



# 2021 Event Sponsorship Prospectus



# Benefits of Sponsorship

Sponsorships provide an outstanding opportunity to gain brand recognition with partners and customers, further establishing your organization's leadership in the advance wireless community. The Forum's membership is an incredibly focused demographic, taking you directly to your target customer.

- Leading sponsor logos are featured on the Forum's site, CBRS Standards site, SDS Standards site, meeting and event sites, and the group collaboration home page - more than 160,000 pageviews per year.
- Leading sponsors are mentioned in the Forum's member newsletter, News & Opportunities Digest, which is consistently rated as one of the top member benefits, distributed to nearly 600 member representatives twice per week - NEW this year the Forum is offering a quarterly newsletter sponsorship featuring a premier logo placement in every newsletter.
- Monthly Forum prospect emails boast an average open rate of 17%, far above the industry standard; leading sponsors will be given premium ad space.
- Recognition in all press releases with consistently high (90th percentile) engagement rates and 4-8K hits and views per release.
- Our presence on Twitter, LinkedIn and YouTube will hit an additional 2,000 followers per post. Leading sponsors will be featured in our Video Blog, which is hosted on our YouTube channel and promoted via social media, as well as receive 6 social media promotions per year. Supporting sponsors receive 6 mentions per year and Event sponsors will be included in event promotion posts.



# Sponsorship Levels

explanation of levels and benefits

## NEW! Become a Member Newsletter Sponsor for just \$500 per quarter

Have an event coming up, or a new product you'd like to show off? As a newsletter sponsor you have the option of premier logo placement linked to the page of your choice on the top of each News & Opportunities newsletter which goes to every WinnForum member resulting in 18,000 impressions per quarter. This newsletter is consistently reported as one of our top member benefits, delivering hand-curated industry news, events and opportunities to member in-boxes at least twice per week. Need design help? No problem, we have you covered.

### Sponsorship levels

#### BENEFIT (PER EVENT)

	IN-PERSON	VIRTUAL
Logo and Link on Forum Web Site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo and Link on committee sites as requested (6 GHz, ATC, SSC, SDS)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo in Monthly Prospect Newsletter Advertising Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Mentions in relation to event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Event Web Site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsored Session with Speaking Opp	<input checked="" type="checkbox"/>	
Recognition in Event Press Release	<input checked="" type="checkbox"/>	
Collateral Inclusion in Event Materials	<input checked="" type="checkbox"/>	
Sponsor Spotlight Vlog Interview/Profile	<input checked="" type="checkbox"/>	
Event Keynote	<input checked="" type="checkbox"/>	
Planning Committee	<input checked="" type="checkbox"/>	
Inclusion in all Event Signage and Collateral	<input checked="" type="checkbox"/>	
<b>INVESTMENT</b>	<b>\$2,000</b>	<b>\$500</b>

**Not Seeing What you want? Custom sponsorships are also available!**

# About the Forum

Established in 1996, the Wireless Innovation Forum™ comprises an international group of equipment vendors, subsystem vendors, software developers, technology developers, communication service providers, research and engineering organizations, academic institutions, government users, regulators and other interested parties who share the common business interests of advancing technologies supporting the innovative utilization of spectrum and the development of wireless communications systems, including essential or critical communications systems.

## Become a Sponsor Today!

Join us in setting standards for the hottest spectrum bands and making an impact through state-of-the-art wireless technology initiatives. E-mail CEO Lee Pucker [Lee.Pucker@WirelessInnovation.org](mailto:Lee.Pucker@WirelessInnovation.org) to get the ball rolling on the perfect sponsorship package that fits your needs. We are excited to have you on board!

## Your Team



**Lee Pucker**

CEO

[Lee.Pucker@WirelessInnovation.org](mailto:Lee.Pucker@WirelessInnovation.org)



**Stephanie Hamill**

Communications Director

[Stephanie.Hamill@WirelessInnovation.org](mailto:Stephanie.Hamill@WirelessInnovation.org)

