



# NATIVE

## 2016

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### SPONSORSHIP KIT

San Francisco, CA

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SHARETHROUGH

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 **NATIVE**

Industry leaders come together at NATIVE to discuss today's native transformation and brainstorm tomorrow's possibilities.

Since 2013, six sold out Native events have been held around the United States (New York, Advertising Week in NY, Atlanta, and Chicago), drawing over 3,500 senior-level attendees from the world's top brands, agencies, publishers, social platforms and technology innovators.

Past events served as the launchpad for landmark announcements from leading native advertising companies, such as the New York Times, Yahoo, and Sharethrough, and a connection point for the world's leading brand advertisers to learn about emerging media technologies and new creative opportunities.



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# The Industry Launchpad

NATIVE has become the marquee venue for many of the industries biggest news and announcements. Recent notable announcements at previous Summits include:

- NATIVE–Atlanta, [Yahoo introduced Yahoo Stream Ads](#), their first in-feed, native ad product.
- NATIVE–Chicago, The New York Times introduced their native advertising product, [Paid Posts](#).
- NATIVE–NYC, SimpleReach and Sharethrough unveiled the [Native Advertising Leaderboard](#), the first site to track and rank sponsored content around the web.

To build on NATIVE’s legacy as a conference that is both timely and inspirational, NATIVE–San Francisco will be held at the world-renowned San Francisco Jazz Center, located in the heart of San Francisco’s Performing Arts District. This inspired venue will be the ideal environment to learn about the next chapter of the native advertising industry.



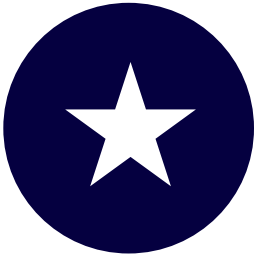


# Presenting Sponsorship

\$50,000

- Presenting level branding and promotion on all event materials
- Opportunity for Sponsor Executive to deliver Keynote address\*
- Keynote and panel will be recorded for Sponsor use
- Use of private meeting space during conference
- Eight tickets for sponsor attendees and guests
- Custom discount code for Sponsor to use for additional tickets
- Sponsor logo included on: emails, website, signage and program
- 50 word company bio included on conference website and event program
- Minimum of 2 Social media mentions from official event accounts
- Mention in pre-event press release
- Access to Attendee list (Name/Company/Title)
- Access to Pre-event press list

\* Subject to approval by Program Directors



## Panel Sponsorship

\$30,000

- Official level branding and promotion on all event materials
- Opportunity for Sponsor Executive or customer to appear on panel or speaking slot\*
- Session will be recorded for Sponsor use
- Use of private meeting space during conference
- Four tickets for sponsor attendees and guests
- Custom discount code for Sponsor to use for additional tickets
- Sponsor logo included on: emails, website, signage and program
- 50 word company bio included on conference website and event program
- Minimum of 2 Social media mentions from official event accounts
- Mention in pre-event press release
- Access to Attendee list (Name/Company/Title)
- Access to Pre-event press list

\* Subject to approval by Program Directors

# Additional Options

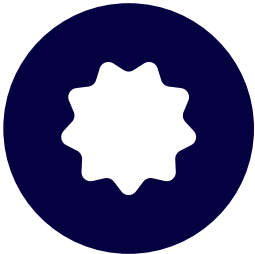
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## Cocktail Sponsorship

*\$30,000*

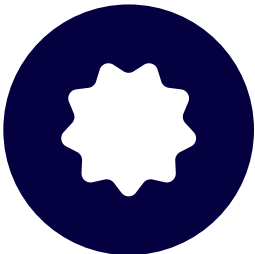
- 6 tickets to NATIVE 2016
- Branding on all on-site and off-site marketing materials
- Official sponsor of the 90 minute Cocktail hour at the SF Jazz Center, including a specialty drink to be named by sponsor



## On-Site Sponsorship Station

*\$25,000*

- 4 tickets to NATIVE 2016
- Co-branding on all on-site and off-site marketing materials
- 4x6 booth area on the 1st floor of the SFJAZZ Center



## Badge Sponsorship

*\$20,000*

- 4 tickets to NATIVE 2016
- Co-branding on all on-site and off-site marketing materials
- Exclusive branding on all conference badges



## Coffee Sponsorship

*\$10,000*

- 4 tickets to NATIVE 2016
- Branding on all on-site and off-site marketing materials
- Official sponsor of the 30 minute Coffee break.