

Sponsor Opportunities

Perigon is the first and only webcasting solution that combines multifaceted communication with data-driven audience segmentation, allowing you to separately engage with multiple target groups in one singular, powerful event. Perigon transforms traditional webcasting into interactive, branded experiences with lasting impact and value. Beneath the surface, it combines comprehensive existing data with cumulative real-time insight, enabling marketers and communicators to shape the right messages and interactions to the right people at the right time – before, during and after the event.

Perigon Sponsor (Five total, \$5,000 value)

This sponsor would be featured on every **Perigon held event** in 2021 (the remainder of 2020 will be included with no extra charge.) Sponsorship includes:

Pre-event Marketing

- Every Chamber event (that utilizes Perigon) email communication (i.e. Chamber Update and mass emails) that goes out, sponsors will be thanked
- Perigon sponsors will be thanked in the Monday Morning Minute
- Up to **five free** registrations for any Chamber event hosted on Perigon

Day of event pre-countdown phase (30 min prior to event start)

- Logo is featured with other participating Perigon sponsors in slideshow graphic (see *example graphic below*) that is showcased 30 min prior to event and on a rotation of 5 sec intervals



(Example graphics) Perigon participating sponsors

Live Event (Range from 30 minute to 2 hours)

- Participating Perigon sponsors graphic in CTA (*Call to Action*) feature
- Link featured in the Resource tab (*pdf, website, etc.*)

Additional marketing

- Participating Perigon sponsor graphic showcased in the CTA (*Call to Action*) feature on every MMM

Monday Morning Minute Sponsor

(One month \$300, two \$500, three \$700 and six-month \$1,400)

This sponsor would be featured on every **Monday Morning Minute (MMM)**, a one-minute video message which is sent out to over 4,000 Chamber investors every Monday. The MMM is a weekly update of upcoming events and programs that are hosted by the Chamber.

Sponsorship includes:

- Sponsor graphic/ad showcased in the CTA feature on every MMM for a 3 second rotation
- Sponsors are thanked in the MMM email that goes out every Monday
- Sponsors are thanked at the end of every MMM episode

Business Matters Sponsor (One per episode, \$1,000 value)

This sponsor would be featured on the **NEW** Chamber talk show video series, “Business Matters.” This Perigon series will feature a 30-minute segment that will be sent out to over 4,000 Chamber investors once a month featured and will also be shared on all of the Chamber’s social media platforms (*Facebook, YouTube and LinkedIn.*)

Sponsorship includes:

- Sponsor graphic/ad showcased in the CTA feature on every MMM for a 3 second rotation
- Link featured in the Resource tab (*pdf, website, etc.*)
- Sponsors are thanked on all social media platforms when episode comes out
- Sponsors are thanked at the end of every Business Matters episode
- Product placement in episode
- Sponsor-produced commercial option (*30 sec after credits*)

General Event/Program Sponsor

This sponsor would be featured on specific Perigon held Chamber events/programs. *Price is varied based off of overall event, previously sold partnership packages and tiered investments.*

Sponsorship includes:

Day of event pre-countdown phase (30 min prior to event start)

- Sponsor slideshow graphic that is showcased 30 minutes prior to event and on a rotation of 5 sec intervals (*see example graphic below*)
- Introduction video as event launches live. This video can be pre-recorded or representative could be live. This should be **no more** than two minutes introducing the event and mentioning their sponsorship.

Live Event (Range from 30 minute to 2 hours)

- Sponsor graphic/ad showcased in the CTA feature for a 3 second rotation (*see example graphic below*)
- Link featured in the Resource tab (*pdf, website, etc.*)
- Shout outs throughout the event by Admins in the Chat feature

Event sponsor slideshow (*Example graphic*)

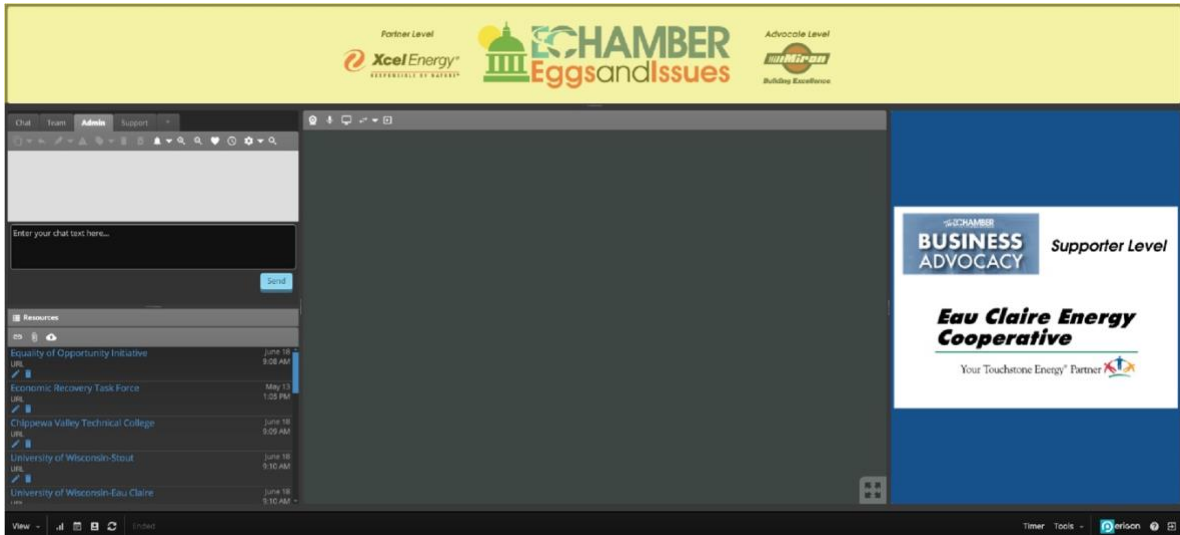
THANK YOU TO TODAY'S EVENT SPONSOR(S)



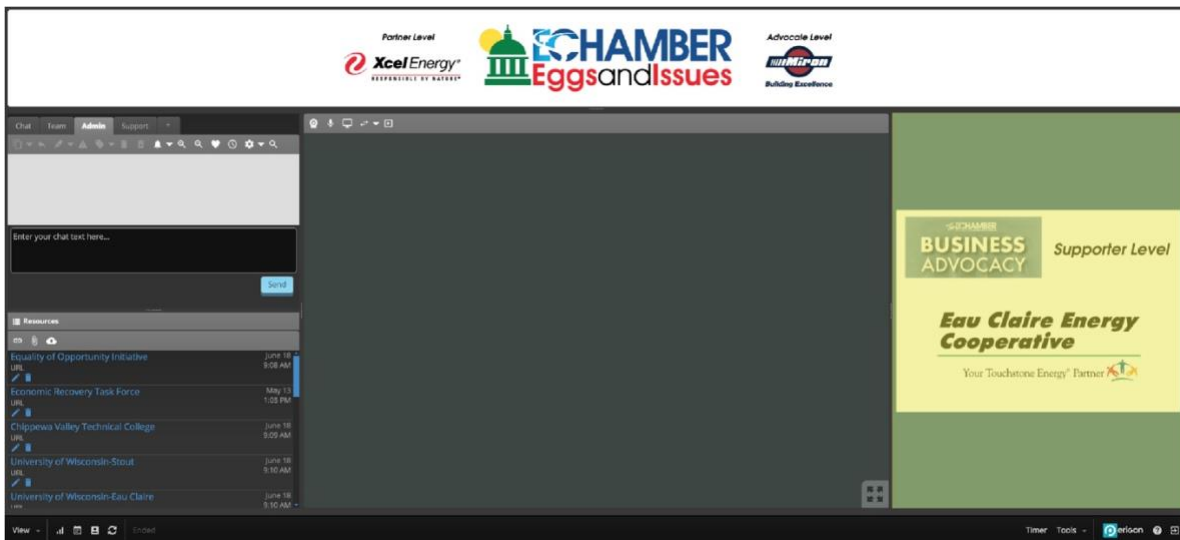
Logo

VISUAL EXAMPLE MOCK UPS

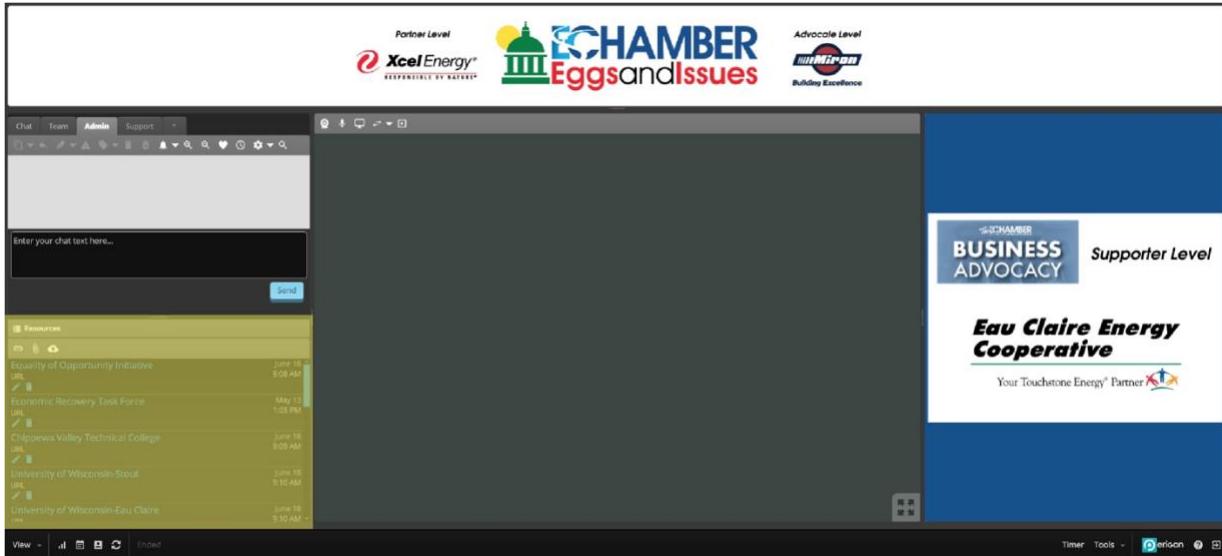
Branding Header- highlighted
(Example event)



CTA (Call to Action) - highlighted



Resources (Files & links) - highlighted



Chat feature – highlighted

