

# PRIME TIME ONLINE 2021

STREAMING JANUARY 28 - FEBRUARY 10, 2021

## PARTNERSHIP OPPORTUNITIES



### KEYNOTE

- Sponsorship of one main session at Prime Time Online
- Collaboration on topic, speaker(s) and moderator; or choose from planned keynotes
- Partner to receive two-minute introductory speaking opportunity at the beginning of the session to show a pre-recorded message, sizzle reel, etc.
- Promotional mailer sent in advance of the session which includes partner logo
- Partner logo included alongside all promotion of sponsored session
- Partner logo included alongside session-on-demand once published
- Live or pre-recorded options available
- Gold Partner of Prime Time Online

**\$15,000 - \$20,000 CDN**



### PANEL

- Sponsorship of one 35-45 minute session at Prime Time Online 2021
- Collaboration on topic, panelists and moderator; or choose from a pre-selected topics
- Partner to receive two-minute introductory speaking opportunity at the beginning of the session to show a pre-recorded message, sizzle reel, etc.
- Sessions are pre-recorded in January 2021, then edited for sound, picture, opening and closing slides, name and title overlays, etc.
- Partner logo included alongside all promotion of sponsored session (mailer, agendas, splash page, etc.)
- Partner logo included alongside session-on-demand once published
- Silver Partner of Prime Time Online

**\$10,000+ CDN**

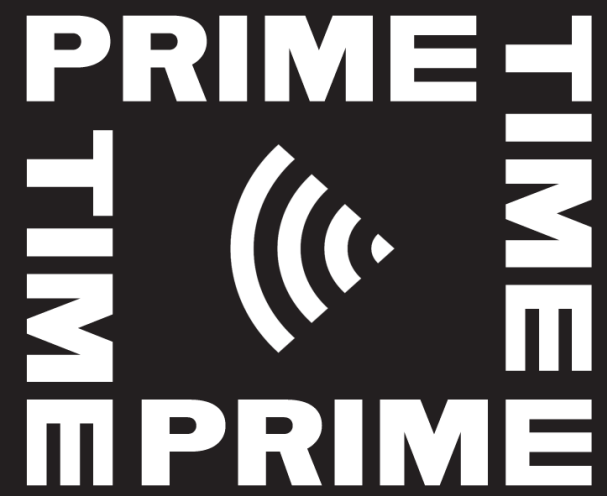


### PRIME TIME OPENING RECEPTION

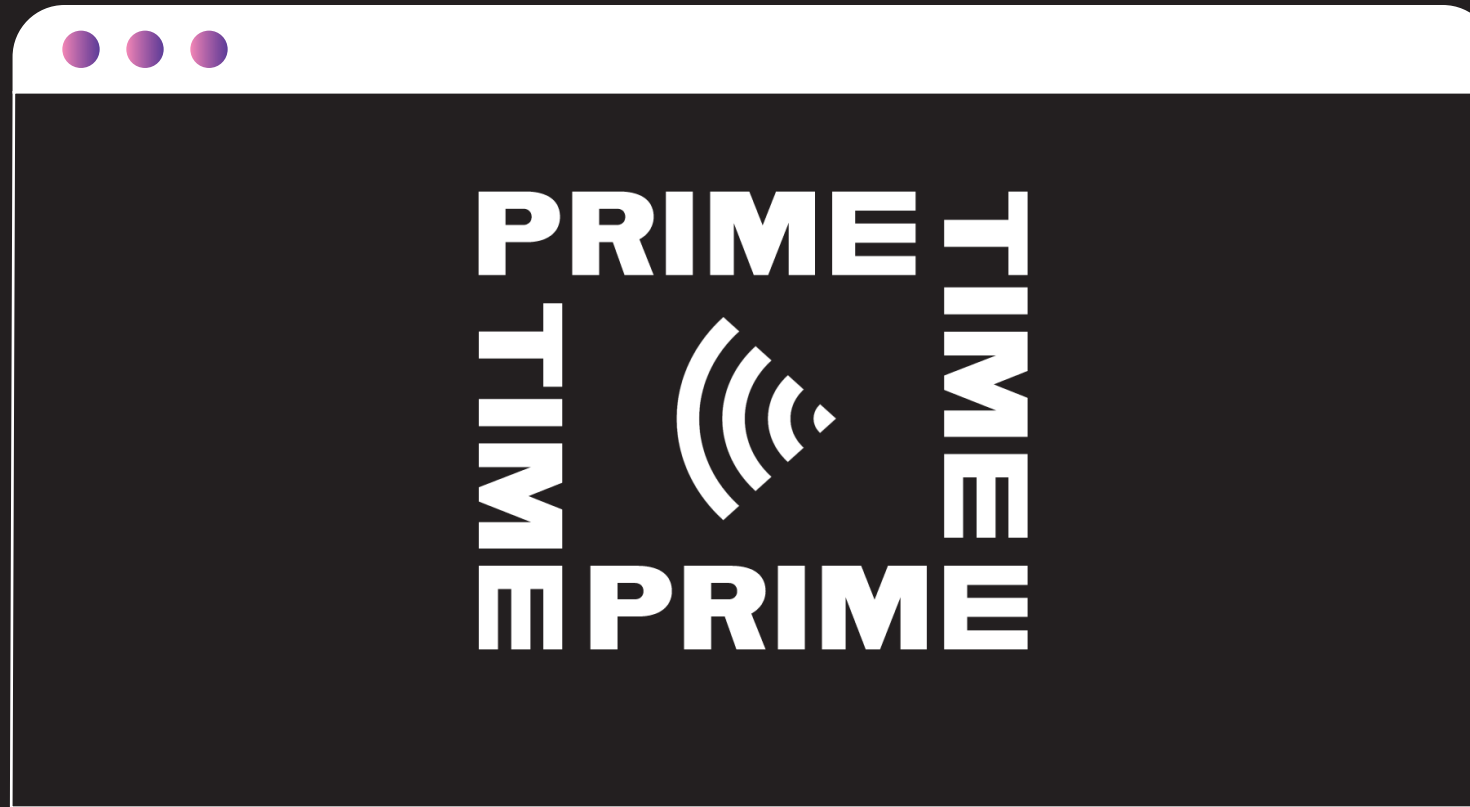
- Sponsorship of Prime Time's virtual Opening Reception, taking place on January 28, 2021
- Promotional mailer sent to announce the Opening Reception which includes partner logo and company as presenting partner
- Partner logo included alongside all promotion of Opening Reception
- Virtual "networking" and small group meetings facilitated to allow for truly interactive experience
- Social media photo campaign with company logo framing the submitted photos
- Partner thanked in Opening Remarks during the Opening Reception
- Silver Partner of Prime Time Online

**\$10,000 CDN**





# PRIME TIME ONLINE 2021



## PRIME TIME PROFILE

Dedicated branded page on Prime Time Online's newly developed site, which includes:

- Company profile (up to 500 words)
- Staff profiles (names, headshots, titles, contact information)
- Opportunity to include one video (three-minute maximum)
- Prominent logo and branding on the page
- Promotional mailer including partner logo sent to push delegates to the Prime Time Profile pages
- Prime Time Profile can link to company's website for additional visibility
- Logo included on all promotion of Prime Time Profiles
- Company name included as Partner of Prime Time Online

**\$500 - \$5,000 CDN**

## WEBSITE ADS

- The newly developed Prime Time Online 2021 website will offer a la carte advertising opportunities for partners, including rotating banner and skyscraper ads on the home page, schedule, sessions etc.
- Different packages are available, priced accordingly upon request



## PARTNERSHIP LEVELS

### PLATINUM

- Platinum Partner logo recognition
- Banner & Skyscraper ads on Prime Time Online site for one (1) month
- Complimentary Prime Time Profile page
- Verbal mention during opening address
- Additional custom recognition options available

**\$25,000K+**

### GOLD

- Gold Partner logo recognition
- Includes complimentary banner ad on new Prime Time Online site for one (1) month
- Partner logo included alongside session-on-demand once published
- Includes complimentary Prime Time Profile page

**\$15,000 - \$25,000 CDN**

### SILVER

- Silver Partner logo recognition
- Includes complimentary skyscraper ad on new Prime Time Online site for one (1) week

**\$7,500 - \$15,000 CDN**

### BRONZE

- Bronze Partner logo recognition

**\$7,500 CDN**

For more information on sponsorship opportunities, please contact Joel Fecht at [joel@c21media.net](mailto:joel@c21media.net)

**PRIMETIMEONLINE2021.COM**