



SOCIAL MEDIA DAY

DELAWARE 2025



2025 Sponsorship Packages

Elevate your presence

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

Connect. Learn. Thrive.

Fuel your growth and amplify your presence in Delaware

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!

October 15, 2025

Wilmington University

Doberstein Admissions Center, New Castle Campus

9 a.m. - 3 p.m.



Look who joined in 2024...

Keynote

Cathy Kanefsky, President and CEO, The Food Bank of Delaware:

*The Delaware Difference:
Cultivating Connections Throughout the State*

Speakers

Brooke Miles, Delaware ShoutOut:

Diamond State Shine: Polishing Your LinkedIn Profile

Antionette Blake, A Blake Enterprises:

Blue Hen Broadcast: Mastering Blogs, Pods, and Social

Nancy Dibert, Epic Marketing Consultants:

*Staying Del-AWARE:
The Power of Social Media in Crisis Communications*

Matt Sullivan, Spotlight Delaware:

Delaware on Display: Videos That Resonate Locally

Panelists

First State Influence:

How Delaware Influencers are Putting the First State on the Map

Dara McBride, Epic Marketing, Moderator

Alexis Harris, First State Destinations

Jaymi Carnazza, JaymiKnowsFun

Jessica Horstmann, Visit Wilmington

Small Wonder, Big Impact:

Maximizing Your Social Media Presence with a Small Team

Caroline Hermance, Delaware SBDC, Moderator

Alexis Harris, First State Destinations

Gertha Jean, BLB Global

Nate Weaver, Avkin

Jane Clark, BrandSwan

Production Sponsor



Learning and Development Sponsor



The results speak for themselves...

110 Delaware area marcomm professionals from various industries in attendance	95% who responded to the post-conference survey were very satisfied or satisfied	14 Delaware- focused business sponsors, partners and vendors	6 local social media influencers and experts participated in panel discussions	5 Delaware-based business leaders led sessions as thought leaders in digital marketing
---	---	--	--	--

"I felt like SMDDE had a lot of actionable tips for people at any stage of their career or business. This is something that does not always happen at conferences and I felt like every discussion was so applicable with real takeaways."

"Overall this was a great conference and experience. Can't wait for next year."

"I loved the panelists and their conversations!"

"The professionalism and overall organization were well done. It didn't feel like the inaugural event because it was so well planned. Excellent job!"



What to look forward to this year...

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

10-15 speakers and panelists covering expert level topics

3-5 interactive sessions

15-20 relevant sponsors and table exhibitors

...all Delaware-centric

And did you hear... SMDDE recently announced our newest addition—**First State Social Club**! Just like Social Media Day Delaware, we aim to bring you valuable opportunities for hands-on learning and networking—but now, all year round!

Want in on the fun and learning? Check out the next few slides to see how you can support Delaware's digital marketing community.



Main Sponsorship Packages

Platinum

\$4,000

This **exclusive package** offers unparalleled visibility and direct engagement opportunities, designed to position your organization as a leading innovator.

Includes:

- Verbal recognition
- Digital logo placement
- Two dedicated email blasts
- Four social media mentions
- Inclusion in press release
- Database access
- Exhibition booth
- Sponsor provided promotional materials included in swag bag
- Four tickets

Gold

\$3,000

Unlock **significant brand recognition** with this popular tier that provides visibility and engagement opportunities, allowing you to connect directly with our audience.

Includes:

- Verbal recognition
- Digital logo placement
- One dedicated email blast
- Two social media mentions
- Inclusion in press release
- Database access
- Exhibition booth
- Sponsor provided promotional materials included in swag bag
- Three tickets

Silver

\$750

Establish your presence and **boost your brand's visibility** with this accessible tier that offers essential recognition and valuable connections.

Includes:

- Verbal recognition
- Digital logo placement
- One social media mention
- Database access
- Two tickets



Food and Exhibition Packages

Lunch Sponsor

\$2,500

Spice up your brand! Sponsor our lunch with dishes that include vegetarian and vegan options; two salads, three main dishes, two sides and two dessert options.

Includes:

- Verbal recognition
- Digital logo placement
- One dedicated email blast
- One social media mention
- Inclusion in press release
- Database access
- Exhibition booth
- Sponsor provided promotional materials included in swag bag
- Three tickets

Breakfast Sponsor

\$1,500

Make **an immediate impression.** Sponsor the continental breakfast, treats and fresh fruit with coffee, tea, and infused water.

Includes:

- Verbal recognition
- Digital logo placement
- One dedicated email blast
- One social media mention
- Database access
- Sponsor provided promotional materials included in swag bag
- Three tickets

Vendor

\$400

Secure a **dedicated space** as a vendor for direct interaction with attendees, product demonstrations, and lead generation opportunities.

Includes:

- Verbal recognition
- Digital logo placement
- Database access
- Two tickets



Introducing: First State Social Club

Building on Social Media Day Delaware, **First State Social Club** is a community for marketing professionals who live, work, and find their audiences in and around the 302.

The best part? All are welcome to attend First State Social Club meetups! Whether you are a student, recent grad, or seasoned professional, we believe you never truly stop learning.



Get ready to connect with the best and brightest from Delaware's creative and marketing scene. We're committed to bringing you insights from local experts ranging from innovative designers and content creators to savvy social media strategists, data-driven analysts, and successful entrepreneurs who have built their brands right here in the First State. These are the individuals shaping Delaware's marketing landscape and you'll have the opportunity to learn directly from their experiences and expertise.

FSSC Sponsorship Packages

Exclusive Vendor \$550

Have the **ONLY vendor specific table** at the event to interact with attendees and maximize your company's visibility.

Includes:

- Verbal recognition
- Digital logo placement
- Two dedicated email blasts
- Two social media mentions
- Database access
- Sponsor provided promotional materials included in swag bag
- Four tickets

Event Sponsor \$300

Demonstrate your **commitment to continuing education** and community building as an event sponsor.

Includes:

- Verbal recognition
- Digital logo placement
- Dedicated email blast
- Two social media mentions
- Database access
- Sponsor provided promotional materials included in swag bag
- Three tickets



Connect. Learn. Thrive.

Fuel your growth and amplify your presence in Delaware

Interested in joining our list of sponsors for Social Media Day Delaware or First State Social Club?

Become a sponsor and showcase your brand to a diverse and engaged audience. Email us to choose your sponsorship level and be recognized as a key player in the Social Media Day Delaware or First State Social Club experiences.

smdde@epicmc2.com

Learn more about Social Media Day Delaware by visiting us online.

socialmediadayde.com

