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# SPONSORSHIP OPPORTUNITIES

**Fact: Moving our event online actually amplifies the value of your sponsorship!**

We’ll be utilizing Hopin, a simple and easy to navigate online events platform available directly through your internet browser. When you choose to sponsor our event, you get more time to focus on connecting with people. There’s less travel stress. Stronger attendee engagement. More customization and flexibility. Deeper data analytics. And the ability to showcase your services before, during, and after the big event. You’ll get a clear view of exactly who showed interest in your organization and the information to connect with any attendee or partner sponsor afterward.

The sponsorship experience on Hopin allows you to maximize your attendee touchpoints both by networking in the main event and maintaining a digital sponsor booth in the expo space. A dedicated virtual expo area stays open throughout the entire event, which means attendees can go and visit the expo booth even while other events are going on. Attendees can watch pre-recorded content, engage in a live video session and chat, or move the conversation to a private meeting with you.

Experience all Hopin has to offer you as an attendee and sponsor here: <https://hopin.com/learn>

**Sponsorship Contact:** Martin Warne at mwarne@mhankyswoh.org

## PRESENTING SPONSOR ($5,000): 1 Available

“The official sponsor of MHANKYSWOH’s 2021 Education Summit.”

* Dedicated attendee email (pre and post-event)
* Social media promotion (pre and post-event)
* Inclusion in all event marketing emails (pre and post-event)
* Listed as event sponsor on MHANKYSWOH’s website for 1 yr.
* Logo with link on landing and registration pages (TOP TIER)
* A five-minute video welcome to the Education Summit and introduction to your organization
* Video ad or slide deck to be displayed during breaks (also to be added to our website for 1 yr.)
* Expo booth (TOP TIER)
* 10 complimentary event tickets
* 15% additional staff pass discount
* Access to all post-event data, including attendee contact information, booth attendees, etc.

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## TIER 1 SPONSOR ($2,500)

* Social media promotion (pre-event)
* Inclusion in all event marketing emails (pre-event)
* Listed as event sponsor on MHANKYSWOH’s website for 1 yr.
* Logo with link on landing and registration pages (MIDDLE TIER)
* Video ad or slide deck to be displayed during breaks (also to be added to our website for 1 yr.)
* Expo Booth (TOP TIER)
* 8 complimentary event tickets
* 10% additional staff pass discount
* Access to booth attendees and complete attendee list with details

### TIER 2 SPONSOR ($1,000)

* Listed as event sponsor on MHANKYSWOH’s website for 1 yr.
* Logo with link on landing and registration pages (BOTTOM TIER)
* Video ad or slide deck to be displayed during breaks (also to be added to our website for 1 yr.)
* Expo Booth (MIDDLE TIER)
* 4 complimentary event tickets
* 10% additional staff pass discount
* Access to booth attendees and complete attendee list

## TIER 3 SPONSOR ($500)

* Expo Booth
* 2 complimentary event tickets
* Access to booth attendees and complete attendee list

## Hopin Expo Booth Features: <https://www.loom.com/share/a2d6ccbc9907486fae7aba95d7534fb9>

* Live stream, pre-recorded video, or combination
* Custom call to action button
* Add custom event offer
* Multiple staff moderators
* Group booth chat and private chat
* Text chat and live video chat with attendees

Need help dissecting this package? No problem! Email Kara Atwell at katwell@mhankyswoh.org for more information or to schedule a meeting.

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# SPONSOR APPLICATION

ORGANIZATION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PRIMARY CONTACT EMAIL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PRIMARY CONTACT PHONE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## SPONSORING ORGANIZATION DETAILS FOR EXPO BOOTH

ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CITY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ STATE, ZIPCODE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

250 WORD DESCRIPTION OF YOUR ORGANIZATION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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WEBSITE URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ FACEBOOK HANDLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TWITTER HANDLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ INSTAGRAM HANDLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

WOULD YOU PREFER TO HAVE AN ORGANIZATION REPRESENTATIVE PRESENT ON SCREEN, A PRE-RECORDED VIDEO, OR A GOOGLE SLIDE DECK IN YOUR BOOTH? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## SPONSORSHIP TYPE: Presenting Tier 1 Tier 2 Tier 3

PRIMARY CONTACT SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please attach your organization’s logo with this application. Once received, a MHANKYSWOH staff member will reach out to you for additional information relevant to your sponsorship package and to process payment. Applications can be sent to education@mhankyswoh.org.**