

THE HERITAGE FOUNDATION



RESOURCE BANK

2020

Tuesday, May 26 – Friday, May 29, 2020
New York City, NY

SPONSORSHIP OPPORTUNITIES

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

EXPERIENCE SPONSORSHIPS



Networking Lounge (Wednesday, May 27 – Thursday, May 28)

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
(4 available)



Reception: Big Apple Kick-off Party (Tuesday, May 26)

Help set the tone for the 2020 Resource Bank Meeting by sponsoring our kick-off party on Tuesday night. The opening reception will be hosted at one of the Big Apple's popular midtown rooftop bars, featuring impressive views of the NYC skyline. Sponsorship of reception includes recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, and in the app and program guide.

\$30,000



Reception: Central Park Mix 'n' Mingle (Wednesday, May 27)

Receptions are the prime opportunities for networking and connection at Resource Bank. Wednesday's mix'n'mingle reception provides a beautiful forum for engaging with fellow movement leaders at the iconic Tavern on the Green located in Central Park. Sponsorship of reception includes recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, in the app and program guide.

~~\$45,000~~

SPONSORED



Receptions: Closing Celebration (Thursday, May 28)

Bring Resource Bank to a festive end at our closing program and reception hosted at an off-Broadway theater in Times Square. Sponsorship of reception includes recognition in social media, email, and app promotion of reception; and logo on signage, bar napkins, and in the app and program guide.

\$30,000



**The Daily Signal Podcast Studio
(Wednesday, May 27 & Thursday, 30)**

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).

\$25,000



Livestream Access (Wednesday, May 27 & Thursday, May 28)

This year for the first time ever Resource Bank will offer livestream access to plenary sessions, expanding access to program content to thousands. Sponsorship includes acknowledgement in email and social media promotion of livestream, recognition from stage during a plenary sessions, and branding of the livestream videos.

\$20,000



Breakfast or Luncheon (Wednesday, May 27; Thursday, May 28)

In the morning, guests will network over a continental breakfast buffet. Later, attendees will enjoy a buffet luncheon in working group breakouts. Sponsorship includes acknowledgement from the podium during the plenary session adjacent to the sponsored meal, one-minute promotional video (provided by sponsor) during plenary session, and your logo on signage for the breakfast or luncheon buffet and in the app and program guide.

\$20,000

(4 available)



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



Session Room (Wednesday, May 27 & Thursday, May 28)

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. *(Sponsor will not have influence in session content).*

\$10,000

(4 available)



Optional NYC Excursion to 9-11 Memorial Museum (Friday, May 29)

Help attendees bring their time at Resource Bank meaningful close with an excursion to the 9-11 Memorial Museum. Sponsorship includes recognition in social media, email, and app promotion of activity; and logo in the app and program guide.

\$10,000



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.

\$10,000



Wireless Internet Access & Charging Stations

Sponsorship includes placement of logo and company name on signage placed by mobile charging stations throughout networking lounge and inside the app and Program Guide.

\$10,000



Refreshment Stations

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

\$2,500



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 during the main stage programming. **Note: Fee does not include video production. All production is the responsibility of the exhibiting organization.***

\$5,000

(3 available)



Training Hub Session - Content and training opportunity! (Wednesday, May 27; Thursday, May 28)

During a one-hour time frame, your organization or business will have the opportunity to engage participants in a hands-on training session. Alongside a co-presenter from The Heritage Foundation, you can use this session and prime location at the heart of the networking lounge to share best practices and tips on topics such as social media or digital strategy, recruitment, fundraising, communications, or leadership development. Following the tutorial, you'll have the opportunity to answer questions and provide one-on-one consultations – creating a great opportunity to recruit new clients and build your network. You'll receive a list of all attendees with contact info following the conclusion of the conference. Training sessions run concurrent to Resource Bank breakout sessions; time slots may be reserved on a first-come, first-served basis; one exhibitor per session. Sponsorship includes advertisement of your session on the Resource Bank website, social media, email, and app; and your organization's logo on signage and in the app and program guide. Session topic and content must be approved by Heritage staff. Screen available for video or presentations.

\$1,500

(5 Available)

****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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