



SPONSORSHIP OPPORTUNITIES

Why Sponsor with COMMON?

As POWERUp approaches, we know you're planning how to make the most of your presence- we're here to help you stand out. Sponsoring POWERUp is a powerful way to connect with a highly engaged audience, generate meaningful leads, and position your brand at the center of the IBM i community.

At COMMON, our mission is to drive learning, innovation, and growth across the ecosystem. Our sponsors play a key role in making that possible, helping us expand our reach and deliver valuable education to professionals across the industry.

We invite you to be part of that momentum. Your partnership not only elevates your brand, but also directly supports the continued growth and success of this vibrant community.

If you are interested in one of our networking sponsorships please reach out to gwburke@common.org.

We're truly grateful for your interest and support. COMMON wouldn't be what it is without sponsors like you.

Pups and Cups

\$2,000 • 3 Sponsor Spots

Who doesn't love coffee with canines?! It's a great opportunity for attendees to take a break from long hours of education, and enjoy some downtime with some friendly dogs from a local animal shelter. Guaranteed to be a popular event, the Pups for Cups will take place on Wednesday afternoon in the Community Hub area near Registration. Your sponsorship includes:

- Custom Signage
- Opportunity for your staff to come and network, and hand out related giveaways
- Recognition as a sponsor throughout the conference and in conference marketing

Trivia Night

\$4000 • 1 Sponsor Spot

Back by popular demand, Trivia Night is a great way to be part of a fun networking opportunity and gain some recognition. It will take place on Wednesday night, and is open to all attendees after a day of technical sessions. Sponsorship includes

- Naming rights for the Trivia Night, i.e. “Acme Trivia Night”
- 2 minutes at the beginning of the event to talk to attendees and give your pitch
- Social Media Promotion
- Custom Signage
- Recognition as a sponsor throughout the conference and in conference marketing



Scavenger Hunt

\$1,500 • 5 Sponsor Spots

Sponsor a stop on the City Scavenger Hunt, a fun activity where teams can explore the city, do a quick activity, and post on social media! At each stop, participants will take a photo with the volunteer and post on social media, tagging your company's hashtag. Get your logo in the shot and a tag on social!

*Requires Volunteer for Event from your Company (Deck them out in your swag)

- Custom Signage at Each Stop
- Social Media Promotion
- Sponsored clues
- Engage with participants at your sponsored stop
- Post-Event promotion email sent to all participants with your logo and URL