



SPONSOR PROSPECTUS **4th ANNUAL GRAVITY SUMMIT**

Social Media for Sports & Entertainment

**Wednesday, February 22, 2012 – Covel Conference Center, UCLA
9:00a – 4:30p**



SPONSORSHIP BENEFITS

- Fantastic opportunity to associate your company with Gravity Summit – *the* premiere venue for social media
- Visibility of your brand to a targeted audience of influential business leaders and insiders, celebrities, agents, technologists, marketers, from around the sports & entertainment industries
- Exclusive offers to capture audience attention including the Awards Ceremony, Startup Spotlight and VIP After Party
- Potential speaker and panel moderator opportunities
- Post video recording of company presentation for on-demand distribution
- Photo opportunities with industry leaders, celebrities, and stars
- Extensive networking opportunities at sessions and social events
- Maximum benefit for marketing spend

For the **4th Annual Gravity Summit** event, the biggest brands in sports and entertainment will converge at UCLA to discuss how **to reach new audience segments and retain current customers by using social engagement strategies, gaming, mobile, apps, SocialTV, and more**. Experts in using social media for sports and entertainment will discuss how to use game design principles and multi-screen distribution to heighten their WoW! Factor and capture new customer and fan segments, a critical task for brands of all types.

This event will bring together an unprecedented agenda of industry leaders and insiders, marketers, technologists, celebrities, agents, and more to address social media and social business trends, innovations, tools and strategies for success now and in the future.

Gravity Summit sponsorship packages give you the opportunity to position your commitment to the innovation of social media and social business in your industry. Our goal is to establish a relationship that best meets your needs while furthering our mission of *Educate, Inform, and Empower*.



Partial List of Companies that have Sponsored and Participated in Gravity Summit Events



PRESENTING SPONSORS – \$25,000 - 2 Available

- Presenting Sponsor recognition on web-site, outgoing communication
- Pre-event visibility with company logo on event websites.
- Speaking Opportunity or Introduction of Speaker with Company Statement
- Promotion through social media channels (Facebook, Twitter, LinkedIn, blogs)
- Company logo displayed on-screen during breaks and lunch
- Distribution of corporate promotional material
- VIP Gold Table (for 8)
- Included as Presenting Sponsor in all press releases
- Celebrity Photo Opportunities

EXCLUSIVE AWARDS CEREMONY SPONSOR - \$15,000 – 1 Available**

1. Gravity Summit Social Media Marketer of the Year Award – *Entertainment*
2. Gravity Summit Social Media Marketer of the Year Award – *Sports*
3. Gravity Summit Social Media for Social Good Award
 - Awards Ceremony recognition on website, outgoing communication
 - Speaking opportunity for 5 min company message
 - Promotion through social media channels
 - VIP Gold Table (for 8)



Gold Sponsor- \$10,000 – 1 Available

- 'Gold Sponsor' recognition on web-site, outgoing communication
- Speaking Opportunity or Introduction of Speaker with Company Statement
- Promotion through social media channels (Facebook, Twitter, LinkedIn, blogs)
- VIP speaker/sponsor/press opportunity
- Company logo displayed on-screen during breaks and lunch
- 4 conference registrations
- Brand awareness and logo in communications

Panel Sponsor - \$5,000 – 3 Available

1. **Sports Panel**
2. **Entertainment Panel**
3. **Social Media for Social Good Panel**
 - Panel Sponsor recognition on website, outgoing communication
 - Opportunity to select Moderator and Panel Members
 - Logo recognition in the breakout room
 - 2 conference registrations
 - Brand awareness and logo in communications

NEW Startup Spotlight Exhibit Room Sponsor - \$7,500**

-5 Startups will be selected to display and demo their products

- Sponsor will receive Innovation Recognition
- Logo recognition in the Exhibit Room
- 2 conference registrations
- Brand awareness and logo in communications

VIP After Party Sponsor – \$5,000

- Sponsor will receive After Party Recognition
- Logo recognition at venue
- 2 conference registrations
- Brand awareness and logo in communications

NEW Scholarship Sponsor - \$2,500**

- Sponsor 10 registrations available for business and film school students
- Brand awareness and logo in communications

Contact Scott Gerling, Business Development jscottgerling@gmail.com