



playbook for recovery

New North Summit | Lambeau Field Atrium, Green Bay



New North Summit 'Playbook for Recovery' Series

Thursday, March 11, 2021 – Summit Virtual Pre-Game

Wednesday, April 14, 2021 – Business & Community Development Training Camp

Wednesday, May 12, 2021 – Education and Talent Attraction Training Camp

Thursday, June 10, 2021 – In-Person Summit at Lambeau Field

increase regional exposure

sponsorship opportunities

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.

This year's New North Summit, which traditionally attracts over 600 attendees, will be a series to allow increased engagement with New North stakeholders. We are excited to announce that our summit will actually occur over three virtual events and the large in-person event at Lambeau Field.

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.

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

new opportunities available!

Sponsorship Opportunities

Contact us today!

Lorissa Banuelos

920.336.3860

Email: 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
Pre-Summit Recognition							
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

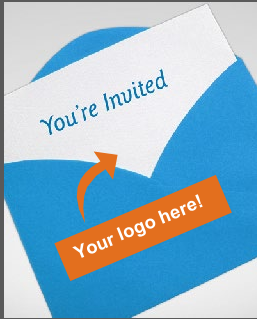
Complimentary ad in New North Report to the Community	1 Full Page	1/2 Page	1/3 Page	1/4 Page			
Logo and link placed on thenewnorth.com website for 12 months	x	x	x	x	x	x	
Recognition in New North Mid-Year Report to the Community	x	x	x	x	x	x	x

 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.

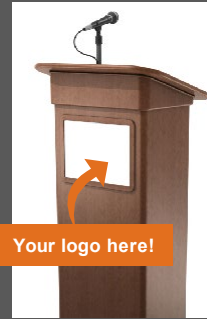
featured sponsorship opportunities



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
Networking Lunch Sponsor (2 Available)	
Your logo will be seen by New North Summit attendees as they enjoy lunch and networking.	\$5,000
Co-Branded Give-Away	
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
Continental Breakfast	
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
Networking Break	
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
Folder Sponsor	
Your logo will appear on the front of the folder containing all New North Summit materials.	\$5,000
Lanyard Sponsor	
No more fussing with nametags! Your logo will appear on the lanyard that will conveniently hold all attendee's nametags.	\$5,000
Reception Sponsor	
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
Breakout Session Sponsor	
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
Snack Break (2 Available)	
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
Beverages (2 Available)	
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
Music Sponsor	
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.	\$3,000



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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 \$3,000

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

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

