

SHARPENING YOUR DIGITAL EDGE

Business, Social Media & Cyber Conference

Sponsorship Opportunities

Location Lubbock, TX	Date August 8, 2023	Participants 200 - 350
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The **Small Business Development Center at Texas Tech University Institute for Small Business (TTU ISB)** invites you to join us in our endeavors by sponsoring our **Sharpening Your Digital Edge: Business, Social Media & Cyber Conference (SYDE 2023)**. Your sponsorship would allow conference attendees to gain valuable insight, network with industry experts, and bring the latest trends and marketing strategies to their businesses and clients. Mark your calendar for Tuesday, August 8, as SYDE 2023 will inspire and empowers 200 to 350 diverse attendees.

We know that when small businesses thrive, the entire community does better. By participating as a sponsor, you will have an exceptional opportunity to showcase your brand and support the advancement of the community you serve.

The SBDC aims to grow entrepreneurs and small businesses through consulting, training, and research. We focus on economic development in a 95-counties region in Northwest Texas by serving and empowering diverse people of all ethnicities, ages, and backgrounds, including those from historically underserved communities, businesses, and non-profit organizations.

We have various sponsorship packages available to suit different budgets and objectives. Please find in this sponsorship document outlines of their specific benefits and investment options. We are also open to discussing custom sponsorship arrangements tailored to meet your specific needs.

Thank you for considering our invitation. We look forward to collaborating with you to create an outstanding event that will leave a lasting impact on the Northwest Texas community. Your partnership and support will play a vital role in the success of SYDE 2023.

I would be delighted to schedule a meeting or phone call to discuss the sponsorship opportunities further and address any questions or concerns you may have.

Sincerely,



Huey M. Lee
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Sponsorship Package	Premier \$5,000	Platinum \$3,000	Gold \$1,500	Silver \$1,000	Bronze \$500	Supporting \$250
Logo and link on the conference website	✓	✓	✓	✓	✓	✓
Logo projected on-screen in general sessions	✓	✓	✓	✓	✓	
Logo in the event program	✓	✓	✓	✓	✓	
Exhibit space & reserved table for B2B Networking	✓	✓	✓	✓		
Logo in E-blasts	✓	✓	✓			
Ad in the printed program	Full Page	Half Page	Quarter Page			
Opportunity to share a remark at the conference	✓	✓				
Logo on marketing materials	✓					



Premier *sponsorship*

\$5,000 | *Industry Exclusive at this Level*

Special recognition by the conference MC

Opportunity to share a 5 minutes remark

1 Reserved table for B2B Networking

10 Conference attendees

Prime exhibit space

Sponsorship attribution:

- Company name/logo in marketing materials
- Full-page ad in the printed program
- Company name/logo featured on the online registration page
- Company logo and live link on the conference website
- Company name/logo projected on-screen in general sessions
- E-blast to conference attendees



Platinum *sponsorship*

\$3,000

Recognition by the conference MC
Opportunity to share a 2 minutes remark
1 Reserved table during B2B Networking session
8 Conference attendees
Exhibit space

Sponsorship attribution:

- Half-page ad in the printed program
- Company logo and live link on the conference website
- E-blast to conference attendees
- Company name/logo projected on-screen in general sessions



Gold *sponsorship*

\$1,500

Recognition by the conference MC
1 Reserved table during B2B Networking session
8 Conference attendees
Exhibit space

Sponsorship attribution:

- Quarter-page ad in the printed program
- Company logo and live link on the conference website
- Company name/logo projected on-screen in general sessions
- E-blast to conference attendees



Silver *sponsorship*

\$1,000

1 Reserved table during B2B Networking session

6 Conference attendees

Exhibit space

Sponsorship attribution:

- Company logo and live link on the conference website
- Company name/logo projected on-screen in general sessions
- Placement of name/logo in the event program



Bronze *sponsorship*

\$500

5 Conference attendees

Sponsorship attribution:

- Company logo and live link on the conference website
- Company name/logo projected on-screen in general sessions
- Placement of name/logo in the event program

Supporting *sponsorship*

\$250

5 Conference attendees

Company name/logo and live link on the conference website