



SOCIAL MEDIA DAY
DELAWARE 2024



Sponsorship

Connect. Learn. Thrive.

Fuel your growth and amplify your presence in Delaware

Elevate your presence

Join the digital celebration as a sponsor and support Delaware's digital community.

Thank you for showing interest in becoming a key player in Social Media Day Delaware on June 20, 2024. Social Media Day Delaware is more than just a conference; it's a celebration of the vibrant digital community thriving in The First State. We're thrilled about the prospect of having you on board to help us make this event a monumental success!

What can you expect from Social Media Day Delaware?

Discover new strategies to take your social media to the next level

Learn effective tactics for converting and increasing sales

Gain knowledge on upcoming trends and changes to finetune your strategy

Discover real world solutions to your marketing conundrums

Connect with other social media professionals

Current sponsors

University of Delaware Division of Professional and Continuing Studies

Epic Marketing Consultants Corporation

The Details



Who will be there

200 CMOs, communications professionals, digital marketers, and business owners

10-15 speakers and panelists covering expert level topics

15-20 relevant sponsors

8-10 table exhibitors

The day's activities

Keynote Speaker

Interactive Sessions

Influencer Panel Discussion

Networking Community Board

"Ask the Community" Board

"Help a Nonprofit" Board

Post conference networking and happy hour at Grain

...all Delaware centric

Main Sponsorship Packages	Platinum	Gold Happy Hour*	Gold	Silver	Bronze
Sponsor Recognition: Verbal acknowledgement during open and closing ceremonies	✓	✓	✓	✓	✓
Digital Logo Placement: Placement on website, digital materials, and at conference	✓	✓	✓	✓	✓
Interactive Logo Placement: Featured on a supersized easel where graphic artists will illustrate ideas in real-time and engage attendees through visual note-taking; includes a digital version	Large logo placement	Medium logo placement	Medium logo placement	Small logo Placement	
Dedicated Email Blast: A dedicated email sent to all conference attendees promoting your company and its offerings	3	2	2	1	
Social Media Promotion/Mentions: Individual mentions on the Social Media Day Delaware social media accounts (before and after conference)	16	8	8	5	2
Inclusion in Press Release	✓	✓	✓	✓	✓
Promotional Product: Opportunity to include preselected promotional product in Welcome Bag	Tier 1 option	Happy Hour*	Tier 2 option	Tier 3 option	
Database Access: Receive a list of conference attendees for post-conference followups	✓	✓	✓	✓	✓
Exhibition Booth: Have a booth in our exhibition area to interact with attendees and maximize your company visibility - industry exclusivity	✓				
Registrations Included	4	2	3	2	2
Total Sponsor Value	\$16,000	\$12,250	\$9,900	\$6,300	\$2,850
Total Sponsor Cost	\$12,500	\$10,000	\$8,500	\$4,500	\$2,000

*Please see next slide for happy hour details

Happy Hour at Grain

Be our **exclusive** happy hour event sponsor after the conference!

Choose 3-5 passed hors d'oeuvres from an extensive menu

**Hors
d'oeuvres**

Full cash bar as well as sodas, water, coffee and tea

Open bar can be chosen as well for an additional fee

**Beverages
and Bar**

Full 2-hour venue rental for maximum networking after the event

Meet other sponsors, speakers, and attendees while unwinding and discussing the day's events

Network

Be the only sponsor to host our happy hour and networking event after the conference

Incorporate signage, giveaways, or other branding for an additional fee

Exclusivity

Additional Sponsorship Packages

Food and Exhibition Sponsor Packages	Exhibition Table Only**	Breakfast***	Lunch***	Afternoon Ice Cream	Afternoon Iced Coffee
Social Media Promotion/Mentions: Individual mentions on the Social Media Day Delaware social media accounts	2	2	2	2	2
Interactive Logo Placement: Featured on a supersized easel where graphic artists will illustrate ideas in real-time and engage attendees through visual note-taking; includes a digital version	Small logo Placement	Small logo Placement	Small logo Placement	Small logo Placement	Small logo Placement
Database Access: Receive a list of conference attendees for post-conference followups	✓	✓	✓	✓	✓
Registrations Included	1	1	1	1	1
Total Sponsor Cost	\$750	\$3,500	\$7,000	\$1,500	\$1,250

**We have minimal tables and will do our best to ensure industry exclusivity

***Please see next slide for menu

Menu

Meals are offered buffet style with china dishware. All day beverages (water, coffee, tea) will be available with an Iced Coffee Bar and UD Creamery ice cream served during the afternoon break.

Continental breakfast
treats and fresh fruit
with coffee, tea, and
infused water

Breakfast

Summer-inspired dishes
that include vegetarian and
vegan options

Two salads, three main
dishes, and two sides

Also includes two deserts

Lunch

Assorted flavors of UD
Creamery ice cream served
onsite; non-dairy flavors
will be available

Ice Cream Break

Custom iced coffee bar
with assorted flavored
syrups, whipped cream, and
other toppings

Iced Coffee Break

Welcome Bag Sponsors

All Welcome Bag Sponsors can choose one item from your chosen tier to be fully branded with your company's logo.

Tier 1 and Platinum

Choice of:

Insulated 32oz Tumbler
Bluetooth speaker
Mobile phone tripod

\$4,000

Tier 2 and Gold

Choice of:

Phone grip
Wireless lavalier mic
Desktop mobile phone stand
Blue Light blocking glasses

\$2,400

Tier 3

Choice of:

Selfie ring light
Selfie stick with remote
Electric mini fan
Electric cable case
Waterproof mobile case
Snack/Consumable

\$1,600

Connect. Learn. Thrive.

Fuel your growth and amplify your presence in Delaware

June 20, 2024

9 a.m. - 3 p.m.

The Audion, STAR Campus

University of Delaware

Interested in joining this list of sponsors?

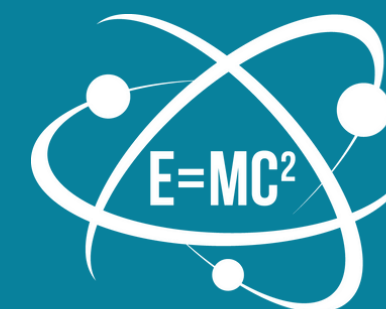
Become a sponsor and showcase your brand to a diverse and engaged audience. Contact us at smdde@epicmc2.com to choose your sponsorship level and be recognized as a key player in the Social Media Day Delaware experience.

Learning and Development Sponsor



UNIVERSITY OF DELAWARE
PROFESSIONAL &
CONTINUING STUDIES

Production Sponsor



EPIC
MARKETING CONSULTANTS CORP

Theory that is relative to your marketing needs.