



Hello friend,

POWERUp is quickly approaching and we know you are working on your game plan for how to best engage with attendees! Knowing that this conference plays an important role in your lead generation and advertising for the year, we want to offer you some additional fun ways to connect with attendees.

Check our exciting sponsorship opportunities below!



Pickleball in Expo

\$10,000 • 1 Sponsor

New this year – Pickleball in the Expo! A fun and exciting opportunity for all attendees, the court will be available for people to use throughout the whole conference. We'll also be running a Pickleball Tournament, similar to March Madness, and keeping time slots open for anyone who wants to walk up and play. Sponsorship includes:

- Naming rights for the Tournament displayed prominently in all signage and advertisement, i.e. "Acme Pickleball Tournament"
- Custom Sponsor Signage

- Custom Branded Pickleball Equipment
- Get lead scans from players
- Recognition as a sponsor throughout the conference and in conference marketing

Pups & 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
- Sponsored bandanas on the pups with your logo
- 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

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

POWERUp 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
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We thank you for partnering with us for another exciting event! You help us make POWERUp a great event.

Sponsorship spots will be awarded on a first come first serve basis. If you are

interested in sponsoring any of these events, please contact Wynn Burke at gwburke@common.org for more details.

We look forward to seeing you in New Orleans!



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