

alfn. willpower

ALFN's 7th Annual Women in Legal Leadership "WILL" Summit May 1, 2024 – Thompson Dallas

SPONSORSHIPS

You can purchase any of these opportunities by logging in to ALFN.org and then go to Events, Sponsorships. Contact Susan Rosen (srosen@alfn.org) for further information.

WILLPOWER Summit Sponsorship Opportunities – See pages 1-14

WILLPOWER & IDEA Summit Combined Sponsorship Opportunities – See pages 15-20

Sponsor two or more events this year, and spend a total of \$5,000+ to receive a discount of 15%-32.5%. Spend \$10,000+ after discounts are applied, and receive additional branding and recognition at all ALFN events and online. [Click here](#) for details.

Interested in also sponsoring the IDEA Summit (May 2, Thompson Dallas) – [Click here](#) for options.

WILLPOWER SUMMIT SPONSORSHIP OPPORTUNITIES

WILLPOWER Lead Partner – McMichael Taylor Gray

Top sponsorship of the event with branding nearly everywhere. Your logo will be predominantly displayed and given premier placement. Only 1 Lead Partner Opportunity Available. Sponsor Value of \$13,500+.

Price: \$8,000.00

- Registration Fee Incentives
 - Two complimentary registrations for sponsoring company employees
 - 20% off registration fees for up to 3 additional attendees from your company (discount can't be combined with other discounts)
- Sleeping Room Upgrades
 - Use of one sleeping room suite at the discounted group rate (based on availability, room and shower cost separately)
- Sponsor Remarks during opening
 - Welcome remarks at the beginning of the conference by sponsor
- ALFN Remarks during event
 - Verbal recognition by ALFN during opening and closing remarks at the event, with recognition of your sponsorship level
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo with sponsorship level displayed on all table centerpiece signage during all conference meals and sessions (with other event partners)



- Logo with sponsorship level displayed on table placemats used during sessions (with other event partners & placemat sponsor)
- Logo on decal stickers displayed throughout the event
- Logo on cocktail napkins during the reception and dinner (with other WILLPOWER reception/dinner sponsors, and IDEA Summit Lead Partner)
- Logo on tabletop signs during the reception and dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)
- Logo on drink tickets used by attendees to exchange for alcoholic drinks during the reception & dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)
- Logo on the conference bag that is given to all attendees at registration (with top event partners and bag sponsor of WILLPOWER, and top event partners of IDEA Summit) (includes both WILLPOWER & IDEA attendees)
- Logo on the name badge that all attendees receive at registration (with IDEA Summit Lead Partner)
- Logo displayed on event signage as a top sponsor of the event (with other event partners)
- Logo displayed in footer section of all primary event easel signs (with other event partners)
- Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Full page ad in the next ALFN ANGLE and ALFN WILLeD Publications, with prime placement on inside of front cover
 - Ability to do a room drop for attendees staying at the groups hotel, cost of the room drop is separate (typically between \$5.00-\$10.00 per room). Room drop item to be approved by ALFN, and provided by the sponsor. All room drops will occur at the same time (time decided by ALFN) on May 1 from any WILLPOWER & IDEA sponsors.
 - May provide gift bags with items for all attendees during the dinner (with IDEA Summit Lead Partner)
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom WiFi password name (using your company name or abbreviated version) for all event attendees. Event attendees will use this password when accessing WiFi during the entire event.
 - Verbal mention of sponsor name during a custom video message by the keynote speaker (with keynote speaker sponsor). Video will be emailed to the entire ALFN industry contact database, encouraging attendance for the conference and to attend the Keynote speakers presentation. Video will also be displayed on the ALFN website page for the event.
 - Logo on PowerPoint slides during breaks, with recognition of your sponsorship level (with other event partners)
 - Logo and website listed as event partner on the home page of the event mobile app, available during the conference (with other event partners)
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)

- Logo displayed on the opening flash page of the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other top event partners)
- Logo displayed on the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
- Company name on the event details email that all attendees receive shortly before the event begins, with recognition of your sponsorship level (with other event partners)
- Company name on the post-event survey email that all attendees receive shortly after the event concludes, with recognition of your sponsorship level (with other event partners)
- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
- Logo with sponsorship level posted at least once on ALFN social media pages
- Attendee List provided with full contact information 1-week prior to event, and then a final attendee list shortly after the event concludes
- Online & Digital Marketing & Branding – Items Provided by Sponsor
 - Banner ad provided by sponsor on alfn.org home page for 45 consecutive days

WILLPOWER Host Partner – 360 Legal

Second highest level sponsorship of the event with extensive branding throughout the event. Your logo will be predominantly displayed and given premier placement. Only 1 Host Partner Opportunity Available. Sponsor Value of \$10,000+.

Price: \$6,000.00

- Registration Fee Incentives
 - One complimentary registration for sponsoring company employee
 - 20% off registration fees for up to 2 additional attendees from your company (discount can't be combined with other discounts)
- Sleeping Room Upgrades
 - Use of one sleeping room during the event at the designated group rate (based on availability) (sponsorship level dependent)
- ALFN Remarks During the Event
 - Verbal recognition by ALFN during opening and closing remarks at the event, with recognition of your sponsorship level
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo with sponsorship level displayed on all table centerpiece signage during all conference meals and sessions (with other event partners)
 - Logo with sponsorship level displayed on table placemats used during sessions (with other event partners & placemat sponsor)
 - Logo on tabletop signs during the reception and dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)
 - Logo on drink tickets used by attendees to exchange for alcoholic drinks during the reception & dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)



- Logo on the conference bag that is given to all attendees at registration (with top event partners and bag sponsor of WILLPOWER, and top event partners of IDEA Summit) (includes both WILLPOWER & IDEA attendees)
- Logo displayed on event signage as a top sponsor of the event (with other event partners)
- Logo displayed in footer section of all primary event easel signs (with other event partners)
- Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Full page ad in the next ALFN ANGLE and ALFN WILLED Publications, with prime placement near the front of the publication
 - Ability to do a room drop for attendees staying at the groups hotel, cost of the room drop is separate (typically between \$5.00-\$10.00 per room). Room drop item to be approved by ALFN, and provided by the sponsor. All room drops will occur at the same time (time decided by ALFN) on May 1 from any WILLPOWER & IDEA sponsors.
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on PowerPoint slides during breaks, with recognition of your sponsorship level (with other event partners)
 - Logo and website listed as event partner on the home page of the event mobile app, available during the conference (with other event partners)
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the opening flash page of the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other top event partners)
 - Logo displayed on the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Company name on the event details email that all attendees receive shortly before the event begins, with recognition of your sponsorship level (with other event partners)
 - Company name on the post-event survey email that all attendees receive shortly after the event concludes, with recognition of your sponsorship level (with other event partners)
 - Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Logo with sponsorship level posted at least once on ALFN social media pages
 - Attendee List provided with full contact information 1-week prior to event, and then a final attendee list shortly after the event concludes
- Online & Digital Marketing & Branding – Items Provided by Sponsor
 - Banner ad provided by sponsor on alfn.org home page for 45 consecutive days

WILLPOWER Attorney-Trustee Member Partner – Woods Oviatt Gilman

Top level partner opportunity with significant branding throughout the event. 2 Attorney-Trustee Member Partner Opportunities Available. Sponsor Value of \$7,500+.

Price: \$4,000.00

- Registration Fee Incentives
 - One complimentary registration for sponsoring company employee
 - 20% off registration fees for up to 1 additional attendee from your company (discount can't be combined with other discounts)
- ALFN Remarks During Event
 - Verbal recognition by ALFN during opening and closing remarks at the event, with recognition of your sponsorship level
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo with sponsorship level displayed on all table centerpiece signage during all conference meals and sessions (with other event partners)
 - Logo with sponsorship level displayed on table placemats used during sessions (with other event partners & placemat sponsor)
 - Logo displayed on event signage as a top sponsor of the event (with other event partners)
 - Logo displayed in footer section of all primary event easel signs (with other event partners)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Full page ad in the next ALFN ANGLE and ALFN WILLED Publications
 - Ability to do a room drop for attendees staying at the groups hotel, cost of the room drop is separate (typically between \$5.00-\$10.00 per room). Room drop item to be approved by ALFN, and provided by the sponsor. All room drops will occur at the same time (time decided by ALFN) on May 1 from any WILLPOWER & IDEA sponsors.
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on PowerPoint slides during breaks, with recognition of your sponsorship level (with other event partners)
 - Logo and website listed as event partner on the home page of the event mobile app, available during the conference (with other event partners)
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Company name on the event details email that all attendees receive shortly before the event begins, with recognition of your sponsorship level (with other event partners)
 - Company name on the post-event survey email that all attendees receive shortly after the event concludes, with recognition of your sponsorship level (with other event partners)

- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
- Logo with sponsorship level posted at least once on ALFN social media pages
- Attendee List provided with full contact information 1-week prior to event, and then a final attendee list shortly after the event concludes
- Online & Digital Marketing & Branding – Items Provided by Sponsor
 - Banner ad provided by sponsor on alfn.org home page for 30 consecutive days

WILLPOWER Associate Member Partner – a360inc

Top level partner opportunity with significant branding throughout the event. 2 Associate Member Partner Opportunities Available. Sponsor Value of \$7,500+.

Price: \$4,000.00

- Registration Fee Incentives
 - One complimentary registration for sponsoring company employee
 - 20% off registration fees for up to 1 additional attendee from your company (discount can't be combined with other discounts)
- ALFN Remarks During Event
 - Verbal recognition by ALFN during opening and closing remarks at the event, with recognition of your sponsorship level
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo with sponsorship level displayed on all table centerpiece signage during all conference meals and sessions (with other event partners)
 - Logo with sponsorship level displayed on table placemats used during sessions (with other event partners & placemat sponsor)
 - Logo displayed on event signage as a top sponsor of the event (with other event partners)
 - Logo displayed in footer section of all primary event easel signs (with other event partners)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Full page ad in the next ALFN ANGLE and ALFN WILLEd Publications
 - Ability to do a room drop for attendees staying at the groups hotel, cost of the room drop is separate (typically between \$5.00-\$10.00 per room). Room drop item to be approved by ALFN, and provided by the sponsor. All room drops will occur at the same time (time decided by ALFN) on May 1 from any WILLPOWER & IDEA sponsors.
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on PowerPoint slides during breaks, with recognition of your sponsorship level (with other event partners)
 - Logo and website listed as event partner on the home page of the event mobile app, available during the conference (with other event partners)
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites

- Logo displayed on the ALFN website page for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
- Logo displayed on the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
- Company name on the event details email that all attendees receive shortly before the event begins, with recognition of your sponsorship level (with other event partners)
- Company name on the post-event survey email that all attendees receive shortly after the event concludes, with recognition of your sponsorship level (with other event partners)
- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
- Logo with sponsorship level posted at least once on ALFN social media pages
- Attendee List provided with full contact information 1-week prior to event, and then a final attendee list shortly after the event concludes
- Online & Digital Marketing & Branding – Items Provided by Sponsor
 - Banner ad provided by sponsor on alfn.org home page for 30 consecutive days

WILLPOWER Servicing Partner

Top level partner opportunity with significant branding throughout the event. 2 Servicing Partner Opportunities Available to Servicers or GSE's. Sponsor Value of \$7,500+.

Price: \$4,000.00

- Registration Fee Incentives
 - One complimentary registration for sponsoring company employee
 - 20% off registration fees for up to 1 additional attendee from your company (discount can't be combined with other discounts)
- ALFN Remarks During Event
 - Verbal recognition by ALFN during opening and closing remarks at the event, with recognition of your sponsorship level
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo with sponsorship level displayed on all table centerpiece signage during all conference meals and sessions (with other event partners)
 - Logo with sponsorship level displayed on table placemats used during sessions (with other event partners & placemat sponsor)
 - Logo displayed on event signage as a top sponsor of the event (with other event partners)
 - Logo displayed in footer section of all primary event easel signs (with other event partners)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Full page ad in the next ALFN ANGLE and ALFN WILLeD Publications
 - Ability to do a room drop for attendees staying at the groups hotel, cost of the room drop is separate (typically between \$5.00-\$10.00 per room). Room drop item to be approved by ALFN, and provided by the sponsor. All room drops will occur at the same time (time decided by ALFN) on May 1 from any WILLPOWER & IDEA sponsors.

- May provide 1 promo/marketing item for the attendee tote bags
- Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on PowerPoint slides during breaks, with recognition of your sponsorship level (with other event partners)
 - Logo and website listed as event partner on the home page of the event mobile app, available during the conference (with other event partners)
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Company name on the event details email that all attendees receive shortly before the event begins, with recognition of your sponsorship level (with other event partners)
 - Company name on the post-event survey email that all attendees receive shortly after the event concludes, with recognition of your sponsorship level (with other event partners)
 - Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with primary premier placement and recognition of your sponsorship level (with other event sponsors)
 - Logo with sponsorship level posted at least once on ALFN social media pages
 - Attendee List provided with full contact information 1-week prior to event, and then a final attendee list shortly after the event concludes
- Online & Digital Marketing & Branding – Items Provided by Sponsor
 - Banner ad provided by sponsor on alfn.org home page for 30 consecutive days

WILLPOWER Keynote Speaker Sponsor – 360 Legal

1 Keynote Speaker Sponsor Opportunity Available.

Price: \$3,500.00

- Sponsor Remarks During Event
 - Welcome remarks at the beginning of the keynote speaker session, moderation of any Q&A with the keynote speaker and closing remarks once the speaker concludes
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event slides during keynote speaker session
 - Sponsor ribbon provided for all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Verbal mention of sponsor name during a custom video message by the keynote speaker (with top event sponsor). Video will be emailed to the entire ALFN industry contact database, encouraging attendance for the conference and to



attend the Keynote speakers presentation. Video will also be displayed on the ALFN website page for the event.

- Logo on opening and closing PowerPoint slides during keynote speaker session
- Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
- Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
- Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
- Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Breakfast Sponsor

Limited to 1 ALFN member company sponsor.

Price: \$3,000.00

- Sponsor Remarks During Event
 - Welcome remarks during breakfast
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage during breakfast
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on PowerPoint slides during breakfast
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Luncheon Sponsor

Limited to 1 ALFN member company sponsor.

Price: \$3,000.00

- Sponsor Remarks During Event
 - Welcome remarks during lunch
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage during lunch

- Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on PowerPoint slides during lunch
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER General Session 1 Sponsor

Limited to 1 ALFN member company sponsor.

Price: \$2,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage during the sponsored session
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on opening and closing PowerPoint slides during sponsored session
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER General Session 2 Sponsor

Limited to 1 ALFN member company sponsor.

Price: \$2,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage during the sponsored session

- Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Logo on opening and closing PowerPoint slides during sponsored session
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Educational Sessions Placemat Sponsor

Have your logo displayed in front of event attendees during the educational sessions of the conference. Limited to 1 ALFN member company sponsor.

Price: \$2,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on table placemats during educational sessions (with other event Partner level sponsors)
 - Logo displayed on event signage (with other sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Yoga Sponsor

Help attendees wake up and get energized with this sunrise yoga class. Start the day out right with an invigorating yoga session geared for yoga enthusiasts of all levels. Limited to 1 ALFN member company sponsor.



Price: \$1,500.00

- Sponsor Remarks During Event
 - Sponsor may lead the yoga session at the event, if they have the appropriate certifications to do so.
- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Small towel with your logo provided by ALFN for all participants of this activity
 - Logo displayed on event signage during the sponsored activity
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Power Strip Sponsor

Provide power for all attendees at WILLPOWER to plug in their devices at each banquet table during our educational sessions. Limited to 1 ALFN member company sponsor.

Price: \$1,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - A sticker will be placed next to all power strips on the banquet tables, that will say “Powered By” with your logo.
 - Logo displayed on event signage (with other sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Barbie Doll Sponsor

Provide an 80's themed Barbie doll at each banquet table during the conference. Limited to 1 ALFN member company sponsor.

Price: \$1,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Tag with your company logo will be displayed on all Barbie dolls, and one doll will be placed on each banquet table
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER Refreshment Breaks Sponsor

Limited to 4 ALFN member company sponsors.

Price: \$1,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage near refreshment break items (with other refreshment break sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER General Sponsor

General sponsorship of WILLPOWER. 10 General Sponsorship opportunities available.

Price: \$1,250.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA SUMMIT SPONSORSHIP OPPORTUNITIES

These opportunities include branding at both the WILLPOWER Summit (May 1) and the IDEA Summit (May 2)

WILLPOWER & IDEA Summit Water Bottle Sponsor

Reusable sports water bottle given to all attendees of the WILLPOWER & IDEA Summits. Limited to 1 ALFN member company sponsor.

Price: \$3,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo on the reusable water bottle given to all attendees
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Bag Sponsor

Your logo on the conference bag that is given to all attendees of the WILLPOWER & IDEA Summits. Limited to 1 ALFN member company sponsor.

Price: \$3,500.00


- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo on the conference bag given to all attendees (with the WILLPOWER & IDEA Summits top event partner logos)
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites

- Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
- Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
- Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Hotel Room Key Cards Sponsor- Baer Timberlake

Ensure that all of the event attendees of the WILLPOWER & IDEA Summits know your name by owning one of the most used item for these events: the hotel room key cards. Limited to 1 ALFN member company sponsor.

Price: \$3,000.00

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- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo with website URL on the hotel room key cards
 - Logo displayed on the event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
 - Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
 - Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Cocktail Reception Sponsor

Sponsor the WILLPOWER & IDEA networking reception with event attendees. Limited to 4 ALFN member company sponsors.

Price: \$3,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo on cocktail napkins during the reception (with other WILLPOWER reception/dinner sponsors, and IDEA Summit Lead Partner)
 - Logo on tabletop signs during the reception and dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)
 - Logo on easel signs during the reception (with other reception/dinner sponsors of WILLPOWER & IDEA Summits)

- Logo on drink tickets used by attendees to exchange for alcoholic drinks during the reception & dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)
- Logo displayed on event signage (with other event sponsors)
- Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Associate Member Tabletop Exhibit

Highlight your company at your own personal tabletop exhibit space. Includes 6ft skirted table in the refreshment break area or in another high traffic area designated by the ALFN. Limited to 4 ALFN Associate Member companies.

Price: \$2,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide custom signage, tabletop exhibit materials and promo items for your tabletop exhibit space.
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Hand Sanitizer Sponsor

Limited to 1 ALFN member company sponsor.

Price: \$2,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Hand sanitizer bottle with company logo included in the tote bags that all conference attendees will receive
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Welcome Gift Sponsor

Have an item of your choosing given to either all attendees, or only to a list of designated attendees (such as servicers only) as they arrive to check-in at the event. Limited to 1 ALFN member company sponsor.

Price: \$2,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor must provide the welcome gift item, with prior approval of your item required by ALFN. If you are supplying multiple items, they all must fit in an envelope, small box or small bag. Items must be shipped pre-packaged and ready for ALFN to hand out at the registration desk to attendees as they arrive and check-in, no onsite assembly at the conference.
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)

- Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
- Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Room Drop Sponsor

Have an item of your choosing placed in the room of all attendees, or only to a list of designated rooms (such as servicers only). Most of the rooms are for ALFN members at this event, as Servicers are local and most of them don't stay at the hotel. Limited to 2 ALFN member company sponsors.

Price: \$2,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - Sponsor must provide the room drop item, with prior approval of your item required by ALFN. Hotel staff will conduct all room drops. If you are supplying multiple items, they all must fit in an envelope, small box or small bag (including any greeting cards). Items must be shipped pre-packaged and ready for the room drop, no onsite assembly at the conference. All room drops will occur at the same time (time decided by ALFN) on May 1 from any WILLPOWER & IDEA sponsors.
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Cocktail Reception Host-a-Bar Sponsor

Hosted bar experience at this opening cocktail reception for WILLPOWER & IDEA. Great opportunity for your company to own branding at your designated bar during this evening event. 2 opportunities made available.

Price: \$2,000.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN

- May design a cocktail of your choice to serve (within the limitations of the liquors and custom drink options available in the regular bar package with the hotel, as provided by the ALFN)
- Logo on cocktail napkins at your bar
- Logo on bar top signs at your bar
- Logo on easel signage at your bar
- Logo displayed on event signage (with other event sponsors)
- Logo on drink tickets used by attendees to exchange for alcoholic drinks during the reception & dinner (with other top partner and reception/dinner sponsors of WILLPOWER & IDEA Summits)
- Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)

WILLPOWER & IDEA Summit Tote Bag Insert Sponsor

Limited to 5 ALFN member company sponsors.

Price: \$1,500.00

- Print & Promo Items Marketing & Branding – Items Provided by ALFN
 - Logo displayed on event signage (with other event sponsors)
 - Sponsor ribbon for name badge of all sponsoring company attendees
- Print & Promo Items Marketing & Branding – Items Provided by Sponsor
 - May provide 1 promo/marketing item for the attendee tote bags
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing
- Online & Digital Marketing & Branding – Items Provided by ALFN
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on the mobile app for the event, with recognition of your sponsorship level (with other event sponsors)
 - Logo displayed on at least 2 email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level (with other event sponsors)