

BUSINESS *on the Bay*

We invite you to join us as an official sponsor of Business on the Bay, our exclusive networking mixer on July 28th at Moda North Bay Village. This event offers a unique opportunity to showcase your brand to a diverse and influential audience of professionals.

Your support will enhance the experience for all attendees and highlight your commitment to fostering business connections and growth. We look forward to the possibility of partnering with you for this exciting event.



COMMITTED TO MAKING A DIFFERENCE

Sponsoring Business on the Bay offers a unique opportunity to align your brand with a diverse and influential community of professionals, business owners, entrepreneurs, and creatives aged 25-75. Our event draws a vibrant demographic dedicated to growth, innovation, and collaboration.

Why Sponsor Us?

Diverse Demographic: Our attendees are a dynamic mix of professionals from various industries, business owners, entrepreneurs, and creatives. By sponsoring, you'll gain direct access to a network that values diversity and is actively engaged in fostering inclusive business practices.

Support Diversity and Inclusion: At Business on the Bay, we believe in the power of diversity and the importance of inclusion. Supporting our event means championing these values and contributing to a more equitable business landscape. Your sponsorship helps create opportunities for underrepresented voices to be heard and celebrated.

Venue Partnership: Moda North Bay Village has been a steadfast supporter of our mission, providing a beautiful and inspiring setting for our event. Their commitment to amplifying voices and supporting local businesses aligns perfectly with our values and goals. Partnering with us means joining forces with a venue dedicated to fostering a thriving business community.

Join Us in Making a Difference

By sponsoring Business on the Bay, you are not only gaining valuable exposure but also making a tangible impact on the professional lives of a diverse group of individuals.

Together, we can create an event that celebrates inclusion, promotes empowerment, and supports the growth of businesses and entrepreneurs. We invite you to be part of this transformative experience.



LET'S DO THIS!

HOW WE CAN PARTNER FOR SUCCESS



PRODUCT (FOOD/ REFRESHMENTS) (IN-KIND)

As a Food/Refreshment Sponsor for Business on the Bay, your brand will play a vital role in enhancing the attendee experience by providing delicious food and refreshing beverages. This sponsorship offers significant exposure and engagement opportunities with our audience of 75 professionals and entrepreneurs.

Benefits:

- Brand Exposure:
 - Event Signage: Your logo prominently displayed at food and refreshment stations.
 - Event Marketing Materials: Inclusion of your logo on banners, flyers, and social media promotions.
 - Email Newsletters: Mention in our event email newsletters, highlighting your sponsorship.
- On-Site Promotion:
 - Branded Napkins/Cups: Opportunity to provide branded napkins, cups, or other materials for added visibility.
 - Live Mentions: Acknowledgment during event opening and closing remarks.
- Digital and Social Media Presence:
 - Dedicated Posts: Social media posts featuring your brand and sponsorship, with tags and links to your profiles.
 - Event Website: Logo and a brief description on our event website, linking to your official site.

Requirements:

- Provision of Food/Beverages:
 - Quantity: Supply enough food and refreshments to serve 75 attendees.
 - Variety: Offer a selection of items to cater to diverse tastes and dietary preferences.
- Brand Materials:
 - Logo Submission: Provide a high-resolution version of your logo for use on event materials and social media.
 - Branded Items: Supply branded napkins, cups, or other materials for use at refreshment stations (optional but recommended).
- Engagement:
 - Social Media Interaction: Engage with our event-related social media posts to maximize visibility and reach.



SPONSORSHIP OVERVIEW

TOGETHER WE CAN WIN

TITLE SPONSOR (\$500)

Prominent Brand Placement:

- Event Marketing Materials: Your brand logo will be prominently featured on all event marketing materials, including banners, flyers, posters, and social media promotions.
- Event Signage: High-visibility placement on event day signage.

• Inclusion in Event Communications:

- Email Newsletters: Inclusion in our event email newsletters sent to our extensive list of subscribers, highlighting your sponsorship and contribution.
- Press Releases: Mention in all press releases related to the event.

• Event Video and Digital Content:

- Official Event Recap Video: Your brand/logo will be included in the official event recap video, which will be shared across our social media platforms and with attendees.
- Live Mentions: Acknowledgment during the event's opening and closing remarks.

Social Media Exposure:

- Dedicated Posts: A series of dedicated social media posts highlighting your sponsorship, including tags and links to your social media profiles.
- Event Hashtag: Prominent placement within posts using the event hashtag, ensuring your brand is part of the broader conversation.

• On-Site Presence:

- Prime Table Display Space: Premium space in a high-traffic area to showcase your products and services.
- Branded Materials: Opportunity to distribute branded materials and promotional items in attendee bags.

• Complimentary Tickets:

- Event Access: A number of complimentary tickets for your team or clients, allowing them to attend and network at the event.



YOU'VE GOT THAT SWAG!

SWAG BAG PARTNER (\$150)

As a Swag Bag Partner for Business on the Bay, you'll have the unique opportunity to showcase your brand directly to our attendees. We are expecting 75 guests, ensuring that your products and brand will reach a targeted and engaged audience. Here are the benefits and requirements for this partnership:

- Brand Exposure:
 - Swag Bag Inclusion: Your branded items will be included in each attendee's swag bag, providing direct exposure and interaction with potential customers.
 - Event Marketing Materials: Your logo will be featured on all event marketing materials, including banners, flyers, posters, and social media promotions.
 - Email Newsletters: Your brand will be mentioned in our event email newsletters sent to our extensive list of subscribers, highlighting your contribution.
- Digital and Social Media Presence:
 - Social Media Mentions: Dedicated posts on our social media platforms, tagging your brand and acknowledging your partnership.
 - Event Website: Your logo and a brief description of your brand on our event website, with a link to your official site.

REQUIREMENTS

- Branded Items:
 - Quantity: Provide 75 branded items (e.g., promotional products, samples, brochures) to be included in the attendee swag bags.
 - Delivery: Ensure that all items are delivered to the event organizers by [July 22] to ensure timely inclusion in the swag bags.
- Logo and Brand Materials:
 - Logo Submission: Provide a high-resolution version of your logo for use on event marketing materials and social media.
 - Brand Guidelines: If applicable, provide any brand guidelines to ensure proper usage and representation of your brand in our promotions.
- Engagement:
 - Social Media Interaction: Engage with our social media posts related to the event to amplify the reach and impact of your brand.





**READY TO GET STARTED? EMAIL SHAWN AT
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