



**FSGA**

FANTASY SPORTS & GAMING ASSOCIATION

# **SPONSORSHIP OPPORTUNITIES**

**2020 WINTER CONFERENCE  
JANUARY 14 & 15 | LAS VEGAS**

# WHO WE ARE

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Founded in 1998, The Fantasy Sports & Gaming Association is the only national organization representing the interests of fantasy sports and gaming companies. Our members are sports and gaming enthusiasts, with companies that range from small startups to large media corporations. Our mission is to provide them with essential research and data, networking opportunities, and collective action to help them reach their potential.

## WHAT THIS MEANS FOR YOU

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### **UNPARALLELED OPPORTUNITIES TO BUILD LASTING RELATIONSHIPS.**

With laws changing almost daily, the market for sports betting and fantasy sports companies has never been more exciting. Competition is fierce, and the opportunity for growth is exponential in this uncharted territory.

The entrepreneurial spirit is strong in the FSGA. Our members are fearless and love a good challenge, and they're looking to break the mold at every stage of their company's development. Whether it's legal or tax advice, marketing help, technology tools, or anything in between or yet-to-be-discovered, they need a partner who's going to go the distance to help them achieve their goals.

Does this sound like you?

By sponsoring with us, your logo will be seen by countless prospective customers, and you'll position your company as the leader and knowledgeable expert our members crave.

Want our members to come to you instead of your competition? Show your support for the FSGA!

### **VISIBILITY WHERE IT MATTERS.**

The FSGA's 2020 Winter Conference will provide your company with unparalleled visibility and interactivity with more than 200 of the most engaged fantasy sports and gaming industry leaders.

Show your support for the FSGA, and let's take the first steps together on an incredible journey.



# OPPORTUNITIES FOR SPONSORS

Choose from any package listed below, or contact us to customize your own.

All package sponsors receive the conference delegate list, which includes the registrant's name, title, company, mailing address, and email address. Delegate list will be distributed to sponsors according to the following schedule:

- sent 6 weeks before conference
- sent 2 weeks before conference
- sent 1 week after conference



## TITLE SPONSOR

**\$15,000+**

- Opportunity to give opening welcome message from the stage to kick-off the conference program.
- Logo included in the onsite welcome video shared with attendees at the start of the program.
- Recognition as the Title Sponsor on signage near registration and in all digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- Up to four conference registrations.
- First priority to select exhibit space location.
- Ad in four monthly FSGA electronic newsletters. Ads must be scheduled by December 2019.
- One-time email blast to all FSGA members. Sponsor to provide HTML content.

## DIAMOND PACKAGE

**\$10,000 - \$14,999**

- Recognition as Diamond Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- Up to two conference registrations.
- First priority to select exhibit space location.
- Ad in two monthly FSGA electronic newsletters. Ads must be scheduled by December 2019.
- One-time email blast to the all FSGA members. Sponsor to provide HTML content.
- Promotional ad or video on the conference website posted through the conclusion of the conference. Sponsor is encouraged to plug their respective sponsored activity within the ad or video – e.g., "Join us at the FSGA Draft Party," etc.

## PLATINUM PACKAGE **\$7,500 - \$9,999**

- Recognition as Platinum sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- One conference registration.
- Second priority for exhibit space location.
- Ad in one monthly FSGA electronic newsletter. Ad must be scheduled by December 2019.
- One-time email blast to the all FSGA members. Sponsor to provide HTML content.

## MAKE IT YOUR OWN!

Don't see  
a package  
that works  
for you?

Let us help  
you create  
a custom  
sponsorship  
that fits your unique needs.



Contact Christina McCoy,  
FSGA Executive Director, at  
608-310-7540 or  
[cmccoy@thefsga.org](mailto:cmccoy@thefsga.org).

## **GOLD PACKAGE**

**\$5,000 - \$7,499**

- Recognition as Gold Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- One conference registration.
- Third priority for exhibit space location.

## **SILVER PACKAGE**

**\$3,500 - \$4,999**

- Recognition as Silver Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."

## **BRONZE PACKAGE**

**\$1,750 - \$3,499**

- Recognition as Bronze Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.

## **EXHIBITOR-ONLY PACKAGE**

**\$1,000 PER TABLE**

*Participate as an exhibitor only. The exhibit includes one draped 6ft table and 2 chairs. A separate registration to attend the conference is required.*

- Recognition as an exhibitor on signage near registration and in select digital or web materials, including exhibitor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to exhibitor company's website.

# INDIVIDUAL OPPORTUNITIES

We've highlighted a few creative ways to maximize your sponsorship commitment and add that "wow" factor your company is looking for! Each opportunity listed below comes with all of the benefits of the corresponding sponsorship level.

## WOW 'EM WITH...

## SPONSOR LEVEL

<b>Lanyards</b> Meeting-themed lanyards will be distributed to each attendee at registration. The sponsor's logo will be featured on the lanyard and is sure to generate great exposure as participants are required to wear name badges throughout the duration of the conference. Production included.	Platinum Level
<b>Mobile App</b> Attendees will access the meeting program, delegate list, general meeting information and session details via the mobile app on their smart phones, tablets or the web. The sponsor's logo will be featured on the homepage of the app and is guaranteed to be seen by all who use it. Production included.	Platinum Level
<b>Elevator Pitch (SOLD)</b> Start-up companies and those with fresh ideas share innovative concepts during Elevator Pitch contest. Sponsor this program and you'll be in the spotlight with the newest ideas in the industry.	Platinum Level
<b>Hotel Welcome Letter</b> All guests at the host hotel will receive a custom welcome letter delivered in their room. Sponsor this item which will feature a welcome message written by you. Production included.	Platinum Level
<b>Wifi</b> Internet access will be available to conference attendees at the conference venue. Opportunities for sponsor recognition include featuring the sponsor's logo on the Wifi landing page, the option to customize access login credentials such as the username and/or password, etc. Exact sponsor options forthcoming pending venue capabilities.	Gold Level
<b>Water Stations</b> Water stations will be conveniently placed throughout the main education conference space. Each water station will feature the sponsor's logo. Production included. Enhancement idea: sponsor-branded water bottles near water stations.	Gold Level
<b>Notebook</b> Sleek, meeting-branded notebook will be distributed to all participants. The sponsor's logo will be featured, as well. Production included.	Gold Level
<b>Tossable Q&amp;A Mics</b> To amp up audience participation at the conference, we're ditching the hand-held audience mic for one that can be tossed and bounced from question to question in the general session and breakout rooms. A conversation starter for sure! The Catchbox mics will be branded with the sponsor's corporate logo. Production included. What's a tossable mic? See video at <a href="https://www.youtube.com/watch?v=apjN3xThfY8">https://www.youtube.com/watch?v=apjN3xThfY8</a> .	Gold Level



<b>"Save the Date" Swag</b> All attendees will receive a magnet promoting the future conferences with your logo featured on it. Production included.	Silver Level
<b>Conference Power Station</b> Attendees will enjoy having access to a power station in the conference space to charge up their devices during the event, "Powered by Your Company!"	Silver Level
<b>Networking Breakfast</b> Breakfast is offered to attendees before presentations begin. The sponsor will receive special signage recognition. Enhancement idea: sponsor branded coffee cup sleeves.	Silver Level
<b>Networking Lunch</b> A lunch break provides attendees an opportunity to network with peers. Sponsor will receive special signage recognition. Enhancement idea: sponsor-branded dessert such as cookies.	Silver Level
<b>Attendee Emails</b> Meeting attendees will receive crucial event information before and after the conference. Sponsor this item which will feature a message written by you. Two opportunities available: sent at 1 week before conference - Conference Pre-Game Preview sent at 1 week after conference - Conference Post-Game Summary	Bronze Level
<b>Afternoon Break</b> Meeting attendees will be invited to take a short break from the conference to enjoy light snacks and beverages. Sponsors will receive special signage recognition during the afternoon break on Wednesday, January 15, 2020. Enhancement idea: sponsor branded coffee cup sleeves.	Bronze Level
<b>Seatdrop</b> One piece of promotional material is included on every seat in the general session AND in the conference app. All materials provided by the sponsor.	Bronze Level

# READY?

Contact

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608-310-7540 or  
cmccoy@thefsga.org

