



# OUTDOOR ECONOMY CONFERENCE

2019  
SPONSORSHIP  
OPPORTUNITIES

# What is the Outdoor Economy Conference?

The Outdoor Economy Conference is the **Southeast's premier event** for those looking to **grow the outdoor industry** in their communities and craft an economy that's intimately tied to the quality and health of their places.

The inaugural Conference in 2018 sold out with over 250 attendees. This year, through the efforts of the **Growing Outdoors Partnership**, the conference is being expanded to include over 500 participants.

The Partnership is lifting up Western NC as the **East Coast Hub for Outdoor Industry**, and modeling how to **grow an economy** that benefits communities across the rural/urban divide; an economy in which **people's livelihoods are directly connected with environmental stewardship and quality of place**.

We are excited to have you join us on this journey by partnering on this year's Outdoor Economy Conference!



# BUILDING AN OUTDOOR ECONOMY

The 2019 Outdoor Economy Conference is focused on **Building an Outdoor Economy**, and will highlight five essential building blocks that are crucial in placing outdoor recreation as an economic driver:

**1) Workforce Development:** Ensuring that employers have the talent needed to succeed and expand, and so that anyone who wants a job in the outdoor economy has the education and connectivity to be prepared for one.

**2) Branding & Marketing:** Expanding the outdoor industry's brand identity to include Appalachian mountains, rivers, forests, and crags as part of its iconic imagery, and lifting up the region as the East Coast Hub for Outdoor Industry.

**3) Supply Chains:** Connecting outdoor industry brands with regional manufacturing partners and helping regional manufacturers understand the need of outdoor brands, to drive a new wave of US gear manufacturing in Appalachia.

**4) Recreation Assets & Infrastructure:** Lifting up the amazing outdoor assets in our region, which are the foundation of our outdoor economy, and identifying related infrastructure needs and opportunities.

**5) Outdoor Community Development:** A specialized track designed to help rural communities capitalize on their outdoor assets.

# AUDIENCE

**500 Attendees | Crowne Plaza | Asheville | 10/10/19**

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## **Outdoor Industry Businesses**

Manufacturing, retail, camps, outfitters, experience providers

## **Broader Biz + Economic Development Community**

EDCs, Chambers, "traditional" manufacturers, banks/finance, TDAs, utilities, hospitals, etc.

## **Professional Services**

Design, branding & marketing, photography, accounting, legal, HR, IT, planning, engineering, logistics, etc.

## **Land Management**

State & National Forests, State & National Parks, Wildlife Resources Commission, land trusts, private landholders

## **Non-Profits**

User groups, trail organizations, environmental orgs, CDFIs

## **Local & State Government**

Local & county elected officials, managers, planners, parks & rec, NC Commerce, EDPNC, DNCR, Councils of Government

## **Federal Government**

ARC, EDA, USDA, US Dept. of Commerce

## **Academia + Workforce Development**

Universities, 4-year & community colleges, training centers, workforce development boards

# Sponsorship Options at a Glance

<b><u>SPONSOR LEVEL</u></b>	<b><u>Presenting</u></b>	<b><u>Platinum</u></b>	<b><u>Gold</u></b>	<b><u>Silver</u></b>	<b><u>Community</u></b>	<b><u>A La Carte</u></b>
<b>Title Sponsor of Conference, i.e. "2019 Outdoor Economy Conference, Presented by [Your Company]"</b>	Exclusive					
<b>Welcome address (~5 mins) for Keynote Speaker or VIP</b>	Exclusive					
<b>Ad in conference program</b>	Full-Page, Back Cover	Half-Page				See P. 16
<b>Custom Video ft. your company for social media &amp; web (licensed for company re-use)</b>	✓	✓				
<b>Title Sponsorship of a Breakout Room or Networking Break (your choice)</b>	✓	✓				See P. 16 for more options
<b>On stage recognition from MC during plenary session</b>	✓	✓	✓			
<b>Banner or signage on site in prominent location (banner/signage to be provided by Sponsor)</b>	✓	✓	✓			
<b>Booth or table space at expo area</b>	✓	✓	✓			
<b>Opportunity to provide promo materials in "swag bags"</b>	✓	✓	✓	✓		
<b>Conference passes for your staff or clients</b>	5	5	5	2	1	
<b>Standalone slide on conference deck (played during breaks, in all rooms)</b>	✓	✓	✓	Group Only	Group Only	
<b>Social media recognition in at least one standalone sponsor post, as well as other group posts</b>	✓	✓	✓	Group Only	Group Only	
<b>Logo and link on website (www.outdooreconomy.org)</b>	Top-Line	XL	L	M	S	
<b>Logo and link on conference posters, other print materials</b>	Top-Line	XL	L	M	S	

# Be Our Presenting Sponsor

Our **presenting sponsor (\$10,000)** is the title sponsor for the entire conference, and will get tremendous recognition in all promotional materials & media announcements, day-of communications, and in follow-up communications as well.

They get **all the best benefits of our Platinum and Gold sponsor levels**, as well as the following **Unique Benefits**:

Name included in conference title, i.e. "2019 Outdoor Economy Conference, Presented by [Your Company]"

Speaking Opportunity: 5-minute Welcome address for morning or Lunch Keynote (your choice)

Full-page ad on back cover of the conference program

Top line logo and link on website

# Presenting Sponsorship Value

Name included in conference title, i.e. "2019 Outdoor Economy Conference, Presented by _____"	\$7,500
Welcome address for Keynote Speaker or VIP	\$1,500
Full-page ad on back cover of conference program	\$2,000
Title Sponsorship of a Breakout Room or Networking Break (your choice)	\$1,000
Top line logo and link on website (www.outdooreconomy.org)	\$1,000
Custom Video ft. your company for social media & web (licensed for company re-use)	\$2,500
Stand alone slide on conference recognition deck	\$1,000
On stage recognition from MC during plenary session	\$1,000
Banner or signage on site in prominent location (banner/signage to be provided by Sponsor)	\$500
Booth or table space at expo area	\$500
Up to five conference passes for your staff or clients	\$995
Social media recognition in at least one standalone sponsor post, as well as other group posts	\$500
Opportunity to provide promo materials in "swag bags"	\$500
<b>TOTAL VALUE</b>	<b>\$18,995</b>
<b>YOUR COST</b>	<b>\$10,000</b>

# Platinum Sponsorship

**Platinum Sponsors (\$5,000)** are our top regular tier, and get **all of the best benefits of our Gold sponsorship package**, along with the following **unique benefits**:

Custom Video featuring a representative of your company, to be used for social media and web promotions (and licensed for your own use as well)

½ page ad in the conference program

Title Sponsorship of a Breakout Room or Networking Break (your choice)

XL Logo and link on conference website

XL Logo on Conference posters and other printed materials



# Platinum Sponsorship Value

Custom Video ft. company for social media and web (licensed for company re-use)	\$2,500
½ page ad in conference program	\$1,000
Title Sponsorship of a Breakout Room or Networking Break (your choice)	\$1,000
Stand alone slide on conference recognition deck	\$1,000
On stage recognition from MC during plenary session	\$1,000
Banner or signage on site in prominent location (banner/signage to be provided by Sponsor)	\$500
Booth or table space at expo area	\$500
Up to five conference passes for your staff or clients	\$995
XL logo and link on website ( <a href="http://www.outdooreconomy.org">www.outdooreconomy.org</a> )	\$750
Social media recognition in at least one standalone sponsor post, as well as other group posts	\$500
Opportunity to provide promo materials in “swag bags”	\$500
<b><u>TOTAL VALUE</u></b>	<b><u>\$10,245</u></b>
<b>YOUR COST</b>	<b>\$5,000</b>

# Gold Sponsorship

Gold Sponsors (\$2,500) get an incredible value, including the **following benefits:**

Stand alone slide on conference recognition deck

Main-stage recognition from MC

Banner or signage on site in prominent location

Booth or table space at Expo area

Up to five conference passes for your staff or clients

Social media recognition in standalone sponsor post

Large logo and link on website

Large logo on posters & printed materials

# Gold Sponsorship Value

Stand alone slide on conference recognition deck	\$1,000
On stage recognition from MC during plenary session	\$1,000
Banner or signage on site in prominent location (banner/signage to be provided by Sponsor)	\$500
Booth or table space at expo area	\$500
Up to five conference passes for your staff or clients	\$995
Large logo and link on website ( <a href="http://www.outdooreconomy.org">www.outdooreconomy.org</a> )	\$500
Social media recognition in at least one standalone sponsor post, as well as other group posts	\$500
Opportunity to provide promo materials in “swag bags”	\$500
<b><u>TOTAL VALUE</u></b>	<b><u>\$5,495</u></b>
<b>YOUR COST</b>	<b>2,500</b>

# Silver Sponsorship

Our **Silver Sponsors (\$1,000)** are recognized before, during, and after the Conference as key partners in making the event happen. **Benefits include:**

Logo in group sponsor slide during conference slideshow

Opportunity to provide promo materials in attendee "swag bags" (also available to Presenting, Platinum, & Gold tiers)

Two conference passes

Medium Logo and link on website

Medium Logo on conference posters and other printed materials

Social media recognition in a group sponsor post

# Silver Sponsorship Value

Logo in group sponsor slide of conference slideshow	\$500
Opportunity to provide promo materials in “swag bags”	\$500
Two conference passes	\$298
Medium Logo and link on website ( <a href="http://www.outdooreconomy.org">www.outdooreconomy.org</a> )	\$250
Medium Logo on conference flyers and posters	\$250
Social media recognition in group sponsor post	\$100
<b><u>TOTAL VALUE</u></b>	<b><u>\$1,998</u></b>
<b>YOUR COST</b>	<b>\$1,000</b>

# Community Sponsors

**Community Sponsors (\$500)** are our basic sponsorship tier. They get the following benefits:

Small Logo and link on website

Small Logo on conference flyers and posters

Social media recognition in group sponsor post

One conference pass

# Community Sponsorship Value

Logo in group sponsor slide of conference slideshow	\$500
Small Logo and link on website ( <a href="http://www.outdooreconomy.org">www.outdooreconomy.org</a> )	\$100
Small Logo on conference flyers and posters	\$100
Social media recognition in group sponsor post	\$100
One conference pass	\$199
<b>TOTAL VALUE</b>	<b>\$999</b>
<b>YOUR COST</b>	<b>\$500</b>

# A La Carte Options

Want to customize or add on to your sponsorship package? We offer the following **a la carte options and extras:**

Title sponsor of Lunch  
*1 available, \$2,000*

Title sponsor of evening reception  
*1 available, \$2,000*

Title Sponsor of Rural Outdoor  
Communities Program (incl. ½ day on  
10/11 at Sierra Nevada Brewing Co.)  
*1 available, \$2,500*

Full-page ad in Conference Program  
*2 available, \$1,000/ea*

Half-page ad in Conference Program  
*4 available, \$500/ea*

1/4 page ad in Conference Program  
*8 available, \$250/ea*





# OUTDOOR ECONOMY CONFERENCE

Want to become a sponsor?

Contact Kris Kraft, Conference  
Coordinator, at  
[info@contactasheville.com](mailto:info@contactasheville.com)