



Tuesday, May 28 – Friday, May 31, 2019
The Westin Kierland Resort and Spa | Scottsdale, AZ

SPONSORSHIP OPPORTUNITIES

Custom Packages Also Available – please contact Heritage for more information.

EXPERIENCE SPONSORSHIPS



Networking Lounge (Wednesday, May 29 – Thursday, May 30)

The Networking Lounge at Resource Bank has become a mainstay and focal point of the experience – the hub of activity located right outside the main sessions. Sponsorship includes branding of the entire Networking Lounge, opportunity to display resources in lounge pods/group work space/quiet zones, and acknowledgement in email and social media communications leading up to the event. Branding throughout the lounge will be customized for the sponsoring organization but will include specialty signage throughout the space and the option to display a special exhibit/interactive component. (Sponsor entire Networking Lounge for \$75,000 or individual pods of group work space/quiet work zones for \$15,000 each)

\$75,000

Entire Lounge
OR

\$15,000

per lounge / work pod



Opening Luncheon (Wednesday, May 29)

Sponsorship includes acknowledgement from the podium; one-minute promotional video during function; and your logo on table-top program cards, signage for the luncheon, and in the app and program guide. In addition to hearing from a top-tier keynote speaker (TBA), attendees will enjoy an opening buffet that features the best of local Arizona cuisine.

\$50,000

SPONSORED



Reception: Old West Kick-off Party (Tuesday, May 28)

Help set the tone for the 2019 Resource Bank Meeting by sponsoring our kick-off party on Tuesday night. The opening reception will celebrate Arizona's Old West heritage (bring your cowboy boots!) Sponsorship of reception includes opportunity to give brief remarks during reception; recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, in the app and program guide, and a custom giveaway or experience (e.g. photo booth or ice cream truck).

\$45,000

SPONSORED



Reception: Scottish Mix 'n' Mingle (Wednesday, May 29)

Receptions are the prime opportunities for networking and connection at Resource Bank. Wednesday's mix'n'mingle reception offers an experience of the Scottsdale's European roots (complete with bagpipe player!) Sponsorship of reception includes opportunity to give brief remarks during reception; recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, in the app and program guide, and a custom giveaway or experience (e.g. photo booth or ice cream truck).

\$25,000



Receptions: Closing Southwest Fiesta (Thursday, May 30)

\$25,000

Bring Resource Bank to a festive end at our closing southwestern fiesta featuring some of the best local cuisine and flair. Sponsorship of reception includes opportunity to give brief remarks during reception; recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, in the app and program guide, and a custom giveaway or experience (e.g. photo booth or ice cream truck).



Livestream Access (Wednesday, May 29 & Thursday, May 30)

\$25,000

This year for the first time ever Resource Bank will offer livestream access to plenary sessions and some breakout sessions. Sponsorship includes acknowledgement in email and social media promotion of livestream, branding of the livestream website and videos, and opportunity to send a follow-up email to livestream participants.



The Daily Signal Podcast Studio (Wednesday, May 29 & Thursday, 30)

\$25,000

Heritage's media arm *The Daily Signal* will be reporting live from Resource Bank, featuring speakers and attendees in podcasts that reach thousands of listeners around the country. Sponsorship includes your logo on the signage and acknowledgment during recordings. *(Sponsor will not have editorial control or influence in content).*



Breakfast Plenary (Thursday, May 30)

\$25,000

Sponsorship includes acknowledgement from the podium and your logo on table-top program cards, signage for the breakfast, and in the app and program guide.

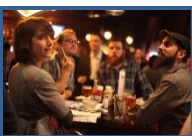


Session Room (Wednesday, May 29 & Thursday, May 30)

\$10,000

Sponsorship includes branding of one of four breakout rooms with your organization's name, your logo on session room signage, and opportunity to display your materials in the room and present featured content on slides in the room before and after the five concurrent sessions.

* 4 SLOTS REMAINING



Trivia Game Night (Wednesday, May 29)

\$10,000

Following the Wednesday Mix'n'Mingle Reception, invite guests to join you for a trivia night. Hosted at a local restaurant, guests will enjoy heavy apps and drinks while competing on teams in trivia topics ranging from policy issues, American history, sports, movies, and music. Sponsorship includes acknowledgement in social media, email, and app; opportunity to give remarks as host of the event; and your logo on signage, and trivia screen and cards. (Sponsor will pay venue directly.)



Cigar Reception (Tuesday, May 28)

\$10,000

Following the Tuesday Kick-off Fiesta, invite guests to continue the evening on the hotel terrace and enjoy some fine cigars. Sponsorship recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, and in the app.

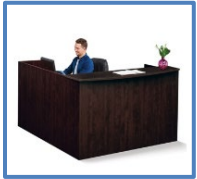
ENGAGEMENT SPONSORSHIPS



Event App

Sponsorship includes logo and branding visible within the event app reaching 500 attendees prior to, during, and following the conference; a prominent organization profile within the app; and recognition in the program guide, from podium, and in promotional emails.

\$15,000



Meeting Concierge

Resource Bank attendees thrive from opportunities to hold ad-hoc meetings and informal discussions to collaborate on important issues. The Meeting Concierge helps facilitate these onsite meetings. Sponsorship includes opportunity to display materials in meeting spaces, your logo on concierge collateral and signage, and acknowledgement in promotion of this feature from podium and via email, social media, and app, and in the app and program guide.

\$10,000



Photo Booth at Receptions

(Wednesday, May 29, Thursday, May 30, or Friday, May 31)

Send guests home with a fun memento of their time at Resource Bank. Sponsorship includes custom naming of the photo booth, logo on photos, and recognition in app and program guide. (Sponsor a booth at one reception for \$2,500, or all three for \$7,500.)

\$7,500

\$2,500



Espresso Barista and Fresh Smoothie Bar in Networking Lounge

(Wednesday, May 29 – Thursday, May 30)

One of the most popular experiences at Resource Banks has been the barista bars in the networking lounge. New this year, the networking lounge will also feature a fresh smoothie bar! Sponsorship includes custom naming of one barista bar, logo/branding on cup sleeves, and recognition in app and program guide. (Sponsor one cart for \$3,500 or both for \$6,000.)

\$6,000

\$3,500



Ice Cream Truck at Receptions

(Wednesday, May 29, or Thursday, May 30)

Give guests a sweet treat at one of two networking receptions during Resource Bank. Sponsorship includes custom naming of the ice cream truck, logo/branding on napkins, and recognition in app and program guide. (Sponsor a truck at one reception for \$2,500 or both for \$5,000.)

\$5,000

\$2,500

VISIBILITY SPONSORSHIPS



Name Badge Lanyards

Everyone has to wear their badge during all Resource Bank functions – this sponsorship opportunity will place your logo alongside the Resource Bank logo on the name badge lanyards for all 400+ attendees to see during the three days of the event.

\$15,000

SPONSORED



Wireless Internet Access

Sponsorship includes opportunity to customize password for WiFi access, placement of logo and company name on WiFi signage throughout conference and inside the app and Program Guide, and in communications to attendees.

\$10,000



Charging Stations

Sponsorship includes logo on signage at various mobile Charging Stations throughout the networking lounge and inside the meeting spaces.

\$10,000



Refreshment Stations

Sponsorship includes opportunity to brand grab-and-go snacks and signage at refreshment and break stations throughout the networking lounge.

\$5,000

EXHIBITOR OPPORTUNITIES



Video Showcase

This digital exhibitor opportunity provides organizations a dynamic way to get their mission and priorities in front of the whole audience during one of the main sessions. Your video (up to 60 seconds) will play during a key opportunity in the main stage programming. *Fee includes placement of one video up to 60 seconds into the main stage programming. **Note: Fee does not include video production. All production is the responsibility of the exhibiting organization.***

\$5,000

***2 SLOTS REMAINING**



Premium Exhibitor Bar

Located in prime position within the networking foyer outside the main meeting space, an exhibitor bar allows you to meet directly with attendees, set appointments, and provide one-on-one trainings. Consider it your storefront at Resource Bank. This interactive exhibitor opportunity is designed to help your organization achieve its goals for engaging with attendees and connecting with the right people onsite. *Fee includes (1) representative's conference registration, 6-ft exhibitor bar, stools, electricity outlet, computer monitor to display silent video, custom signage with your logo, and prominent profile in the event app.*

\$3,000

***10 SLOTS REMAINING**

****Custom Packages Also Available – please contact Heritage for more information.****

REGISTRATION / ADDITIONAL INFORMATION

For additional information or to register as a sponsor or exhibitor, please contact:

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