

# Sponsorship Guide.

June 2020 ● Atlanta, GA ● [theprimerconference@gmail.com](mailto:theprimerconference@gmail.com)

## What is Primer and how can I help?

PRIMER conferences were created to discuss the future we want and the implications of the choices we make today, to help the world democratically create a better place to live.

PRIMER2020 is the annual US conference produced by the Design Futures Initiative, a 501c3 nonprofit based in San Francisco, CA and the annual gathering for the Speculative Futures community, with 35 (and growing) chapters worldwide. We bring together designers, strategists, artists, scientists, and foresight practitioners, to have conversations about the ethical, cultural, environmental, political and economic impact of our individual, business, and collective contributions. Our events are entirely run by volunteers and are funded by ticket sales and our community supporters—like you. We strive to keep ticket prices low to ensure accessibility to and representation by a diversity of attendees.

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## That's where you come in.

Your support helps provide a suitable venue, food for hundreds, technical capabilities, support services, and top-notch speakers. As a sponsoring business, you're helping our community to partner with you in preparing for the future and collaboratively shaping it.

Whether you have sponsorship dollars, host part of our event, or provide a service we are in need of, our community appreciates any support and we can collaborate with you to be of symbiotic benefit.

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## What can I expect from this event?

With all levels of support comes day-of exposure for your brand to our growing community of attendees. 2019's New York City event totaled 300 people from around the world, an increase from the previous year's 125 ticket-holders. Our attendees occupy a variety of professional roles and seniority levels, across industries.

Surveyed past attendees cite new, personal network connections for partnerships and job opportunities among the most value received by attending. In addition to positive online press before and after the event, every attending sponsor will have an opportunity to network with our diverse community of design and technology professionals. Diamond and Platinum Level supporters are granted an additional, optional, prominent table, booth, or experiential space and are well-publicized throughout the event. You can be a direct participant in shaping our collective future.

# 01

## DIAMOND

### \$12,000

(up to 2 sponsors)

#### Lead-up promotion

- Brand placement on the website, with prominence by sponsorship tier.
- Brand promotion in social media content and emailed newsletters, alongside the promotion of our speakers and program.

#### Day-of promotion

- Special thanks in opening and closing remarks.
- Brand placement on environmental signage and/or program collateral at the event.
- Brand placement in the on-stage projection screens, between presentations.
- Brand placement on a sponsors recognition poster next to registration, with prominence by sponsorship tier.

#### Dedicated table, booth, or experiential space (optional)

- A prominently-placed sponsor table to staff for recruitment, sharing information, or otherwise promoting your brand.
- Complimentary conference tickets for representatives staffing your table.

#### Custom registration presence (only in this tier)

- Exclusive brand placement on a wearable piece of conference swag, like badges or lanyards.
- An optional, small, branded giveaway you provide, included at the registration table. (e.g., A sticker, notebook, cloth tote, etc.)

#### Additional floor presence

A shared table for stickers or other small, branded giveaways.

02

# PLATINUM

**\$9,000**

(up to 4 sponsors)

## Lead-up promotion

- Brand placement on the website, with prominence by sponsorship tier.
- Brand promotion in social media content and emailed newsletters, alongside the promotion of our speakers and program.

## Day-of promotion

- Special thanks in opening and closing remarks.
- Brand placement on environmental signage and/or program collateral at the event.
- Brand placement in the on-stage projection screens, between presentations.
- Brand placement on a sponsors recognition poster next to registration, with prominence by sponsorship tier.

## Dedicated table, booth, or experiential space (optional)

- A prominently-placed sponsor table to staff for recruitment, sharing information, or otherwise promoting your brand.
- Complimentary conference tickets for representatives staffing your table.

## Additional floor presence

A shared table for stickers or other small, branded giveaways.

# 03

## GOLD

### \$6,000

(up to 8 sponsors)

#### Lead-up promotion

- Brand placement on the website, with prominence by sponsorship tier.
- Brand promotion in social media content and emailed newsletters, alongside the promotion of our speakers and program.

#### Day-of promotion

- Brand placement in the on-stage projection screens, between presentations.
- Brand placement on a sponsors recognition poster next to registration, with prominence by sponsorship tier.

#### Additional floor presence

A shared table for stickers or other small, branded giveaways.

04

**SILVER**  
**\$3000**

**Lead-up recognition**

Brand placement on the website, with prominence by sponsorship tier.

**Day-of recognition**

Brand placement on a sponsors recognition poster next to registration, with prominence by sponsorship tier.

05

**ANONYMOUS SUPPORTER**  
**\$500**

Anonymous supporters are attendees who would like to go above and beyond to support this event, without asking for brand recognition. This tier may request their attendee badge to identify them as a sponsor, and if a sponsor event is added to the schedule, they will be invited.

# SPECIAL SPONSORSHIPS AND IN-KIND SUPPORT

We would love to hear your creative support idea, coupons, contests, and give-aways are always fun ways to engage with our community. In-kind donations and special sponsorships will be graciously accepted. We'll work with you to add a special sponsorship atop your existing tier, or to convey the appropriate benefits.

## Some ideas for special sponsorship include:

- Breakfast host (conference and/or workshops)
- Lunch host (conference and/or workshops)
- Coffee bar and snack host (conference and/or workshops)
- Afterparty sponsor
- Opening party sponsor
- Swag and giveaway sponsors
- Technical support sponsors (video, sound, lighting, photography, etc.)

If you'd like to support any of the above, or something unique, please contact us and we'll work out the details.

# SPONSORSHIP AND SUPPORT REQUIREMENTS

## Limited Free and Discounted Tickets

In general, our attendees add to our overhead production costs and we are careful about the number of complimentary tickets we disperse. Any sponsors or supporters needing tickets for attending representatives should inform us of their anticipated attendee count and, as possible, we'll provide complimentary or discounted tickets. Sponsors with dedicated floor space will be provided up to 3 tickets for table/booth setup and staffing.

## Right to Refuse Partners

We reserve the right to refuse any sponsor if we feel they conflict with the best interests and values of our members and attendees. Any event carrying the PRIMER name must follow some basic philosophical guidelines. PRIMER Conferences do not discriminate, and anyone is welcome to attend. People or companies who do not support diversity and inclusiveness cannot be accepted as event organizers or sponsors, as that would provide promotion to entities acting in opposition to the philosophy behind PRIMER Conference. Speakers need to be compliant with this philosophy for the same reason.

Thank you,  
Organizers