



Industry Conference

FEB 12 - 14, 2023 | DENVER, CO

PRESENTED BY  RACE ROSTER

SPONSORSHIP OPPORTUNITIES

BRANDING

LANYARDS // \$3,500

Is name brand visibility important? Then this is the opportunity for you! Incorporate your company name and logo onto the official conference lanyard that will be provided to all conference attendees to display their badge.

BACK OF EVENT BADGE // \$3,500

Exclusive opportunity to sponsor the backside of the official conference credential with your logo or design. Sponsor to provide approved artwork to Running USA. 2 designs maximum.

METER BOARDS (2-SIDED) // \$825/EACH OR \$2,400 FOR A SERIES OF 3

Promote your brand on the heavily trafficked path between general session and expo ballroom spaces at the conference venue. You provide the design and we do the rest.

ELEVATOR, ESCALATOR, PILLAR, AND WINDOW BRANDING WRAPS

Be the brand that attendees see at all access points of the conference.
**Please call for pricing as it depends on location and how many days*

HOTEL KEY CARDS // \$4,500

Back by popular demand! Place your company logo and message on custom branded hotel key cards.

LOBBY WALL GOBO // \$500/DAY

Display your company's brand for all to see in the hotel lobby.



Don't see what you're interested in to activate your brand? Call us and let's get creative together.

CHRISTINE BOWEN

Chief Operations Officer



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858-952-3269

NICOLE SPARROW

Membership Director,
Expo Coordinator



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804-484-0699

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EXPERIENCE

MOBILE APP PRESENTING SPONSOR - EXCLUSIVE // \$4,000

"Mobile app brought to you by:" with your company logo incorporated into the opening splash screen that appears each time a user opens the app. The Running USA conference app is the go-to source for all event information, social engagement, and notifications and has a 99% adoption rate. The conference app is launched at least one week prior to the event, making this one of the most engaging sponsorships even before the event begins. Also includes 1 custom push notification. (Subject to character restrictions.)

MOBILE APP BANNER ADS // \$500/EACH (6 AVAILABLE)

Promote your brand or drive traffic to your booth with a custom banner ad opportunity. Banner ads also include an outbound URL. Purchaser to provide approved artwork to Running USA.

MOBILE APP PUSH NOTIFICATION // \$300/EACH (6 AVAILABLE)

Get noticed using the conference app with messaging of your choice sent to all attendees at a predetermined time during the event. One notification per purchase. (Subject to character restrictions.)

KEYNOTE SPEAKER SPONSOR // \$10,000

Dedicated industry email announcing the presenting sponsor when keynote speaker is selected. Logo recognition on the website and appropriate signage during the conference. Conference app recognition in the form of one banner ad, recognition in the event app, and one push notification. **Please note that sponsorship does not include the selection of speakers.*



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ENGAGE

HOST HOTEL ROOM DROPS // \$500 + \$10 PER ROOM

Coordinate with Running USA to have a special package delivered to the conference guests you select. Minimum of 10 drops is required to participate.

INNOVATION SHOWCASE // \$1,000 PER 30-MIN PRESENTATION SLOT

8 slots available. \$1,000 per 30 minute presentation slot.

DEDICATED EMAIL SEND // \$2,000/EACH (4 AVAILABLE)

Running USA will send a dedicated email to conference attendees on your behalf. You supply the creative message and brand graphics and leave the rest to us. There will be specific dates to select from for your dedicated send.

SPEAKER GREEN ROOM SPONSOR // \$1,000 FOR THE CONFERENCE ENTIRETY

Provide a place of solace for our 50+ conference speakers as the official green room sponsor.



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LET'S GET SOCIAL

KEEP 'EM CAFFEINATED: COFFEE BREAK SPONSOR // \$1,800/EACH

Help keep the attendees ready to learn throughout the event with a coffee break sponsorship. Includes one conference app push notification to announce the sponsored break and recognition in the event schedule. Includes signage and one push notification in the conference app announcing when the break will take place.

MAKING MONDAY MARVELOUS: HAPPY HOUR HOST** // \$5,000 MINIMUM

As day one concludes, help our attendees unwind during this expo happy hour. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

BIDDING FAREWELL TO NEW FRIENDS: SPONSOR THE CLOSING RECEPTION**

// \$5,000 MINIMUM

That's a wrap! Tuesday night's closing reception is always a special grand finale to an amazing conference and a chance to continue networking with colleagues. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

SUNDAY SUPERBOWL PARTY SPONSOR** // \$10,000 (3 SPOTS AVAILABLE)

Welcome attendees to night one of the conference. Host the celebration! Includes one push notification and recognition in the conference app, as well as event signage with a logo.



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*Contact Christine@runningusa.org for specifics

**Reception sponsorships require a minimum investment as Running USA will work closely with the individual sponsor to concept, coordinate and assist with activation.