

PARTNER HANDBOOK



LEVEL UP

your event game

STRATEGY GUIDE

GETTING STARTED

Hi there!

Thank you for your interest in partnering with our event:
Level Up Your Event Game! Let us design for you so you can win at
designing for others!

We believe in a win-win strategic partnership. Of course, this is difficult when every partner reading this has different goals within their own company. Social media spotlights are fun, but what if it's on a platform your company is not on? What if you have specific things you are trying to achieve that are not mentioned anywhere on this document?

This partnership is different. We are different. We have taken 30 items and broke them into three levels of ten items each based on measurable ROI and exposure to our participants. You select a level of partnership you would like to commit too. Then, you choose any FIVE items within that level that helps meet your organization's goals and objectives. We get the support we need to cover costs and you get a completely customizable sponsorship! Win-win!

The amounts listed are for monetary support. What is your money going to? In addition to paying for our overhead costs of the event, your money goes to support students who are passionate about the event management field. These students are affiliated with the Hospitality and Tourism program at UNL and any excess funds pay for internships related to this event. Talk about a win-win-win!

We know this little thing called a pandemic came and wiped us all out and money might be tight. We are happy to discuss in-kind sponsorships that are also a win-win, though the amounts will not be directly transferable to the amounts in this document! We are also more than happy to discuss additional options that may not be listed on this document. Contact us today so we can design for you!

Level Up Your Event Game
Planning Committee

LEVEL SELECTION

RULES OF GAME PLAY:

- 1) SELECT YOUR LEVEL OF PARTNERSHIP
- 2) CHOOSE ANY FIVE ITEMS IN YOUR LEVEL (OUT OF 10) AS PART OF YOUR PARTNERSHIP
- 3) IF EXPERT OR ADVANCED, YOU ALSO CHOOSE FIVE ITEMS FROM EACH LEVEL BELOW YOURS

FINE PRINT: PRICES LISTED ARE FOR MONETARY SUPPORT, FOR IN-KIND PARTNERSHIP PLEASE CONTACT DIRECTLY TO DISCUSS BENEFITS

>> EXPERT



💰 \$1,000

- One ticket to the in-person event
- Sponsor a speaker
- Have dedicated time to play a commercial about your organization
- Access to an exclusive behind-the-scenes experience with a speaker
- Three minutes at the beginning of a session and introduce the speaker
- Five tickets to our online conference experience
- Guest feature on the Extraordinary Events Podcast
- Lead a fireside chat/breakout room discussion (content focused)
- Add three questions to our pre or post-event survey
- Customizable space per your goals: bathrooms, parking, selfie spot etc



LEVEL SELECTION

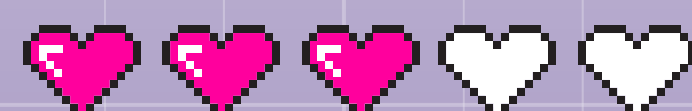
» ADVANCED



💰 \$500

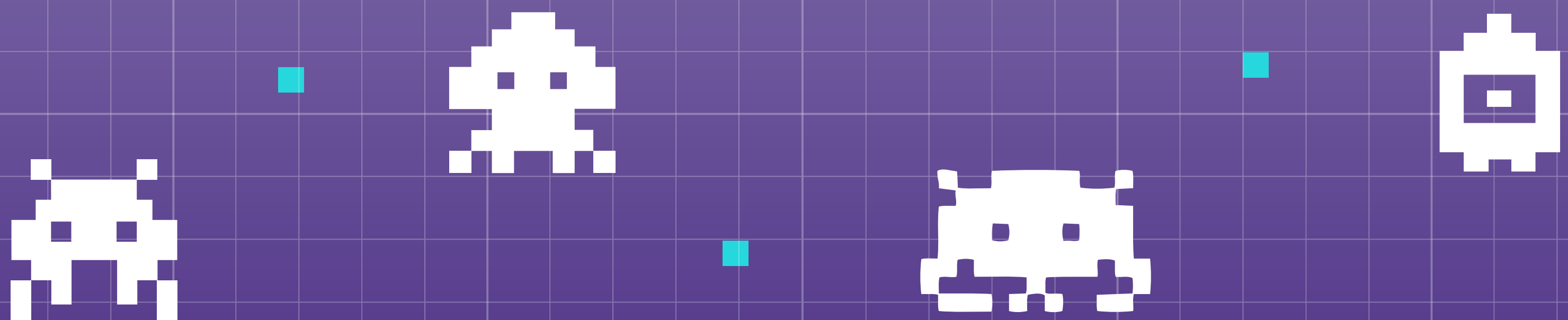
- Hyperlinked name in one pre-conference email
- Lead a non-content based breakout online (networking, meditation, etc.)
- Mention from stage as one of our sponsors
- Logo included on our conference website
- Sponsor a student to attend online - includes a meet and greet
- Three tickets to our online conference experience
- Have a quarter page ad in our conference program
- Item included in speaker gift bags (you provide item)
- Item in event mailer box (you provide approved item within dimensions)
- Item in registration bag for in-person attendees (you provide item)

» INTERMEDIATE



💰 \$250

- Name in one pre-conference email
- Spotlight on either Extraordinary Events or HRTM Facebook page
- Spotlight on Extraordinary Events Instagram page
- Share your created content on our TikTok page
- Name listed on conference website
- Written name in program
- Receive a list of attendee names/emails (that have not opted out)
- One ticket to our online conference experience
- Access to online lounge
- Your own rotating slide during breaks (in-person and online)



CHOOSE YOUR OWN ADVENTURE

Expert

Choose 5 from below

Choose 5 from both columns to the right

- One ticket to the in-person event
- Sponsor a speaker
- Have dedicated time to play a commercial about your organization
- Access to an exclusive behind-the-scenes experience with a speaker
- 3 mins at the beginning of a session and introduce the speaker
- 5 tickets to our online conference experience
- Guest feature on the Extraordinary Events Podcast
- Lead a fireside chat/ breakout room discussion (content focused)
- Add 3 questions to our pre or post-event survey
- Customizable space per your goals: bathrooms, parking, selfie spot etc

Advanced

Choose 5 from below

Choose 5 from the column to the right

- Hyperlinked name in one pre-conference email
- Lead a non-content based breakout online (networking, meditation, etc.)
- Mention from stage as one of our sponsors
- Logo included on our conference website
- Sponsor a student to attend online - includes a meet and greet
- Three tickets to our online conference experience
- Have a quarter page ad in our conference program
- Item included in speaker gift bags (you provide item)
- Item in event mailer box (you provide approved item within dimensions)
- Item in registration bag for in-person attendees (you provide item)

Intermediate

Choose 5 from below

- Name in one pre-conference email
- Spotlight on either Extraordinary Events or HRTM Facebook page
- Spotlight on Extraordinary Events Instagram page
- Share your created content on our TikTok page
- Name listed on conference website
- Written name in program
- Receive a list of attendee names/emails (that have not opted out)
- One ticket to our online conference experience
- Access to online lounge
- Your own rotating slide during breaks (in-person and online)

This is for your reference, sign up is online.

To discuss partnerships and for the electronic link, email DrKevents@unl.edu