

THE HERITAGE FOUNDATION



RESOURCE BANK

2021

Tuesday, June 1 – Friday, June 4, 2021

Austin, TX

SPONSORSHIP OPPORTUNITIES

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

WHAT IS RESOURCE BANK?

Heritage's Resource Bank Meeting convenes the best minds from think tanks across the country, activist and community leaders who are effecting change in the states, elected officials who are leading the way forward, new media voices who bring insight and clarity to the current debates, and rising young leaders who inspire.

Year after year for more than 40 years, participants rave about the quality of leaders who attend, the incredible conversations that happen, and the dynamic topics that are explored. Resource Bank is more than a meeting. It's a community of leaders and influencers who are advancing change and creating impact.

WHY SPONSOR?

Resource Bank lead organizations and efforts that are leading policy change, shaping national conversation, and creating community impact across the country. By claiming one of our limited sponsorship opportunities, you can engage decision makers and leaders from around the nation with your brand, resources, and services.

In addition to benefits listed in each package, all sponsoring organizations will receive logo placement on Resource Bank website and printed program guide, at least (1) tagged mention on Heritage's social media promotion of Resource Bank, (1) complimentary registration to attend Resource Bank in-person in Austin, TX, and (1) complimentary registration for virtual access.

TIERED SPONSORSHIPS



Platinum Sponsor

Platinum Sponsors can choose an assortment of Branding and Experience Sponsorships amounting to \$55,000 value. In addition to the benefits listed for those sponsorships, Platinum Sponsors will receive a total of (3) complimentary registrations to attend Resource Bank in-person, (5) complimentary registrations for virtual access, (3) tagged mentions on Heritage's social media promotion of Resource Bank, and top-level logo placement on Resource Bank website, printed program guide, and signage and digital collateral.

\$55,000

(1 available)



Gold Sponsor

Gold Sponsors can choose an assortment of Branding and Experience Sponsorships amounting to \$35,000 value. In addition to the benefits listed for those sponsorships, Platinum Sponsors will receive a total of (3) complimentary registrations to attend Resource Bank in-person, (4) complimentary registrations for virtual access, (2) tagged mentions on Heritage's social media promotion of Resource Bank, and prominent logo placement on Resource Bank website, printed program guide, and signage and digital collateral.

\$35,000

(2 available)



Silver Sponsor

Silver Sponsors can choose an assortment of Branding and Experience Sponsorships amounting to \$25,000 value. In addition to the benefits listed for the selected sponsorships, Platinum Sponsors will receive a total of (2) complimentary registrations to attend Resource Bank in-person, (3) complimentary registrations for virtual access, (2) tagged mentions on Heritage’s social media promotion of Resource Bank, and prominent logo placement on Resource Bank website, printed program guide, and signage and digital collateral.

\$25,000

(3 available)



Bronze Sponsor

Bronze Sponsors can choose an assortment of Branding and Experience Sponsorships amounting to \$7,500 value. In addition to the benefits listed for the selected sponsorships, Platinum Sponsors will receive a total of (2) complimentary registrations to attend Resource Bank in-person, (2) complimentary registrations for virtual access, (2) tagged mentions on Heritage’s social media promotion of Resource Bank, and prominent logo placement on Resource Bank website, printed program guide, and signage and digital collateral.

\$7,500

(4 available)

Customization of tiered sponsorship packages is available! Contact us to discuss options.

BRANDING AND EXPERIENCE SPONSORSHIPS



Networking Lounge (Wednesday, June 2 & Thursday, June 3)

The Networking Lounge at Resource Bank has become a mainstay and focal point – the hub of activity located right outside the main sessions. This year the Networking Lounge will include indoor and outdoor arrangements so guests can network in the environment that makes them most comfortable. Sponsorship includes branding of the entire Networking Lounge, opportunity to display resources in lounge pods/group work space/quiet zones and/or a special exhibit, opportunity to deliver brief remarks (2 minutes) or showcase a video (1 minute, provided by sponsor and approved by Heritage) during a plenary session, and acknowledgement in communications about this pivotal part of the Resource Bank experience. *(Sponsor entire Networking Lounge for \$75,000 with full benefits package or individual pods of work space/quiet zones for \$15,000 each with branded signage and resource placement within sponsored pod.)*

\$60,000

**Entire Lounge
OR**

\$12,500

**per lounge / work pod
(4 available)**



Reception: Welcome to Austin Kick-off Party (Tuesday, June 1)

Help set the tone for the 2021 Resource Bank Meeting by sponsoring our kick-off party on Tuesday night. The opening reception will give guests a flair of Austin’s funky vibe as they reconnect with old and new friends. Sponsorship includes opportunity to deliver brief remarks at reception, recognition in promotion of function, and branded signage at the reception.

\$30,000

SPONSORED



Reception: Mix ‘n’ Mingle (Wednesday, June 2)

Receptions are the prime opportunities for networking and connection at Resource Bank. Wednesday’s mix’n’mingle reception is time and again the best attended function of the meeting. This year’s event will feature a classic Texas backyard BBQ. Sponsorship of reception includes opportunity to deliver brief remarks or showcase a short video (provided by sponsor and approved by Heritage) at the reception or preceding plenary session, recognition in promotion of function, and branded signage at reception.

\$45,000

SPONSORED



Reception: Closing Celebration (Thursday, June 3)

Bring Resource Bank to a festive end at our closing reception celebrating Austin’s music scene. Sponsorship of reception includes opportunity to deliver brief remarks or showcase a short video (provided by sponsor and approved by Heritage) at reception or preceding plenary session, recognition in promotion of function, and branded signage at reception.

\$30,000



The Daily Signal Podcast Studio

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 – including behind the scenes access for our virtual attendees. Sponsorship includes branded signage at podcast studio, acknowledgment during recordings, and opportunity to deliver brief remarks during one podcast. *(Sponsor will not have editorial control or influence in content).*

\$30,000



Breakfast or Luncheon (Wednesday, June 2 or Thursday, June 3)

The conversations that happen over a meal are some of the most impactful experiences for attendees – and you can help make them happen. Breakfasts and lunches will be hosted outside where guests can network at socially distanced tables. Sponsorship includes opportunity to deliver brief remarks or showcase a short video (provided by sponsor and approved by Heritage) during adjacent plenary session and branded signage at the function.

\$20,000

(4 available)



Session Room (Wednesday, June 2 & Thursday, June 3)

Sponsorship includes branding of one of five breakout rooms with branded session room signage, opportunity to display your materials in the room, and link to one approved electronic resource on web listing for sessions hosted in your room. *(Sponsor will not have influence in session content).*

\$10,000

(5 available)



Name Badge Lanyards

Everyone wears their badge during all Resource Bank functions – and your logo can be featured right alongside the Resource Bank logo on the name badge lanyards for all attendees to see during the three days of the event. This year’s lanyards will be color-coded so guests can convey their social distancing comfort level.

~~\$10,000~~

SPONSORED



Wireless Internet Access & Charging Stations

Resource Bank is all about making important connections. Wifi and power are two types of connections all guests appreciate, and you can be the one to make it happen! Sponsorship includes branded signage placed by mobile charging stations throughout networking lounge. *(This sponsorship level not available if full Networking Lounge sponsorship is secured.)*

\$10,000



Optional Excursion: Trapgun Shooting and Archery & Tomahawk (Friday, June 4)

Host a select group of 20 attendees for an exciting close to the Resource Bank experience with a morning of trapgun shooting or archery and tomahawk throwing. Sponsorship includes recognition in promotion of activity, branded signage for function, and opportunity to strategically select participants.

\$6,000



Video Showcase

This digital exhibitor opportunity provides your organization a dynamic way to get your mission and priorities in front of the whole audience during one of the main sessions. Your brief video (1 minute, provided by sponsor and approved by Heritage) will play during a key opportunity in the main stage programming. *(All production is the responsibility of the sponsor.)*

\$5,000

(3 available)



Coffee & Conversations (Friday, June 4)

Host attendees for a final connection on Friday morning as they gather for coffee and one last opportunity to network before heading home. Sponsorship includes recognition in promotion of activity and branded signage for function.

\$2,500



Refreshment Stations (Wednesday, June 2 & Thursday, June 3)

Help attendees stay energized throughout the day by sponsoring grab-and-go snacks and beverages. Sponsorship includes branded signage at refreshment and break stations throughout the networking lounge. Sponsor both dates or just one.

\$2,500

SPONSORED
for both dates
OR

\$1,500

for one date

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

REGISTRATION / ADDITIONAL INFORMATION

For additional information, please contact:

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