



## 2026 Sponsorship Opportunities

### Overview

Sponsorship with the Page Society offers a unique opportunity to elevate your brand among the most influential communication leaders worldwide while helping to advance the profession of strategic communication. Contributions help underwrite programs and events that are not fully funded by membership dues and registration fees, ensuring we can deliver high-value experiences and content to our global community.

We offer a range of tailored opportunities to align your support with the audiences, issues, and programming that matter most to you. Sponsorships can be financial gifts and/or in-kind services, can be unrestricted or designated toward specific events and program offerings, and can be stand-alone, as part of a formal partnership agreement, or as part of an annual sponsorship bundle.

### Friends of Page (Unrestricted Gifts)

Undesignated/unrestricted gifts directly impact our ability to provide Page and Page Up members with unprecedented experiences by supporting core programs, events, and thought leadership that is crucial to advancing the way that communications is understood, practiced, and taught. The flexibility to apply funds in real time greatly enhances the way we fulfill our mission to strengthen the impact of chief communication officers and their teams and to lead the profession into the future.

### Designated (Restricted Gifts)

Those who want to narrow the scope of their gifts can designate sponsorship dollars to specific areas or offerings. These gifts support specific programs and events for members and our external partners to elevate the strategic communications profession.

### Research and Thought Leadership

To ensure alignment with our mission, brand and strategic priorities, Page offers unique opportunities to co-sponsor research reports, thought leadership collaborations, co-sponsored events, virtual events, and broader strategic collaborations. These include:

- Original research and thought leadership pieces
- Professional development programs: Future Leaders Experience (FLE) and Mentoring to Accelerate Progress and Success (M.A.P.S.)
- Case Study Competition



## Page Outreach

Outreach efforts are a key component for Page because they focus on building community among our members and informing others unaffiliated with Page about the power and influence of chief communication officers and their teams. These sponsorship opportunities include offerings such as:

- Newsletters, Podcasts, Webinars
- Page Conversations, Think Thursdays
- New Member Experience programming

## Page Events (In-Person)

Page events bring together senior communications leaders from around the world to discuss pressing industry challenges, share best practices, and build meaningful connections. We convene a range of in-person events for members of the larger Page community. This includes members and their teams, as well as prospective members. Sponsors can benefit from prominent brand visibility through physical and digital recognition, opportunities to directly address attendees, and the chance to create a memorable and positive association within a relaxed yet productive atmosphere.

### Large Conferences

Conferences bring together a larger number of members, often including a mix of Page, Page Up and prospective members. Page typically puts on four major conferences each year: (1) Spring Seminar, (2) Page Annual Conference, (3) Page Exchange, and (4) Page Up Annual Conference

### Regional and Affinity Group Events

Small to mid-size event offerings include a wide range of formats, such as dinners, receptions, roundtables, breakfasts, and fireside chats, each designed to foster networking, collaboration, and knowledge sharing in an intimate setting. These events are flexible, and each format offers opportunities for personalized interaction, networking, and memorable experiences, elevating your brand's presence and creating positive impressions that support ongoing business growth and strengthen valuable partnerships.

### Page Exchanges

These events provide a distinctive experience with a more intimate participant size. While members and prospective members globally are invited, the target audience is regional. In 2026, Page will hold one Page Exchange in each of the following regions: Americas, EMEA, APAC.

### Global Business Events

Global business events are our flagship platforms for elevating the Page brand. Through activations at events such as The World Economic Forum, SXSW, Cannes Festival of Creativity,

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COP28, and UNGA, Page showcases our thought leadership and engages deeply with members and prospects across multiple touchpoints.

### Endowed Naming Opportunities

For gifts valued at \$100,000 or more, naming opportunities exist that will secure Page's future and help perpetuate its legacy. These opportunities provide exclusive naming rights during the endowment period (can be finite or in perpetuity). Page staff will work with you to identify these elevated opportunities within our event and programming offerings or as a new offering.

### Planned Giving

Also known as legacy giving, planned giving is the practice of designating a major gift to a charitable organization in life or as part of an Estate Plan. Members can have a large impact on the future of our organization and the profession by considering Page in their will or living trust. The gift could include cash, real estate, life insurance, equity, or personal property.

### Annual Sponsorship Packages

Members have expressed the desire to make giving more efficient. As such, Page now offers comprehensive giving plans for our members that are better aligned with their strategic priorities. This allows members to identify sponsorship interests and needs in tandem with their own corporate budgets. In addition, sponsorship for the year can occur in a single transaction, streamlining the process for our members and increasing the number of major gifts we receive. Packages can be individually tailored to meet the budget needs and interests of our members.

#### Option I: Major Event Bundle

This opportunity focuses on maximizing global support and exposure at Page flagship conferences.

| Sponsorship Opportunity   | Sponsorship Type | Amount          |
|---------------------------|------------------|-----------------|
| Spring Seminar            | Title            | \$40,000        |
| Page Annual Conference    | Half-Day         | \$12,500        |
| Page Exchange             | Title            | \$25,000        |
| Page Up Annual Conference | Half-Day         | \$7,500         |
| <b>Package Total:</b>     |                  | <b>\$85,000</b> |

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### Option 2: Regional Event Bundle

This opportunity focuses on establishing a physical presence in a particular region and/or audience, both in and outside the US. Ideal for organizations with offices in various locations who are looking to share their work with local Page members.

| <b>Sponsorship Opportunity</b> | <b>Sponsorship Type</b> | <b>Amount</b>   |
|--------------------------------|-------------------------|-----------------|
| Page Regional Event (3)        | Full                    | \$30,000        |
| Global Business Event (1)      | Full                    | \$20,000        |
| <b>Package Total:</b>          |                         | <b>\$50,000</b> |

### Option 3: Thought Leadership Bundle

This opportunity focuses on supporting Page's mission of developing original thought leadership in the field of communications through virtual offerings. Opportunities exist to co-create knowledge that would become part of the Page knowledge base.

| <b>Sponsorship Opportunity</b> | <b>Sponsorship Type</b> | <b>Amount</b>   |
|--------------------------------|-------------------------|-----------------|
| Page Conversations (annual)    | Full                    | \$10,000        |
| Page Patrons Webinar (1)       | Full                    | \$10,000        |
| <b>Package Total:</b>          |                         | <b>\$20,000</b> |

### Individual Sponsorship Opportunities

For those who are not yet ready to commit to an annual sponsorship plan, event- and programming-specific sponsorship opportunities also exist. Please note that there is the option to exclusively sponsor some areas that have multiple sponsorship opportunities (at a higher price point).

### Page Global Business Event Sponsorship Opportunities

The remaining opportunities for this year's Global Business events are listed below.

| <b>Sponsorship Type</b> | <b>Amount</b>   | <b>Sponsorship Type</b>     | <b>Amount</b>   |
|-------------------------|-----------------|-----------------------------|-----------------|
| <b>Title Sponsor</b>    | <b>\$25,000</b> | <b>Lunch</b>                | <b>\$7,500</b>  |
| <b>Day Sponsor</b>      | <b>\$15,000</b> | <b>Networking Reception</b> | <b>\$10,000</b> |

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|                         |                 |                            |                |
|-------------------------|-----------------|----------------------------|----------------|
| <b>Breakfast</b>        | <b>\$5,000</b>  | <b>Panel Discussion</b>    | <b>\$7,500</b> |
| <b>Roundtable</b>       | <b>\$5,000</b>  | <b>Fireside Chat</b>       | <b>\$5,000</b> |
| <b>Happy Hour/Mixer</b> | <b>\$10,000</b> | <b>General Sponsorship</b> | <b>\$1,000</b> |
| <b>Dinner</b>           | <b>\$10,000</b> |                            |                |

### Page Annual Conference Sponsorship Opportunities

The remaining opportunities for this year's Annual Conference are listed below.

| <b>Sponsorship Type</b>                      | <b>Amount</b>   | <b>Remaining</b>                |
|--|-----------------|---------------------------------|
| <b>Title*</b>                                | <b>\$30,000</b> | <b>1 Remaining</b>              |
| <b>Half-Day</b>                              | <b>\$12,500</b> | <b><del>7</del> 2 Remaining</b> |
| <b>New Member Reception (Sun)*</b>           | <b>\$5,000</b>  | <b>1 Remaining</b>              |
| <b>Pre-Awards Dinner Reception (Sun)</b>     | <b>\$7,500</b>  | <b>2 Remaining</b>              |
| <b>Awards Dinner (Sun)</b>                   | <b>\$10,000</b> | <b><del>7</del> 2 Remaining</b> |
| <b>New Member Breakfast (Mon)*</b>           | <b>\$5,000</b>  | <b>1 Remaining</b>              |
| <b>World Of Coke Networking Dinner (Mon)</b> | <b>\$10,000</b> | <b>3 Remaining</b>              |
| <b>Closing Keynote Address*</b>              | <b>\$7,500</b>  | <b>1 Remaining</b>              |
| <b>Combined: Breakfasts &amp; Lunches</b>    | <b>\$4,000</b>  | <b>6 Remaining</b>              |
| <b>Combined: Breaks</b>                      | <b>\$2,500</b>  | <b>4 Remaining</b>              |
| <b>General Sponsorship</b>                   | <b>\$1,000</b>  | <b>Unlimited</b>                |

\*Indicates exclusive sponsorship. Categories with more than one opportunity can be converted to exclusive sponsorship at a higher price point.

### Page Exchange Sponsorship Opportunities

The remaining opportunities for this year's Page Exchanges are listed below.

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| Sponsorship Type               | Amount   | Remaining                              |
|--------------------------------|----------|--|
| Title                          | \$20,000 | <del>1 Remaining</del> <b>SOLD OUT</b> |
| Half-Day                       | \$10,000 | 3 Remaining                            |
| Networking Dinner              | \$7,500  | 3 Remaining                            |
| Member Reception               | \$5,000  | 3 Remaining                            |
| Combined: Breakfasts & Lunches | \$4,000  | 6 Remaining                            |
| Combined: Breaks               | \$2,500  | 4 Remaining                            |
| General Sponsorship            | \$1,000  | Unlimited                              |

### Page Up Annual Conference Sponsorship Opportunities

The remaining opportunities for this year's Page Up Annual Conference are listed below.

| Sponsorship Type               | Amount   | Remaining   |
|--------------------------------|----------|---|
| Title                          | \$20,000 | 1 Remaining   |
| Half-Day                       | \$7,500  | <del>3</del> 3 Remaining (Tues AM, Tues PM, Wed AM) |
| Networking Dinner              | \$5,000  | 2 Remaining   |
| Member Reception               | \$5,000  | 2 Remaining   |
| New Member Reception           | \$5,000  | 2 Remaining   |
| Combined: Breakfasts & Lunches | \$4,000  | 6 Remaining   |
| Combined: Breaks               | \$2,500  | 4 Remaining   |
| General Sponsorship            | \$1,000  | Unlimited   |

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## Page Programming Sponsorship Opportunities

The remaining opportunities for this year's Page programming are listed below.

| Program Offering                             | Sponsorship Amount |
|--|--------------------|
| Future Leaders Experience                    | \$10,000           |
| Yale Certificate Program                     | \$10,000           |
| Mentoring To Accelerate Progress and Success | \$2,500            |
| New Member Experience Programming            | \$5,000            |
| Benchmarking/Research Support                | \$7,500            |
| Page Conversations                           | \$10,000           |
| CCO Coffee Chat                              | \$5,000            |
| Page Patrons                                 | \$10,000           |
| Think Thursdays                              | \$5,000            |
| General Sponsorship                          | \$1,000            |

## Donor Recognition

Total support, inclusive of financial and in-kind contributions, is recognized in connection with the programming/activities it supports. For conferences, this is before, during, and after the event; for content or other programs, this is before, after, and when the content is distributed to members. Gifts of \$20,000+ will be recognized throughout the year at all major conferences, virtually, and in select communications. We thank and recognize all sponsors on the website, in email communications to members, and at the Annual Page and Page Up General Meetings in the fall. **Recognition will be larger/more prominent as gift amounts increase across the following giving levels:**

### Legacy Level (\$100,000+)

#### Event/Programming Level Recognition

Perpetual/permanent recognition based on cumulative giving as a legacy-level Page supporter:

- Permanent named recognition on the appropriate Page event/programming
- Verbal callout during the event/programming's opening and closing remarks

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- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides
- Logo inclusion in select printed and digital materials
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in “final reminders” note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page’s digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
  - Other digital assets as appropriate
- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)
- 1 major event registration fee waiver (Annual Conference, Spring Seminar, Page Exchange, or Page Up Annual Conference)
- Additional event/program-specific opportunities, most of which are heavily dependent on the finalized agenda and offerings (e.g. brief remarks, welcome, panel presentation/moderation)

### Organizational Level Recognition

- Membership dues waived on next renewal (1 year only)
- Email recognition
- Recognition by Board of Trustees during invitation-only events
- Recognition on Page’s digital assets
  - Legacy website
  - General sponsorship website
- Recognition as a sponsor during the Page Annual General Meeting, Page’s annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up’s annual business meeting of its membership

### Diamond Level (\$50,000-\$99,999)

#### Event/Programming Level Recognition

Recognition as the sponsor of the specific event/program at the diamond-level:

- Verbal callout during the event/programming’s opening and closing remarks
- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides

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- Logo inclusion in select printed and digital materials
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in “final reminders” note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page’s digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
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- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)
- 1 major event registration fee waiver (Annual Conference, Spring Seminar, Page Exchange, or Page Up Annual Conference)
- Additional event/program-specific opportunities, most of which are heavily dependent on the finalized agenda and offerings (e.g. brief remarks, welcome, panel presentation/moderation)

### Organizational Level Recognition

Recognition throughout the current calendar year based on cumulative giving as a diamond-level Page supporter:

- Membership dues waived on next renewal (1 year only)
- Email recognition
- Recognition by Board of Trustees during invitation-only events
- Recognition on Page’s digital assets
  - Current year general sponsorship website
- Recognition as a sponsor during the Page Annual General Meeting, Page’s annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up’s annual business meeting of its membership
- Page Patron webinar
  - 1-hour webinar with Page and Page Up members as well as members of their teams.
  - Must be learning focused. Typically, a case study format that involves a corporate member (client) speaking about how their org uses the technology.
  - Page team will collaborate with the Sponsor to identify dates that work well for the Patron and aim to maximize attendance.
  - This will be branded as a Page webinar and promoted to all members.
  - List of members who participate (without contact information).

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- Blog article drafted in partnership with Page staff that highlights learnings/insights from the webinar.
- Links to a recording of the webinar (or parts of the webinar) for members who missed the live webinar.
- Promoted within our *Page Views* newsletter that goes out to members.
- Listing on the Page website as a Page Patron, with link to the webinar recording.

## 1983 Circle (\$20,000-\$49,999)

### Event/Programming Level Recognition

Recognition as the sponsor of the specific event/program at the 1983 Circle-level:

- Verbal callout during the event/programming's opening and closing remarks
- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides
- Logo inclusion in select printed and digital materials
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in "final reminders" note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page's digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
  - Other digital assets as appropriate
- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)
- **Additional event/program-specific opportunities, most of which are heavily dependent on the finalized agenda and offerings (e.g. brief remarks, welcome, panel presentation/moderation)**

### Organizational Level Recognition

Recognition throughout the current calendar year based on cumulative giving as a 1983 Circle-level Page supporter:

- Email recognition
- Recognition by Board of Trustees during invitation-only events
- Recognition on Page's digital assets
  - Current year general sponsorship website

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- Recognition as a sponsor during the Page Annual General Meeting, Page's annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up's annual business meeting of its membership
- Page Patron webinar
  - 1-hour webinar with Page and Page Up members as well as members of their teams.
  - Must be learning focused. Typically, a case study format that involves a corporate member (client) speaking about how their org uses the technology.
  - Page team will collaborate with the Sponsor to identify dates that work well for the Patron and aim to maximize attendance.
  - This will be branded as a Page webinar and promoted to all members.
  - List of members who participate (without contact information).
  - Blog article drafted in partnership with Page staff that highlights learnings/insights from the webinar.
  - Links to a recording of the webinar (or parts of the webinar) for members who missed the live webinar.
  - Promoted within our *Page Views* newsletter that goes out to members.
  - Listing on the Page website as a Page Patron, with link to the webinar recording.

## Platinum Level (\$15,000-\$19,999)

### Event/Programming Level Recognition

Recognition as the sponsor of the specific event/program at the platinum-level:

- Verbal callout during the event's opening and closing remarks
- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in "final reminders" note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page's digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
  - Other digital assets as appropriate
- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)

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- Additional event/program-specific opportunities, most of which are heavily dependent on the finalized agenda and offerings (e.g. brief remarks, welcome, panel presentation/moderation)

### **Organizational Level Recognition**

Recognition throughout the current calendar year based on cumulative giving as a platinum-level Page supporter:

- Email recognition
- Recognition on Page's digital assets
  - Current year general sponsorship website
- Recognition as a sponsor during the Page Annual General Meeting, Page's annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up's annual business meeting of its membership

### **Gold Level (\$10,000-\$14,999)**

#### **Event/Programming Level Recognition**

Recognition as the sponsor of the specific event/program at the gold-level:

- Verbal callout during the event's opening and closing remarks
- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in "final reminders" note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page's digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
  - Other digital assets as appropriate
- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)

#### **Organizational Level Recognition**

Recognition throughout the current calendar year based on cumulative giving as a gold-level Page supporter:

- Email recognition
- Recognition on Page's digital assets
  - Current year general sponsorship website

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- Recognition as a sponsor during the Page Annual General Meeting, Page's annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up's annual business meeting of its membership

## **Silver Level (\$5,000 - \$9,999)**

### **Event and/or Programming Recognition**

Recognition as the sponsor of the specific event/program at the silver-level:

- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in "final reminders" note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page's digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
  - Other digital assets as appropriate
- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)

### **Organizational Level Recognition**

Recognition throughout the current calendar year based on cumulative giving as a silver-level Page supporter:

- Email recognition
- Recognition on Page's digital assets
  - Current year general sponsorship website
- Recognition as a sponsor during the Page Annual General Meeting, Page's annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up's annual business meeting of its membership

## **Bronze Level (\$1,000 - \$4,999)**

### **Event and/or Programming Recognition**

Recognition as the sponsor of the specific event/program at the bronze-level:

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- Recognition on digital signage throughout the event in ballroom (main conference area) slides as well as foyer slides
- Email recognition, including in pre- and post-event communications to attendees
  - Pre-event communication to members in “final reminders” note
  - Post-event communication to members with links to session records and takeaways
- Recognition on Page’s digital assets
  - Event website (if applicable)
  - Page Mobile App
  - Social media (e.g. LinkedIn)
  - Other digital assets as appropriate
- A sponsor ribbon for any Page and/or Page Up member(s) who register(s) and attend(s) the event (Note: Conference registration is separate and is not included as part of sponsorship)

### **Organizational Level Recognition**

Recognition throughout the current calendar year based on cumulative giving as a bronze-level Page supporter:

- Email recognition
- Recognition on Page’s digital assets
  - Current year general sponsorship website
- Recognition as a sponsor during the Page Annual General Meeting, Page’s annual business meeting of its membership
- Recognition as a sponsor during the Page Up Annual General Meeting, Page Up’s annual business meeting of its membership

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## Donor Recognition

| Recognition will be larger/more prominent as gift amounts increase across levels:<br><br><b>Legacy:</b> \$100,000+<br><b>Diamond:</b> \$50,000-\$99,999<br><b>1983 Circle:</b> \$20,000-\$49,999<br><b>Platinum:</b> \$15,000-\$19,999<br><b>Gold:</b> \$10,000-\$14,999<br><b>Silver:</b> \$5,000-\$9,999<br><b>Bronze:</b> \$1,000-\$4,999 | Giving Level  |               |             |          |      |        |        |
|--|---------------|---------------|-------------|----------|------|--------|--------|
|  | Legacy        | Diamond       | 1983 Circle | Platinum | Gold | Silver | Bronze |
| Endowed naming affiliation/permanent recognition   | ✓             |               |             |          |      |        |        |
| Event registration fee waiver  | 1 major event | 1 major event |             |          |      |        |        |
| Membership dues waiver   | 1 year        | 1 year        |             |          |      |        |        |
| Title sponsor affiliation on all event/programming materials   | ✓             | ✓             | ✓           |          |      |        |        |
| Private invite-only events   | ✓             | ✓             | ✓           |          |      |        |        |
| Page webinar   |               | ✓             | ✓           |          |      |        |        |
| Verbal and digital recognition across platforms throughout the year  | ✓             | ✓             | ✓           |          |      |        |        |
| Verbal, physical, and digital recognition before, during, and after event/programming session  | ✓             | ✓             | ✓           | ✓        | ✓    | ✓      |        |
| Digital recognition across digital platforms throughout the year   | ✓             | ✓             | ✓           | ✓        | ✓    | ✓      | ✓      |

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