



Adapt Your Impact 2020

Sponsor prospectus

About the summit

Adaptability is more crucial than ever for speakers and entrepreneurs. How and when they adapt will look different next year than it does today. So how do they strategically and thoughtfully reinvent themselves to keep up with a world that has been forever changed?

The Adapt Your Impact 2020 is a Virtual Experience exploring how speakers and entrepreneurs can grow their business while maintaining their integrity and focus.

Dates:	Nov 9 - 11, 2020
Location:	Online
Web site:	www.adaptyourimpact.com

About the organization

Public Speakers Association

Jason Antalek

Audience

Who attends?

- Speakers
- Entrepreneurs
- Authors
- Consultants
- Business leaders

What do they have in common?

A desire to participate in a supportive community that is focused on the success of all members

Estimated reach

100+ registered attendees

8,400+ Facebook group members

8,000+ mailing list contacts

Benefits of sponsoring

Feature your content throughout the event experience

Create connections with your target audience

Gain visibility and brand recognition with our attendees and association members

Generate leads for your product or service

Meet some genuinely awesome human beings

You'll be a great sponsor if:

You have a valuable service or product to offer speakers and entrepreneurs

You want to show speakers and entrepreneurs how to make their businesses thrive

You want to cultivate relationships with professionals who are eager to make a lasting impact

You want to educate and empower speakers and entrepreneurs in all phases of their businesses

Where your sponsorship dollars go

An engaging and fun event platform

Successful production of the event experience

Reinvested in PSA and future Adapt Your Impact events

Spotlight Sponsor level 2 - (ONLY 1) \$2997 (early bird (\$2547))

- 45 Minute Presentation
- Extend a special offer to attendees during presentation
- Full page ad (or equivalent) in AYI digital event guide delivered to all attendees
- Full Width ad and logo on AYI Homepage *
- Exclusive VIP sponsored activity
- Logo included in all advertising
- Custom promotional graphic optimized for social media
- 20 minute Facebook Live interview
- LIVE “Brought to you by” shoutouts on all Facebook LIVES
- Sponsored Facebook posts to 8500 group members: 4 pre-event, 4 post-event
- Logo and link to company website included in email blasts sent to attendees
- 1 sponsored email blast to list of over 3500 contacts pre-event*
- 1 sponsored email blast to list of over 3500 contacts post-event*
- You + 6 VIP tickets
- Logo displayed during breaks
- Private themed toom throughout the event
- List of all attendees and participants
- 30 - 60 second video played during event*

Featured Sponsor level 1 (x2)

\$1997 (early bird \$1697)

- 30 Minute Presentation
- Lead gen opportunity to drive attendees to your links
- ½ page ad (or equivalent) in AYI digital event guide delivered to all attendees
- ½ width ad and logo on AYI Homepage
- Sponsored VIP networking opportunity
- Logo included in all advertising
- Custom promotional graphic optimized for social media
- 10 minute Facebook Live interview
- “Brought to you by” Logo placement in AYI Facebook posts
- Sponsored Facebook posts to 8500 group members: 2 pre-event, 2 post-event
- Logo and link to company website included in email blasts sent to attendees
- 1 sponsored email blast to list of over 3500 contacts pre-event
- 1 sponsored email blast to list of over 3500 contacts post-event
- You + 4 VIP tickets
- Logo displayed during breaks
- Private themed room same day as presentation, all day
- List of all attendees and participants
- 15 - 30 second video played during event

Focus Sponsor

\$497 (early bird \$427) 4 available

¼ page ad (or equivalent) in AYI digital event guide delivered to all attendees

¼ width ad and logo on AYI sponsor page *

Custom promotional graphic optimized for social media

5 minute Facebook Live interview

Sponsored Facebook posts to 8500 group members*: 2 pre-event

You + 2 VIP Tickets

List of names and emails for participants and presenters

10 - 15 second video played during event*

Next steps

Are you ready to join us at Adapt Your Impact?

Contact Jason Antalek (jason@publicspeakersassociation.com) to get started.