WHY SPONSOR

What is the Association for Strategic Planning?
The Association for Strategic Planning (ASP) is the world’s leading association for strategy professionals. We are known for our high-quality programming, and for being the world’s only professional strategy association with a certification process grounded in an industry-standard Body of Knowledge.

ASP’s Conference Series
ASP will be running a conference series in place of our 2020 Annual Conference. We aim to bring together strategy professionals from all around the world on a virtual level. Our series of virtual, informative and interactive events will be the “go to” place for those eager to build an integrated competency in strategic planning and strategy execution. Because of its virtual nature, we believe the Conference Series holds the potential to attract a larger audience than the in-person conference, making it an attractive opportunity.

Market Reach
- More than 9,000 current and emerging strategy professionals subscribe to ASP’s database for electronically delivered content. ASP has a current reach via LinkedIn to over 19,000 and our partner LI Group SPS has over 50,000 strategy professionals.
- We are aiming our conference series towards purchase decision-makers and purchase-influencers, who look to ASP as a place to build business relationships.
- As a sponsor, you will reach our audiences, generating brand and product awareness among a select demographic.
- As a sponsor, you will have new/unique ways to personally connect/touch potential clients.

Attendees include:
- Chief Strategy Officer - Chief Executive Officer
- Chief Operating Officer - Chief Financial Officer
- Senior Strategist Planning Officer - Project Manager
- Strategic Analyst
- Managing Director - Vice President
Technology is disrupting markets, processes, and entire business categories. At the same time, it is driving the creation of innovative practices and opening worlds of opportunity - new ways to deliver programs and services, new jobs, and new, never-imagined business ventures. Technology is also transforming expectations about how organizations should operate, communicate, and compete. Every segment of the economy - corporate, retail, communications, government, nonprofit, education - is challenged to think, plan and act differently in order to navigate the rapid-fire internal and external changes driven by technology. For those charged with creating and executing strategy in their organizations, technology can be viewed as both a blessing and a curse, a disrupter and an enabler.
ASP Conference Series Highlights

4 tracks: Each dedicated to a unique aspect of the conference theme:

June: Strategy & Technology: Macro Intersections
July: Leveraging Data & Analytics
August: Leadership
September: Strategy Tools, Techniques & Methods

8 opportunities to grow strategy knowledge and skills:

Monthly Strategy Gateway
- Keynote by leading expert in strategy
- 2 workshops featuring live chat, Q&As, interactive activities, small group breakout discussions

Monthly Masterclass
90-minute programs offering deeper dive exploration of topics and opportunities for shared learning with your peers. All programs will be recorded for on-demand viewing

Exhibitor Benefits - Platinum, Gold and Silver level sponsors
- Opportunity to align your brand with the world’s leading association for strategy professionals
- Opportunity to connect with strategists from around the globe hungry for information and ideas around harnessing disruption, transformation and innovation.
- Opportunity to be on the forefront of the accelerating transition to virtual conferencing

Amplify Your Presence
Conduct a 5-minute Lightning Talk during the break between Strategy Gateway workshops
Participate in the Exhibitor Marketplace with a 10-15 minute presentation prior to the Masterclass
SPONSORSHIP LEVELS

Choose from our sponsorship opportunities and mix & match to build your own package!

Choose any of our sponsorship opportunities and when your total commitment reaches or exceeds the Sponsorship level’s, you will also receive the benefits associated with that level (see the next page). Therefore:

• When your total commitment reaches $5,500, you will receive the **Platinum level** Benefits

• When your total commitment reaches $3,500, you will receive the **Gold level** Benefits

• When your total commitment reaches $2,000, you will receive the **Silver level** Benefits

• When your total commitment reaches $1,200, you will receive the **Bronze level** Benefits
### SPONSORSHIP LEVELS

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<th>Benefits</th>
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<td>Recognition in ASP’s monthly Newsletter – The Strategic Edge</td>
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<td>Recognition during the welcome remarks of ASP’s monthly webinars</td>
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<td>Customized post track webinar follow up from ASP</td>
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*Our **virtual exhibitor hall** will be held in an interactive environment where sponsors will be able to connect with conference series attendees*

- Design your own “booth” -- upload information, photos, videos about your product/service
- Live chat with interested booth visitors
- You will also be provided with notifications of attendees (and their details) who visit your booth both during “exhibit hours” and “after hours”.
- Exhibit Hall will be open as part of every Strategy Gateway and Masterclass session
- Connect via video conference with those who want more detailed information
- You will also receive a list of booth visitors to support follow up
SPONSORSHIP OPPORTUNITIES

- **Conference Track/Month Sponsor - $2,500 (Please note, Track Sponsors are on a first come first serve basis)**
  You will be acknowledged as the sponsor (for one (1) track that you choose) throughout all communications for that track. You will also have the opportunity to introduce yourself and company to kick off one of the presentations within that track. Included in this sponsorship opportunity will be one (1) of 3 possible 5 minute “lightning talk” breaks (valued at $500 each). If you wish to cover all your track breaks the remaining two breaks will be charged at an additional $300 each.

- **June: Strategy & Technology: Macro Intersections**
- **July: Leveraging Data & Analytics**
- **August: Leadership**
- **September: Strategy Tools, Techniques & Methods**

- **“Lightning Talk” break- $500 (Please note, ‘lightning break” breaks are on a first come first serve basis & ASP will allocate which break)**
  5 minute “Lightning Talk” to be done during the “break” of one of our webinars where you can discuss a product, company update, or discuss best practices in the industry with conference attendees.

- **Exhibitor Marketplace - $500**
  10-15 minute presentation to registrants who login to our exhibitor marketplace before the Masterclass presentation. Sponsors will be able to discuss a product, company update, or discuss best practices in the industry
SPONSORSHIP OPPORTUNITIES

- Strategy Magazine (*Please note, this is on a first come first serve basis*)
  Include an advert in ASP’s Strategy Magazine which is published and sent to over 9,000 people
  Current ASP conference sponsors receive 50% off typical prices (as indicated):
  Deadline to receive the advert for our publication: April 28, 2020

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<tr>
<th>Back cover:</th>
<th>Inside Front Cover</th>
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- ASP Database Email Banner Ad - $850
  Reach more than 9,000 strategy professionals by including one (1) Email Banner Ad in one of ASP’s Virtual Conference Series e-blast’s.

- ASP Social Media- $500
  Two (2) posts on ASP’s Global social media accounts, announcing you as a sponsor.
  ASP has a current reach via Linked In to over 19,000 strategy professionals

- ASP Website Upgrade- $500
  Upgrade your logo on the ASP conference series webpage by adding a 100 word company description and contact information.
CONTACT US

To secure your place as a conference series sponsor please complete the form attached in the email packet.

For more information, please contact:

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