



# Sponsorship Kit ALI 2020 - 2021 Virtual Conferences



# What Makes An ALI sponsorship Different?

- You'll be an active participant in the full 2-day virtual conference
- Practitioner led sessions allowing you to be one of a few solution providers
- Raise brand awareness
- Educate the marketplace
- Achieve measurable results
- Continued advertising and lead generation allowing you optimal opportunities to reach your target
- Speaking opportunities - demos, panels, case study sessions
- Showcase your knowledge and expertise on virtual conference subject matter
- Provide downloadable resources to be used after the virtual conference
- Opportunity to participate as a thought-leader as well as a solution provider
- Stand-alone event to be used to showcase your tool and your tool alone

This was my first ALI Conference today  
and I loved it. Thank you for hosting!  
Hope to attend more in the future!  
- Communications Specialist, sPower  
Virtual Conference Attendee

# Virtual ALI Attendee Sample

Director, Corporate Communications	Alberta Teachers' Retirement Fund
Director, Commercial Communications	Alkermes, Inc.
Senior Manager, Internal Communications	American Tower
Senior Manager, Corporate Communications	Cognex
GM - Communications & Employee Engagement	Delta Air Lines
Branch Chief, Office of Management	Department of Homeland Security
Director Internal Communication	Domino's
Director, Strategic Communication	Freddie Mac
Marketing Manager	Giant Tiger Stores Limited
Corporate Communications Manager	Google
Head of Corporate Marketing & Communications	Hamilton Lane
Sr. Communications Specialist	Johns Hopkins Health System
Vice President	LaSalle Network
Director of Talent Acquisition	McKinstry
VP, Head of Internal Communications	New York Life
Vice President	Newell Brands
Manager, Physician and Executive Communications	Ochsner Health
Global Editorial Content Manager	Roquette
Field Communications	Sanofi Genzyme
Head of Internal Communications	SYNGENTA NORTH AMERICA
Director, Corporate Communications	Tandem Diabetes Care
Director, Employee Communications	TEGNA
Store Communication Manager	The Kroger Co.
Chief Diversity & Engagement Officer	Toll Brothers
Diversity and Inclusion Officer	Zions Bank

This conference helped put our situation into better context for me. We're all going through the same thing, doing the best we can and sharing ideas on how to get through it. This was also my first comms conference and I felt especially connected to this group - people were finally speaking my language! I really enjoyed it.

- Virtual Conference Attendee

## Bronze Package | \$1,800

- 1 virtual conference pass + 50% off a regular priced ticket
- Company logo on virtual conference webpage
- Company logo on Welcome Waiting Room Slides
- Company information and link of choice provided to attendees via chat
- Participation in all sessions as an attendee
- Copy of recorded sessions and chat

## Silver Package | \$3,500

- All bronze sponsorship items
- Sponsored resource (e-book, info-graphic, whitepaper) emailed to all virtual conference participants the following day from ALI
- Mentions on social media (Twitter and LinkedIn)
- Promotional images to share across social media with a discount for customers
- Opportunity for a client to speak and share a 15 minute case study

## Gold Package | \$6,000



- All bronze & silver sponsorship items
- 2 virtual conference pass + 50% off a regular priced ticket
- "Coffee & Comms" pre-event session to demonstrate product and take questions
- Post-webinar contact list
- Logo on promotional emails to database of 60k professionals
- 1 peice of stand alone content marketed to the ALI database pre-event (whitepaper, infographic, pre-recorded webinar, etc.)
- 1 linked peice of content on the event page linked back to your website to be used as a lead generator
- 4 weeks of ad-re targeting. Targeting ALI website visitors and lookalike audience
- Free 45 minute virtual webinar scheduled before or after the event to be used as a lead generator - marketed to the ALI database of 60k - focused on solution best practices, demo, & client case-study

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*All sponsorships are customizable*