Sponsorship Opportunities

May 2024
About the **Event Safety Alliance**

The **Event Safety Alliance (ESA)** is a 501(c)(6) non-profit trade organization dedicated to promoting and supporting "life safety first" throughout all phases of live event production. By the dissemination of preparedness information, the development of planning & training resources, and the creation of software safety resources, the Event Safety Alliance strives to eliminate knowledge and awareness barriers that often contribute to unsafe conditions and behaviors. The primary objectives and purposes of the ESA are to:

- Promote a life safety mindset;
- Collect, organize and disseminate industry-specific reasonable practices;
- Dialogue with government officials and event industry leaders to shape strategies for training, certification and inspection practices;
- Identify and create training resources;
- Identify, create and distribute relevant live event safety information;
- Represent the mission of the organization internationally.

**ESA at a glance...**

- **Broad** - Over 25,000 registered supporters world-wide.
- **Diverse** - Representation from industry leaders in event production, technology, insurance, logistics, and public safety.
- **Passionate** - Members are “early adopters” who view safety as essential to the survival of the live event industry
- **Respected** - Recognized as the industry’s preeminent voice in the promotion of safety training and good work practices.
- **Global** - International affiliates in multiple countries, with many more currently in development.

“The insurance community tries to identify the good, the bad and the ugly in every field they insure. The live event space is no exception. One differentiator is the active members of the Event Safety Alliance, who understand the Event Safety Guide and how it can and should be applied.” - Scott Carroll, Take1 Insurance
Event Safety Summit Title Sponsorship

Benefits:

- **Title Sponsor Designation:** The sponsor will be recognized as the Title Sponsor of the 2024 Event Safety Summit. Company name will be integrated into official conference (ie. Event Safety Summit, presented by [Sponsor Name]).

- **Session Presenting Sponsor Designation:** The sponsor will be designated as Presenting Sponsor of one educational session at the Event Safety Summit.

- **Platinum Sponsor Designation:** Sponsor will be designated as a Platinum-Level annual sponsor of the Event Safety Alliance.

- **Press Release:** ESA will create and distribute a press release announcing sponsor's event sponsorship status to industry media partners.

- **Email Marketing:** ESA will distribute up to three (3) dedicated email blasts promoting sponsor and their support of the Event Safety Summit.

- **Social Media:** ESA will distribute up to five (5) dedicated social media posts highlighting sponsor's support of the Event Safety Summit.

- **Opening Welcome:** Sponsor will have the opportunity to deliver an opening welcome to attendees, highlighting sponsors commitment to Event Safety Alliance principles.

- **Exhibit Space:** The sponsor will have one (1) 10'x10' exhibit space during the in-person event. Signage and/or other display materials may be substituted as mutually agreed.

- **Virtual "Exhibitor Space":** The sponsor will receive a virtual "Exhibitor Space" on the streaming event platform.

- **Logo and Link Visibility:** The sponsor's logo and link will be included in the "Event Sponsors" section of the Event Safety Summit webpage and email newsletters.

- **Video Rotator Inclusion:** The sponsor's logo and sponsorship status will be featured in the video rotator, to be played between sessions.

- **Video Advertisement:** The sponsor will have the opportunity to include a video advertisement to be played on the video screens between sessions.
• **Photo Backdrop:** The sponsor's company logo will be included on the "step and repeat" photo backdrop.

• **Event Gifts:** Sponsors logo will be included in priority placement on all attendee thank you gifts.

• **Event Safety Podcast Promotion:** Promotional copy about your company read by the hosts during the Event Safety Podcast.

• **In-Person Summit Registrations:** The sponsor will receive ten (10) registrations for the in-person Event Safety Summit for internal or promotional use.

• **Virtual Summit Registrations:** The sponsor will receive twenty (20) registrations for the virtual Event Safety Summit for internal or promotional use.

• **Recap Photographs:** A collection of print-quality, high-resolution photographs of your company's introduction for promotional purposes.

• **Event Attendee Contact List:** The sponsor will have access to the final event attendee contact list, limited to approved contacts only.

**Sponsorship Fee:** $25,000
Event Safety Summit Presenting Sponsorship

Benefits:

- **Session Presenting Sponsor Designation:** The sponsor will be designated as a Presenting Sponsor of one educational session at the Event Safety Summit.

- **Platinum Sponsor Designation:** Sponsor will be designated as a Platinum-Level annual sponsor of the Event Safety Alliance.

- **Email Marketing:** ESA will distribute up to two (2) dedicated email blasts promoting sponsor and their support of the Event Safety Summit.

- **Social Media:** ESA will distribute up to three (3) dedicated social media posts highlighting sponsor’s support of the Event Safety Summit.

- **Logo and Link Visibility:** The sponsor's logo and link will be included in the "Event Sponsors" section of the Event Safety Summit webpage and email newsletters.

- **Logo and Link Visibility:** Logo included in digital Event Safety Summit digital delivery platform.

- **Video Advertisement:** The sponsor will have the opportunity to include a video advertisement to be played on the video screens between sessions.

- **Event Safety Podcast Promotion:** Promotional copy about your company read by the hosts during the Event Safety Podcast.

- **Exhibit Space:** The sponsor will have one (1) 10'x10' exhibit space during the in-person event. Signage and/or other display materials may be substituted as mutually agreed.

- **Virtual "Exhibitor Space":** The sponsor will receive a virtual "Exhibitor Space" on the streaming event platform.

- **Session Welcome:** Opportunity to introduce selected session and presenter(s). Presenters may provide a brief overview of your company's products or services and commitment to safety, but should not be a “sales” pitch.

- **Video Rotator Inclusion:** The sponsor's logo and sponsorship status will be featured in the video rotator, to be played between sessions.
- **Photo Backdrop:** The sponsor’s company logo will be included on the "step and repeat" photo backdrop.

- **Event Gifts:** Sponsors logo will be included on all attendee thank you gifts.

- **In-Person Summit Registrations:** The sponsor will receive five (5) registrations for the in-person Event Safety Summit for internal or promotional use.

- **Virtual Summit Registrations:** The sponsor will receive ten (10) registrations for the virtual Event Safety Summit for internal or promotional use.

- **Recap Photographs:** A collection of print-quality, high-resolution photographs of your company's sponsored presentation and introduction for promotional purposes.

- **Event Attendee Contact List:** The sponsor will have access to the final event attendee contact list, limited to approved contacts only.

**Sponsorship Fee:** $12,500
Event Safety Summit Platinum Sponsorship

Benefits:

- **Platinum Sponsor Designation:** The sponsor will be designated as a Platinum Sponsor of the Event Safety Summit.

- **Email Marketing:** ESA will distribute one (1) dedicated email blasts promoting sponsor and their support of the Event Safety Summit.

- **Social Media:** ESA will distribute one (1) dedicated social media posts highlighting sponsor’s support of the Event Safety Summit.

- **Logo and Link Visibility:** The sponsor's logo and link will be included in the "Event Sponsors" section of the Event Safety Summit webpage and email newsletters.

- **Logo and Link Visibility:** Logo included in digital Event Safety Summit digital delivery platform.

- **Video Advertisement:** The sponsor will have the opportunity to include a video advertisement to be played on the video screens between sessions.

- **Video Rotator Inclusion:** The sponsor’s logo and sponsorship status will be featured in the video rotator, to be played between sessions.

- **Exhibit Space:** The sponsor will have one (1) 10’x10’ exhibit space during the in-person event. Signage and/or other display materials may be substituted as mutually agreed.

- **Virtual "Exhibitor Space":** The sponsor will receive a virtual "Exhibitor Space" on the streaming event platform.

- **Photo Backdrop:** The sponsor's company logo will be included on the "step and repeat" photo backdrop.

- **In-Person Summit Registrations:** The sponsor will receive three (3) registrations for the in-person Event Safety Summit for internal or promotional use.

- **Virtual Summit Registrations:** The sponsor will receive six (6) registrations for the virtual Event Safety Summit for internal or promotional use.
- **Event Safety Podcast Promotion**: Promotional copy about your company read by the hosts during the Event Safety Podcast.

- **Event Attendee Contact List**: The sponsor will have access to the final event attendee contact list, limited to approved contacts only.

**Sponsorship Fee**: $7,500
Event Safety Summit Gold Sponsorship

Benefits:

- **Official Sponsor Designation:** The sponsor will be designated as an Official Sponsor of the Event Safety Summit.

- **Logo and Link Visibility:** The sponsor's logo and link will be included in the "Event Sponsors" section of the Event Safety Summit webpage and email newsletters.

- **Logo and Link Visibility:** Logo included in digital Event Safety Summit digital delivery platform.

- **Exhibit Space:** The sponsor will have one (1) 10'x10' exhibit space during the in-person event. Signage and/or other display materials may be substituted as mutually agreed.

- **Virtual "Exhibitor Space":** The sponsor will receive a virtual "Exhibitor Space" on the streaming event platform.

- **Video Rotator Inclusion:** The sponsor's logo and sponsorship status will be featured in the video rotator, to be played between sessions.

- **In-Person Summit Registrations:** The sponsor will receive two (2) registrations for the in-person Event Safety Summit for internal or promotional use.

- **Virtual Summit Registrations:** The sponsor will receive four (4) registrations for the virtual Event Safety Summit for internal or promotional use.

- **Event Attendee Contact List:** The sponsor will have access to the final event attendee contact list, limited to approved contacts only.

**Sponsorship Fee:** $5,000
Event Safety Summit Silver Sponsorship

Benefits:

- **Official Sponsor Designation:** The sponsor will be designated as an Official Sponsor of the Event Safety Summit.

- **Logo and Link Visibility:** The sponsor's logo and link will be included in the "Event Sponsors" section of the Event Safety Summit webpage and email newsletters.

- **Logo and Link Visibility:** Logo included in digital Event Safety Summit digital delivery platform.

- **Exhibit Space:** The sponsor will have one (1) 10'x10' exhibit space during the in-person event. Signage and/or other display materials may be substituted as mutually agreed.

- **Virtual "Exhibitor Space":** The sponsor will receive a virtual "Exhibitor Space" on the streaming event platform.

- **Video Rotator Inclusion:** The sponsor's logo and sponsorship status will be featured in the video rotator, to be played between sessions.

- **In-Person Summit Registrations:** The sponsor will receive one (1) registrations for the in-person Event Safety Summit for internal or promotional use.

- **Virtual Summit Registrations:** The sponsor will receive two (2) registration for the virtual Event Safety Summit for internal or promotional use.

- **Event Attendee Contact List:** The sponsor will have access to the final event attendee contact list, limited to approved contacts only.

**Sponsorship Fee:** $2,500
Presenting Sponsorship of Event Safety Summit “Early Career Professional” Program

Overview:

Sponsor will be designated as the Presenting Partner of ESA’s Early Career Professional (ECP) ticket program. Sponsor fees will be used to offset the cost of offering a significantly discounted “Early Career Professional” registration level for the 2024 Event Safety Summit. This ticket level will be open to first-time attendees aged 25 or under and who are:

- Enrolled in full-time industry-specific relevant education, or;
- Currently working in the live event industry on a freelance basis and/or self-funding their attendance.

A minimum of 30 tickets will be available at this price level, with access determined by application.

Benefits:

In exchange for their sponsorship fee, sponsor will receive the following benefits:

- **Presenting Partner Designation:** The sponsor will be designated as Presenting Partner of ESA’s Early Career Professional registration program. ESA will work with sponsor to develop and deliver an ongoing marketing campaign highlighting their support.

- **Platinum Sponsor Designation:** Sponsor will be designated as a Platinum-Level annual sponsor of the Event Safety Alliance.

- **Early Career Professional Gathering:** ESA will work with sponsor to deliver a gathering exclusive to ECP registrants. Format of this gathering could include an evening mixer, breakfast reception, dedicated educational session, or other TBD activity.

- **Landing Page/Application:** Sponsor-branded “Early Career Professional” landing page and application on ESA website.

- **Email Marketing:** ESA will distribute up to two (2) dedicated email blasts promoting sponsor and their support of the Event Safety Summit.
• **Social Media:** ESA will distribute up to three (3) dedicated social media posts highlighting sponsor's support of the Event Safety Summit.

• **Logo and Link Visibility:** The sponsor's logo and link will be included in the "Event Sponsors" section of the Event Safety Summit webpage and email newsletters.

• **Logo and Link Visibility:** Logo included in digital Event Safety Summit digital delivery platform.

• **Video Advertisement:** The sponsor will have the opportunity to include a video advertisement to be played on the video screens between sessions.

• **Event Safety Podcast Promotion:** Promotional copy about your company read by the hosts during the Event Safety Podcast.

• **Exhibit Space:** The sponsor will have one (1) 10'x10' exhibit space during the in-person event. Signage and/or other display materials may be substituted as mutually agreed.

• **Virtual "Exhibitor Space":** The sponsor will receive a virtual "Exhibitor Space" on the streaming event platform.

• **Session Welcome:** Opportunity to introduce selected session and presenter(s). Presenters may provide a brief overview of your company's products or services and commitment to safety, but should not be a “sales” pitch.

• **Video Rotator Inclusion:** The sponsor's logo and sponsorship status will be featured in the video rotator, to be played between sessions.

• **Photo Backdrop:** The sponsor's company logo will be included on the "step and repeat" photo backdrop.

• **Event Gifts:** Sponsor's logo will be included on all attendee thank you gifts.

• **In-Person Summit Registrations:** The sponsor will receive five (5) registrations for the in-person Event Safety Summit for internal or promotional use.

• **Virtual Summit Registrations:** The sponsor will receive ten (10) registrations for the virtual Event Safety Summit for internal or promotional use.

• **Recap Photographs:** A collection of print-quality, high-resolution photographs of your company's sponsored presentation and introduction for promotional purposes.
- **Event Attendee Contact List:** The sponsor will have access to the final event attendee contact list, limited to approved contacts only.

**Sponsorship Fee:** $15,000

*This package is open to reasonable customization to deliver the best return on investment. Please contact ESA to discuss additional or alternate benefits.*
YOU are the future of the ESA.

The responsibility for ensuring health and welfare is shared by everyone working within the live event industry. Your support of the Event Safety Alliance will help us to continue developing the educational and training support critical to increasing safety awareness.

To learn more about how you can support the Event Safety Alliance, please contact:

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