Event Sponsorships

About Us

**Vision:** The ASP Chicago Chapter is recognized by the Chicago Metro Business Community as the valued organization to advance the strategic capabilities and to empower Chicagoland businesses, non-profits, and government organizations via timely and essential content-rich programs, thought leadership, and shared practices.

**Mission:** ASP Chicago’s mission is to deliver high quality, relevant strategy-based events and content to Chicago area organizations that will enhance their ability to plan and execute their value propositions.

What Does a Sponsor Get?

- Prominent placement of your logo, a link to your website, and a ‘Thank You for Sponsoring’ note in the event emails that at least 1,500 CxO’s, business owners, and strategists in the Chicago area receive. These emails are distributed at least 3 times prior to events, providing over 4,500 impressions to executives in the Chicago marketplace.
- Same as above but also on the ASP Event’s registration page
- Postings on LinkedIn, Twitter multiple times prior to events, and associated shares by Board Members
- Additional emails and postings from each sponsor, speaker, and Board Member (count will vary)
- Recognition at the meeting as a Sponsor, time to give a brief company overview and the products/services you provide
- Placement of your selected marketing materials at the meeting, making them available to attendees
- 2 free registrations for attendance to the meeting(s) you sponsor
- Post meeting email to attendees and members with any electronic versions of handouts from the speaker that will include a similar ‘Thank You for Sponsoring’ note with your clickable logo

What Does a Sponsor Need to Provide?

- The logo you would like to use for our emails and on our website;
- The URL that you would like to use when people click on your logo to bring them to your website;
- A 1-2 line description of your company to be included on the Sponsor line in the emails and on the website next to the link for them to click

Limits:

- No more than 2 Sponsors per meeting
- Sponsors cannot do any direct sales activities at the meeting to attendees

Costs:

- Silver Sponsor – Single Meeting Sponsorship: $400 ($400)
- Gold Sponsor – 3 Meetings Sponsorship: $1,050 ($350 per mtg)
- Platinum Sponsor – 6 Meetings Sponsorship: $2,400 ($300 per mtg)