logo will appear on the lanyard that will conveniently hold all attendee's nametags.	\$5,000
<b>Reception Sponsor</b>	
After a great day of learning, recharge with a beverage and catch up with colleagues in an open and elegant space perfect for networking!	\$5,000
<b>Breakout Session Sponsor</b>	
Support an in depth breakout session designed to discuss specific aspects of the Summit theme, while getting participants engaged. Sponsors will have the option to introduce the Breakout Session speakers. This is a great opportunity to showcase your company as a leader of an industry sector, product or service.	\$5,000
<b>Snack Break (2 Available)</b>	
No event would be complete without mid-morning snacks for attendees to enjoy. Your logo will be featured at the various snack locations available at the New North Summit.	\$1,000
<b>Beverages (2 Available)</b>	
Over the course of the day, attendees are provided with an array of beverages to choose from. Take the opportunity to be the New North Summit thirst-quenching sponsor.	\$1,000
<b>Music Sponsor</b>	
Whether it is honoring our great nation's anthem, or the musical beat to encourage networking during the reception, music plays a key role in keeping our attendees engaged! The Music Sponsor is thanked on stage after the Star Spangled Banner is performed, and company logo is displayed within the Summit program and on reception signage.	\$1,000



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Sponsorship Level.....	Contribution
Platinum .....	\$15,000
Playbook Speaker.....	\$10,000
Partner .....	\$7,500
Affiliate .....	\$5,000
Collaborator.....	\$2,500
Team Member .....	\$1,000
Friend .....	\$500

À la carte options:

- Networking Lunch \$5,000
- Co-Branded Giveaway \$5,000
- Continental Breakfast \$5,000
- Networking Break \$5,000
- Folder \$5,000
- Lanyard \$5,000
- Reception \$5,000
- Breakout Session \$5,000
- Snack Break \$1,000
- Beverages \$1,000
- Music \$1,000

In-kind or donation (detail item or service and amount): \$ \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website Address \_\_\_\_\_

A member of the summit committee will contact you to confirm your sponsorship contribution and discuss payment options. If you have any questions, please call the New North at 920.336.3860.

Submit to Lorissa Banuelos — [lbanelos@thenewnorth.com](mailto:lbanelos@thenewnorth.com)

Thank you for your participation and support of the New North Summit!

