



Sponsorship Opportunities

Thank you for your interest in sponsoring SweepsCon 2017—a fun-filled, exciting and winning gathering being held in California!

Convention Information

The SweepsCon is being held from July 27th-30th 2017 in Orange County CA. The convention is being promoted across the United States, Canada and the U.K. It will be an exciting event with an expected group of 500+ attendees.

Who Are Sweepstakers?

The sweepstaker demographics vary greatly from the young stay-at-home mom with a few moments of free time to women balancing career, sweepstaking and caring to retirees who enjoy winning as their leisurely hobby of choice. The majority of these women (and some men) are key decision-makers when it comes to purchases, large and small. People who enjoy this hobby are also keen to try new products and share their opinions with friends and family. The wonderful thing about this hobby is it appeals to all ages and everyone loves to have fun added to their lives.

Become a Sponsor

Promote your organization to a captive audience comprising of key influencers, purchase decision-makers and those who remember the products behind great campaigns.

Sponsorship of the SweepsCon is an excellent way to gain:

- Exposure of your organization to an influential consumer group.
- Acknowledgement as a key supporter of sweepstaking and the sweepstaking community.
- Complimentary conference registration (dependent upon sponsorship level).
- Opportunities to promote your product or service through inclusion in social media marketing, presentations, convention materials and product sampling/distribution.

Bronze Level Sponsorship

Donation: \$500

Open to a maximum of six sponsors.

Our Bronze level sponsors are entitled to receive:

- Sponsor logo on signage to be displayed prominently throughout the convention and in the convention program
- Recognition at opening and closing ceremonies
- Sponsor logo and company contact information to appear on the convention website

Winning Events

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- Sponsor logo to appear in convention e-newsletters
- Opportunity to submit an article for inclusion in a convention e-newsletter
- Insertion of one item into convention attendee bags
- Our heartfelt gratitude
- Discounted rates on certain a la carte sponsorship opportunities

Silver Level Sponsorship

Donation: \$1,000

Open to a maximum of three sponsors.

Our Silver level sponsors are entitled to receive:

- All Bronze level sponsor benefits
- One complimentary convention registration (including banquet) for use by your representative
- Opportunity to make a 10-minute presentation during a morning session*
- ½ page advertisement in the convention program

Gold Level Sponsorship

Minimum Donation: \$2,500

Open to a maximum of two sponsors.

Our Gold level sponsors are entitled to receive:

- All Bronze level sponsor benefits
- Two complimentary convention registrations (including banquet) for use by your representatives
- Opportunity to make a 10-minute presentation during an afternoon session*
- One full-page advertisement in the convention program
- Opportunity to have your 30 or 60 second commercial shown between sessions
- Opportunity to introduce the Saturday evening banquet session

Platinum Level Sponsorship

Minimum Donation: \$5,000

Open to one sponsor only.

Our Platinum level sponsor is entitled to receive:

- All Bronze level benefits
- Four complimentary convention registrations (including banquet) for use by your representatives
- Opportunity to make an additional 10-minute presentation during a session*
- Full-page advertisement on the outside back cover of the convention program
- Opportunity to have your 30 or 60 second commercial shown between all sessions
- Opportunity to introduce the Saturday afternoon banquet speaker
- Sponsorship of the Saturday afternoon banquet, including the opportunity to make a 10-minute presentation during the banquet



***A note on sponsor presentations**

Sponsors at all levels (excluding those only taking part in a la carte sponsorship items) are invited to submit proposals for 10-minute presentations to convention attendees. Presentation spots will be assigned following speakers in the morning and afternoon on Friday and Saturday and on Sunday morning. These speaking opportunity sessions are limited to four only each day and will be assigned on a first-come, first-serve basis.

Sponsorships at a glance

Item	Bronze (\$500)	Silver (\$1,000)	Gold (\$2,500)	Platinum (\$5,000)
Sponsor logo on signage to be displayed prominently throughout the convention and in the convention program	•	•	•	•
Recognition at opening and closing ceremonies	•	•	•	•
Sponsor logo and company contact information to appear on the convention website	•	•	•	•
Sponsor logo to appear in convention e-newsletters	•	•	•	•
Opportunity to submit an article for inclusion in a convention e-newsletter	•	•	•	•
Insertion of one item into convention attendee bags	•	•	•	•
Discounted rates on certain a la carte sponsorship opportunities	•	•	•	•
Opportunity to make a 10-minute presentation during a morning session*		•	•	•
One complimentary convention registration (including banquet) for use by your representative		•		
½ page advertisement in the convention program		•		
Two complimentary convention registrations (including banquet) for use by your representatives			•	
One full-page advertisement in the convention program			•	
Opportunity to have your 30- or 60-second commercial shown between sessions			•	•
Opportunity to introduce the Saturday afternoon banquet session			•	
Four complimentary convention registrations (including banquet) for use by your representatives				•
Full-page advertisement on the outside back cover of the convention program				•
Opportunity to introduce the Saturday banquet keynote speaker				•
Exclusive sponsorship of the Saturday banquet, including the opportunity to make a 10-minute presentation during the banquet				•



A La Carte Sponsorships

These are a la carte opportunities for all interested parties to provide targeted brand delivery and become actively involved in SweepsCon 2017.

The Winner's Room (\$1,500)**

A poolside cabana room at the Double Tree suitable for use as a hospitality suite, new product taste-test centre or an area where delegates can sign-up for newsletters and learn more about your products and services. Occupancy will be for all four days. The cabana room can be designed to reflect your needs. It can be the one place delegates can go to during scheduled breaks and, depending on your schedule, an alternate destination during convention sessions.

Delegate Bags (\$2,000)

For a promotional item that attendees will hang on to from the moment they arrive to long after the journey home, sponsor our convention delegate bags. Sole sponsorship places your company logo with the SweepsCon logo on all delegate bags. All registered attendees will receive a bag filled with literature, Sweepstaking supplies, the convention program and other fabulous loot.

- Company name and/or logo on delegate bags
- All Silver level sponsor benefits

Convention Badges (\$1,000)

Sole sponsorship places your company logo on all convention badges. Every attendee is required to wear their badge for the duration of the event.

- Company name and/or logo on convention badges
- All Silver level benefits

Welcome Meet-and-Greet (\$1,500)**

Be the star of our welcome reception by sponsoring the main attraction: the Thursday, July 27th 2017, opening session Meet and Greet. Sponsor logo featured predominantly during Friday night reception

- Opportunity to have a product table at the reception
- Opportunity to make a 10-minute presentation to reception attendees
- Opportunity to include one item in delegate bags
- Company recognition in conference program and signage
- Sponsor logo and company contact information to appear on the convention website

Refreshment Breaks (\$1,500 each)

Even sweepstakers need to take a break every once in a while and your sponsorship will offer them coffee, tea, juice, soda and water while promoting your organization.

- Opportunity to have a product table and signage near the break area
- All Bronze level benefits
- If all three breaks are purchased by one sponsor, all Gold level benefits will be included