



EXPERIENCE  
**Inbound**

Wisconsin's Premier  
Marketing and Sales Conference

## SPONSORSHIP OPPORTUNITIES

Thanks for your interest in sponsoring the 11th annual event, co-hosted by two HubSpot partner agencies, Stream Creative and Weidert Group.

This full-day conference is hosted on two back-to-back days in two markets, at two iconic Wisconsin venues to ensure maximum exposure.



**2**

MARKETS

**4**

MONTHS EXPOSURE

**200**

ATTENDEES PER DAY

**+50K**

LOGO IMPRESSIONS



EXPERIENCE  
**Inbound**

WISCONSIN'S  
PREMIER

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## EVENT INFO

### 2025 Dates

**May 19** | Lambeau Field, Green Bay  
**May 20** | Harley-Davidson Museum, Milwaukee

### Expected Audience

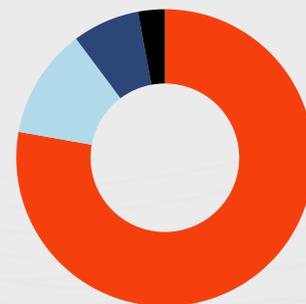
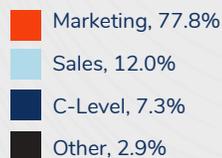
200 WI-based marketing & sales professionals and business owners **each day**

### Exposure Time

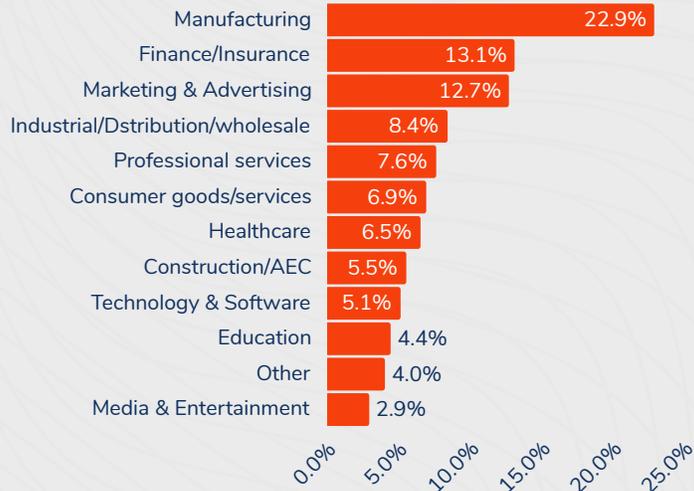
- 4 months of promotion (Feb-May)
- 2 seven-hour event days
- Over 50,000 logo impressions through event ads, website sessions, social media, and email opens

### Attendee Demographics

#### JOB ROLES



#### INDUSTRIES



## WHAT ATTENDEES SAY:

"Experience Inbound was an exceptional event, offering an abundance of highly pertinent insights and actionable strategies essential for navigating the ever-evolving marketing landscape. The caliber of speakers was top notch and surpassed all expectations! It was a well-executed conference that I would recommend for marketers at any stage of their career."

– Krista, Attendee



## LET'S DO LUNCH

Refuel and recharge with this lunch sponsorship! Your brand will be front-and-center when attendees gather for a midday break.

**Includes:**

- 4 complimentary event passes
- Deliver a 2-minute message or show a promotional video before keynote
- Table-top buffet signs
- Booth in the exhibitor area
- Full-page ad in program booklet
- Featured spotlight in a promo email
- Your logo receives high-tiered placement on the website, emails, and digital signage during the event
- 4 dedicated social media mentions
- \$20 off discount code to share with your network



**Idea:** Provide branded napkins or koozies

**Investment: \$5,000 per market**



## BREAKFAST OF CHAMPIONS

Kick off the day with your brand front-and-center! This sponsorship puts your company in the spotlight as attendees gather to fuel up for a full day of insights and networking.

**Includes:**

- 2 complimentary event passes
- Deliver a 2-minute message or show a promotional video before keynote
- Table-top buffet signs
- Booth in the exhibitor area
- Half-page ad in the program booklet
- Your logo receives high-tiered placement on the website, emails, and digital signage during the event
- 2 dedicated social media mentions
- \$20 off discount code to share with your network



**Idea:** Provide branded napkins or koozies

**Investment: \$2,500 per market**

## PRO TIPS TO MAXIMIZE YOUR SPONSORSHIP

- Offer a giveaway to collect attendee information (Ex: sign up with email for exclusive offer or resource)
- Business card drop for a chance to win prize
- Offer demos at your table/booth space to attract traffic
- Prepare an “elevator speech” to share during your 2 minutes onstage
- Stick around for happy hour to network with attendees



## IT'S 5 O'CLOCK SOMEWHERE

**Investment:**  
\$1,250 per market

Be the highlight of happy hour! With this sponsorship, your brand will set the tone for the evening as attendees unwind and network.

**Includes:**

- 1 complimentary event pass
- Branded drink tickets placed in all name badges
- Branded signature drink of the event (vendor approved)
- Quarter page ad in program
- Your logo featured on the website, emails, and digital signage during the event
- 1 dedicated social media mention
- \$20 off discount code to share with your network



**Idea:** Provide branded napkins or business card drop for a gift basket



## HYDRATION STATION

**Investment:**  
\$1,000 per market

Keep attendees refreshed with branded water stations throughout the venue. This sponsorship ensures your brand is noticed every time guests stop to rehydrate. Stay top-of-mind while keeping everyone energized!

**Includes:**

- 1 complimentary event pass
- Table-top station sign
- Quarter page ad in program
- Your logo featured on the website, emails, and digital signage during the event
- 1 dedicated social media mention
- \$20 off discount code to share with your network



**Idea:** Provide branded reusable bottles or business card drop for a giveaway



## WELCOME PACKS

**Investment:**  
\$500 per market +  
in-kind items of >\$500

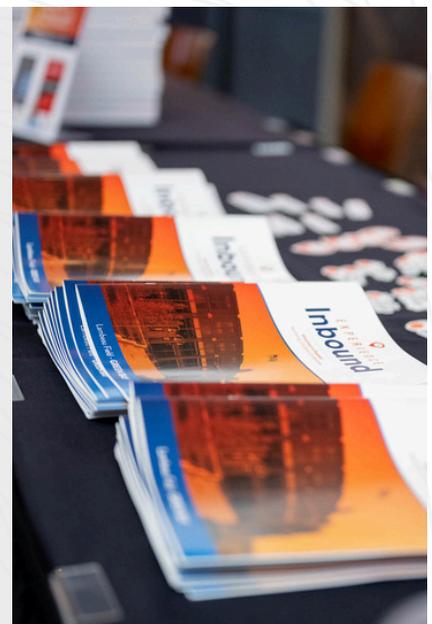
Make a memorable first impression with branded welcome packs. You provide this customizable kit that can include event essentials and items tailored to your brand, welcoming attendees with a personal touch.

**Includes:**

- 1 complimentary event pass
- Quarter-page ad in program
- Your logo featured on the website, emails, and digital signage during the event
- 1 dedicated social media mention
- \$20 off discount code to share with your network



**Idea:** Branded items of your choice (lanyard, notebooks, pens, water bottles) and add a promotional flyer or exclusive discount in pack





## AFTERNOON SNACK ATTACK

**Investment:**  
\$750 per market

Help attendees stay fueled with an afternoon snack break featuring your brand as they grab a bite to keep their energy up.

**Includes:**

- Table-top station sign
- Your logo featured on the website, emails, and digital signage during the event
- \$20 off discount code to share with your network



**Idea:** Provide branded treat bag or napkins



## BREW & RENEW

**Investment:**  
\$500 per market

Be the reason attendees perk up with this coffee station sponsorship. Attendees will think of you every time they refill their cup.

**Includes:**

- Table-top station sign
- Your logo featured on the website, emails, and digital signage during the event
- \$20 off discount code to share with your network



**Idea:** Provide branded mints, cups, coffee sleeves or napkins



## CONTINUOUS LEARNING

**Investment:**  
\$500 per market

Keep your brand in front of attendees long after the day ends by sponsoring our session recordings, which are available on-demand for 12 months following the event.

**Includes:**

- Featured inclusion in post event email
- Featured treatment on session recordings video page for 12 months
- Your logo featured on the website, emails, and digital signage during the event
- \$20 off discount code to share with your network



## SPONSOR PACKAGE ADD-ONS

**BOOTH SPACE:** Maximize your exposure with a booth space where you can showcase your products and services directly to event attendees.

**Investment:** \$500 per market

**ADDITIONAL TICKETS:** Add sponsor tickets for additional guests for 50% off regular price ticket (limit 2 per sponsor). Required to staff your booth if complimentary pass not included in your package.

# EXPERIENCE INBOUND | SPONSORSHIP KIT 2025

	Lunch	Breakfast	Happy Hour	Hydration Station	Welcome Packs	Afternoon Snack	Brew & Renew	Continuous Learning
Price	\$5,000	\$2,500	\$1,250	\$1,000	\$500 + in-kind	\$750	\$500	\$500
Complimentary event pass(es)	4	2	1	1	1			
Exhibitor space included	x	x						
Speak/show video onstage	x	x						
Program ad	Full	Half	Quarter	Quarter	Quarter			
Featured in email	x							x
Station signage	x	x	x	x		x	x	
Branded drink tickets & signature drink			x					
\$20 Off sharable ticket discount code	x	x	x	x	x	x	x	x
Logo featured on event website, emails & onsite digital signs	x	x	x	x	x	x	x	x
Social media mentions	4	2	1	1	1			
Opportunity to provide branded promo items	x	x	x	x	x	x	x	x
Featured on video webpage								x

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