

ENGAGEMENT

ACTION

- Sponsor offers and virtual incentives to register
- Sponsor integration within fundraising sites
- Stay-at-Home Swag & Sponsor Sampling

- Increased social shares
- Social contests & virtual kick-off parties
- Interactive virtual sponsored microsites
- Sponsor Guest Blogging

EXPERIENCE

- Sponsor Match Day
- In-Stream Exposure/Commercials
- Executive Video Messages
- Twitter Chats
- Sponsored Live Posts
- Virtual Check Presentations

RENEWAL

- Thank You Sponsor Videos, Social Posts & Digital Ads
- Sponsored Expert Toolkits
- Sponsor Integration in Post-Event Results Communications

AWARENESS

- Digital Advertising
- Search Engine Marketing
- Executive Recruitment Videos
- Social Advertising
- New Social Channels (i.e. TikTok)
- Featured Sponsor E-Blasts
- Featured Sponsor Blog

