

2022 Digital Sponsorship



Product	Product Description	Distribution	Distribution Method	Example	Information Needed	Price	Quantity Annually
PK90	Complete end-to-end production of a 90-second explainer video featuring your product. This includes editing and production with full distribution to the entire PERKSCon, POPS, and Showcase audiences.	National	PK90 videos are featured on the PERKS website on the PK90 video page, highlighted in one of our national monthly newsletter emails and shared on the PERKSCon LinkedIn and Instagram accounts.	https://perksccon.com/pk90	Information about your product, including brand questions and differentiation, however, PERKSCon delivers the final video in our brand voice. PK90 Questionnaire required, please inquire upon purchase.	\$ 9,500	12
Email Ad Strip/Banner Ad	Standard small feature 'ad' for brand placement/awareness in our national newsletters. Asset will direct to a site/url of your choice.	National	Ad strips are placed in national emails. All copy, urls and logo/images are provided by the brand. PERKS does NOT implement creative license on ad strips.	https://drive.google.com/file/d/1YLHq64G8oYBxDMqNUu9sdKJweFk0IUhZ/view?usp=sharing	Up to 50 words, max 400x400px transparent logo png file, brand color hex codes.	\$ 1,500	24
Regional Email Highlight	Section highlight with a description of your product or introduction + logo and image in 2 regional emails leading up to a PERKSCon event (not exclusive).	Regional	Regional highlights are placed as a core section in two city-specific regional emails offering event tickets and promotions leading up to a PERKSCon event.	https://drive.google.com/file/d/1e982E1_Kxz7PMP-kizEvlCFix0gXHY2/view?usp=sharing	Up to 100 words, max 400x400px transparent logo png file, max 400x400 product image, brand color hex codes. PERKSCon reserves the right to edit/adjust the proposed language to fit our brand voice.	\$ 3,500	6
Exclusive Regional Email Pre-Event*	Exclusive email with product description or introduction + logo and image in 1 regional email leading up to a PERKSCon event (exclusive).	Regional	Exclusive emails are sent to the entire regional audience leading up to a PERKSCon event. Timing is determined upon purchase and sent within the standard event marketing calendar.	https://drive.google.com/file/d/1yX3B3_Om8VBgbYBL9yeY-tlQHoveHsNd/view?usp=sharing	Up to 200 words, max 400x400px transparent logo png file, max 400x400 product image, brand color hex codes. PERKSCon reserves the right to edit/adjust the proposed language to fit our brand voice.	\$ 5,500	6
Exclusive Regional Email Post-Event*	Exclusive email with product description or introduction + logo and image in 1 regional email within 2 weeks after a PERKSCon event (exclusive).	Regional	Exclusive emails are sent to the entire regional audience within 2 weeks following a PERKSCon event. Timing is determined upon purchase and sent within the standard event marketing calendar.	https://drive.google.com/file/d/1yX3B3_Om8VBgbYBL9yeY-tlQHoveHsNd/view?usp=sharing	Up to 200 words, max 400x400px transparent logo png file, max 400x400 product image, brand color hex codes. PERKSCon reserves the right to edit/adjust the proposed language to fit our brand voice.	\$ 5,500	6
Regional Email Campaign	Regional Email Highlight + 1 Exclusive Regional Email Pre OR Post Event.	Regional	(See above)	(See above)	(See above)	\$ 7,500	N/A