

brite brands
innovation
technology
CONFERENCE march 5-6, 2018

SPONSORSHIP OPPORTUNITIES



Sponsorship Opportunities

The **BRITE Conference** is hosted by Columbia Business School's Center on Global Brand Leadership. BRITE is a global series of conferences that focus on emerging trends in branding, innovation, technology, society, and culture. We bring together thought leaders from business, technology, media, and marketing to discuss how today's big ideas are reshaping the ways that organizations build and sustain great brands.

Now in its 11th year, BRITE draws 500-600 attendees, including: CEOs, CMOs and heads of marketing, brand managers, entrepreneurs, new product developers, innovation directors, interactive agencies, multi-platform media companies, and emerging technology investors.

BRITE sponsorship packages are designed to give you maximum exposure to a targeted niche audience.

Benefits of various sponsorship levels include:

- An opportunity to be featured in a 20-minute Q&A session with BRITE's Executive Director on your company's best practices
- An opportunity to moderate or co-curate a panel, or lead an interactive breakout session
- A sponsor table in the main room throughout the event
- A pre- or post-event e-blast of a company case study to BRITE's 5,000-member, opt-in mailing list
- Complimentary tickets for the conference
- Pre-, post-, and on-site branding on BRITE's website, promotional materials, announcements, and advertising

Custom sponsorships are also available and can be tailored to your organization's marketing goals and budget. Please contact:

Matthew Quint
Director, Center on Global Brand Leadership
Columbia Business School
contact@globalbrands.org

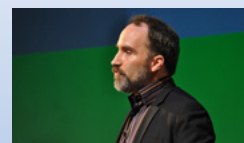
Prior Events Have Drawn Attendees From Companies Such As:

A&E	IDEO
Absolut Vodka	Interbrand
Ad Age	Johnson & Johnson
Adidas	Kraft Foods
Aetna	LEGO
AIG	Lenovo
American Ballet Theatre	L'Oreal
American Express	McDonald's
AOL	McKinsey
AT&T	Merrill Lynch
Audi	Microsoft
Avon	Moody's Analytics
Bell Atlantic	Movado
BMW	Netflix
Burger King	Nickelodeon/MTVN
BusinessWeek	Nielsen
Carnegie Hall	Novartis
Chanel	Ogilvy & Mather
Cisco	PepsiCo
Citigroup	Pfizer
Clinton Global Initiative	Procter & Gamble
CNN	R/GA
Coca-Cola	Reuters
Colgate-Palmolive	Samsung
Craigslist	SAP
Dell	Siemens
Deloitte Consulting	Sony Music
Digitas	Taco Bell
Domino's Pizza	The New York Times
Dow Jones & Company	TIAA-CREF
DuPont	Time Warner
Eli Lilly	UNICEF
Estée Lauder	Unilever
Facebook	United Nations
FedEx	Univision
GE	Vimeo
Goldman Sachs	Visa
Google	Volkswagen
HP	Warby Parker
IBM	Yahoo!
	ZipCar

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BRITE Sponsorship Packages Overview

Type	GOLD	SILVER	BRONZE
Sponsorship	\$20,000	\$12,000	\$7,000
Content	<p>20-Minute Keynote or Q&A Discuss your company's best practices on the mainstage on Day 1 of the BRITE conference.</p> <p>Brand Leaders Circle Three (3) year membership to the Brand Center's exclusive senior executive forum</p>	<p>Choose either of these two options during Day 2 of BRITE:</p> <ol style="list-style-type: none"> Co-curate a breakout panel session Lead an interactive breakout session <p>Brand Leaders Circle Two (2) year membership</p>	<p>Participate as a panelist Be part of a breakout session with other executives and entrepreneurs during Day 2 of BRITE.</p> <p>Brand Leaders Circle One (1) year membership</p>
Admission Tickets to BRITE	12	8	5
Additional Benefits	<ul style="list-style-type: none"> Opportunity to feature your company's case study in a pre- or post-event e-blast to all BRITE attendees and the Center's 4,000-member, opt-in mailing list Sponsor table (6 ft.) in main room throughout the event Your company name, logo, 100-word description, and link on main event page on BRITE's website (www.BRITEconference.com) Full-page 8.5x11 promotional insert of your design placed in attendee folder Sponsorship acknowledgement in all BRITE communications before the event, throughout the event, and in all follow-up materials and announcements 		



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Type	BOOTH (Plus) SPONSOR
Sponsorship	\$4000
Content	Share Interactive or Thought Leadership Content (no presence on-stage) Connect your brand with our audience through your own content. Possibilities include: <ul style="list-style-type: none"> • Feature a company case study in a pre-event e-blast to the Center's 4,000-member, opt-in mailing list • Conduct an interactive QR-code survey and share results in a white paper • Demonstrate an interactive technology service • Suggest your own creative concept
Admission Tickets to BRITE	4
Additional Benefits	<ul style="list-style-type: none"> • Sponsor table (6 ft.) in main room throughout the event • Your company name, logo, 100-word description, and link on main event page of BRITE's website (www.BRITEconference.com) • Full-page 8.5x11 promotional insert of your design placed in attendee folder • Sponsorship acknowledgement in all BRITE communications before the event, throughout the event, and in all follow-up materials and announcements

Type	COCKTAIL OR LUNCH RECEPTION SPONSOR
Sponsorship	\$2,500
Benefits	Acknowledgement and branding opportunity during lunch or cocktail reception portions on Day 1 of the conference. <ul style="list-style-type: none"> • Your company name, logo, 100-word description, and link on main event page of BRITE's website (www.BRITEconference.com) • Full-page 8.5x11 promotional insert of your design placed in attendee folder • Sponsorship acknowledgement in all BRITE communications before the event, throughout the event, and in all follow-up materials and announcements
Admission Tickets to BRITE	3



Sponsorship Opportunities

Type	MEDIA SPONSOR: IN-KIND CONTRIBUTION
Sponsorship	Sponsor provides a minimal barter exchange of \$3,500 in media content (e.g. banner/print ad, email newsletter, blog, podcast, event calendar)
Benefits	<ul style="list-style-type: none">• Your company name, logo, 100-word description, and link on main event page of BRITE's website (www.BRITEconference.com)• Your company name included in pre-event promotional materials, announcements, and advertising• Logo on Sponsor page insert in attendee folder• Sponsorship acknowledgement throughout the event
Admission Tickets to BRITE	1

Contact us to discuss the right opportunity for you:

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