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**WALK-ON'S
LIFE CONFERENCE**

SPONSORSHIP
OPPORTUNITIES

COM

ROADS
ADS

ALAN JACKSON

GOOD TIME
BAR

MUSIC CITY

Pizza • Beer Rooftop

YELLOW MUSHROOM
Est. 1974

Walk-On's Sponsors,

We are ecstatic to welcome all of you to Nashville, TN, the “music city,” August 9-11 for the 2023 Walk-On's LIFE Conference! This year we look to host over 600 attendees as we celebrate the 20th Anniversary of this incredible brand!

This year's event will feature great industry speakers and more than 100 sponsors at the 2023 Vendor Show. The closing black tie awards dinner Thursday evening will celebrate Walk-On's top franchise partners and sponsors in 2022 and 2023. In staying with the “Music City” mantra, we will celebrate into the evening with a private concert from a national recording artist along with special VIP invitees.

As we enter our 20th year, I look forward to the annual LIFE Conference as the perfect time to make and reaffirm relationships with our sponsors. For returning sponsors, we thank you for your continued support of our brand. For new sponsors, we are excited to have you join a “one of kind” event where sponsors are included in the entire program with our franchisees, support office team, and restaurant operators. The enclosed sponsorship deck provides incredible and customizable sponsorship opportunities to showcase your brand and have access to the decision makers at the Restaurant Support Office along with top franchisees.

Our partner team, Meeting Expectations, will be working to ensure our event is successful as well as being a point of contact for sponsorship specifics.

Please save Walk-OnsExpeaux@meetingexpectations.com to your email list as this is how you will receive specifics on sponsorship information.

Walk-On's LIFE Conference provides the right balance of industry leadership and content combined with networking opportunities, informational sessions, and an unforgettable good time.

Please click [here](#) and [here](#) for a recap from our 2022 LIFE Conference in New Orleans, Louisiana & hear from past sponsors who made a huge impact to our brand!

We are looking forward to an awesome week of Leadership, Innovation, FUN, and Education & can't wait to see you there!

Scott Taylor

President and CEO



VIP Experience - \$75,000 (1 Available)

Package includes a first come, first serve co-sponsorship with Walk-On's to one of the following:

- VIP Experience of Welcome Party
- Recognized as VIP Transportation Sponsor

Sponsor Benefits:

- Black Car Service
- 5 Comp Rooms
- VIP access for guest speakers
- Exclusive invite to the Diamond Dinner with Walk-On's senior leadership team

Walk On's Exhibit Hall Inclusions:

- Walk-On's (10) full access Convention registrations; option to purchase additional registrations
- (1) 10'x20' Exhibit Space in premium foyer location inclusive with conversation area
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Title Sponsor - \$40,000 (Limit 5 sponsors)

Package includes a first come, first serve co-sponsorship with Walk-On's to one of the following:

- Title Sponsorship of Final After Party
- Exclusive invite to the Diamond Dinner with Walk-On's senior leadership team
- Co-branded with Walk-On's Convention Bag
- Co-branded with Walk-On's Convention Lanyard/Registration Desk
- Work with culinary Chef to incorporate sponsor ingredient into one meal function
- Charging Station

Sponsor Benefits:

- Exclusive invite to the Diamond Dinner with Walk-On's senior leadership team

Walk On's Exhibit Hall Inclusions:

- Walk-On's (10) full access Convention registrations; option to purchase additional registrations
- (1) 10'x20' Exhibit Space in premium foyer location inclusive with conversation area
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables



- One (1) wastebasket
- One (1) ID sign

Maximize Attendee Exposure Benefits:

- Recognition on all Convention Signage: Company logo designated as Title sponsor on signage throughout the Convention, included in Mobile App and Convention Website.
- On-screen brand exposure: slide with your company logo presented before General Session
- Opportunity to place one approved item* in the official Convention Bag**

*Sponsor is responsible for all cost associated with Convention Bag Item.

** Deadlines apply and will be communicated to sponsors.

Diamond Sponsor - \$30,000 (Limit 6 sponsors)

Package includes a first come, first serve co-sponsorship with Walk-On's to one of the following:

- Rideshare
- Mobile App
- Welcome Cocktails
- Dinner Cocktails
- Bloody Mary's & Mimosas for final morning
- Step and Repeat Photo Backdrop (Multiple Options!)

Walk On's Exhibit Hall Inclusions:

- Walk-On's (10) full access Convention registrations; option to purchase additional registrations
- (1) 10'x10' Exhibit Space with option to purchase additional 10'x10' spaces at \$5,000 each as space permits
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Maximize Attendee Exposure Benefits:

- Convention Signage: Company logo designated as Diamond sponsor on signage throughout the Convention, included in Mobile App and Convention Website.
- Opportunity to place one approved item* in the official Convention Bag**

*Sponsor is responsible for all cost associated with Convention Bag Item.

** Deadlines apply and will be communicated to sponsors.



Platinum Sponsor - \$20,000 (Limit 10 sponsors)

Package includes a first come, first serve co-sponsorship with Walk-On's to one of the following:

- Luggage Tag/Check Out Experience
- Wi-Fi
- General Session
- Band Sponsor (2 available)
- Conference T-Shirt
- Carpool Karaoke
- Additional Activations, contact us to discuss

Walk On's Exhibit Hall Inclusions:

- Walk-On's (8) full access Convention registrations; option to purchase additional registrations
- (1) 10'x10' Exhibit Space with option to purchase additional 10'x10' spaces at \$5,000 each as space permits
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Maximize Attendee Exposure Benefits:

- Convention Signage: Company logo designated as Platinum sponsor on signage throughout the Convention, included in Mobile App and Convention Website.
- Opportunity to place one approved item* in the official Convention Bag**

*Sponsor is responsible for all cost associated with Convention Bag Item.

** Deadlines apply and will be communicated to sponsors.

Gold Sponsor - \$15,000 (Limit 10 sponsors)

Package includes a first come, first serve co-sponsorship with Walk-On's to one of the following:

- Refreshment Break AM
- Refreshment Break PM
- Photo Booth
- Breakfast on 8/10
- Lunch on 8/10
- Breakout Sessions (3 available)
- Hotel Key Card



- Lanyard

Walk On's Exhibit Hall Inclusions:

- Walk-On's (6) full access Convention registrations; option to purchase additional registrations
- (1) 10'x10' Exhibit Space with option to purchase additional 10'x10' spaces at \$5,000 each as space permits
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Maximize Attendee Exposure Benefits:

- Convention Signage: Company logo designated as Gold sponsor on signage throughout the Convention, included in Mobile App and Convention Website.
- Opportunity to place one approved item* in the official Convention Bag**

*Sponsor is responsible for all cost associated with Convention Bag Item.

** Deadlines apply and will be communicated to sponsors.

Silver Sponsor - \$10,000

Walk On's Exhibit Hall Inclusions:

- Walk-On's (4) full access Convention registrations; option to purchase additional registrations
- Premier Location (1) 10'x10' Exhibit Space with option to purchase additional 10'x10' spaces at \$5,000 each
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Maximize Attendee Exposure Benefits:

- Convention Signage: Company logo designated as Silver sponsor on signage throughout the Convention, included in Mobile App and Convention Website.
- Opportunity to place one approved item* in the official Convention Bag**

*Sponsor is responsible for all cost associated with Convention Bag Item.

** Deadlines apply and will be communicated to sponsors.



Bronze Sponsor - \$7,000

Walk On's Exhibit Hall Inclusions:

- Walk On's (2) full access Convention registrations; option to purchase additional registrations
- Premier Location (1) 10'x10' Exhibit Space
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Maximize Attendee Exposure Benefits:

- Convention Signage: Company logo designated as Bronze sponsor on signage throughout the Convention, included in Mobile App and Convention Website.

Walk-On's Exhibit Only - \$5,000 if committed by Friday March 3, 2023, \$6,500 if committed on or after Saturday March 4, 2023.

- Walk On's (2) full access Convention registrations; option to purchase additional registrations
- (1) 10'x10' Exhibit Space
 - Two (2) black limerick side chairs
 - One (1) 6' skirted tables
 - One (1) wastebasket
 - One (1) ID sign

Walk-On's Supporting (Non-Attending/Exhibiting) - \$2,500

- Convention Signage: Company logo designated as Non-exhibiting sponsor on signage throughout the Convention, included in Mobile App and Convention Website.
- Opportunity to place one approved item* in the official Convention Bag**

*Sponsor is responsible for all cost associated with Convention Bag Item.

** Deadlines apply and will be communicated to sponsors.

A La Carte Items

- Convention App Rotating Banner - \$1,500
- Convention Bag Item Sponsor - \$1,500
 - Opportunity to place one approved item in the official Convention bag



LIFE CONFERENCE SPONSORSHIP PACKAGES

- **General Session Seat Drop Sponsor - \$5,000**

- Opportunity to place one approved item on each seat for attendees before general session*
 - *Sponsor responsible for all cost associated with the production & shipping of items or literature. Deadlines will be communicated to sponsors.

- **Walk On's Fans of the Foundation - \$500 or more**

- Contribute a donation of \$500 or more to the Foundation and support their mission of rebuilding or refurbishing youth sports facilities

THANK YOU.

Reminder that all payments are due by July 14, 2023. For questions about our upcoming program, commitments, or sponsorship options, please contact Carley Morris with Meeting Expectations at Walk-OnsExpeaux@meetingexpectations.org.

Additionally, this year's conference will feature an early registration option for our 2024 LIFE Conference. Sponsors who take advantage of early registration will be entered into a drawing to win travel and hotel for up to 4 people to the 2024 LIFE Conference.*

We can't wait to see you!

*Please note, this drawing does not include your company's sponsorship. The travel and hotel will include 2 nights for each person at the conference hotel and 4 coach airline tickets.

