



# CLEAN WATERWAYS

**APRIL 7- 9, 2020**  
**JW Marriott Indianapolis**  
**INDIANAPOLIS, IN**

## 2020 SPONSORSHIP OPPORTUNITIES

### INDUSTRY SPONSORSHIP

**\$7,500**

#### BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- ◆ Company recognition/logo prominently placed in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- ◆ Prominent branding onsite:
  - » Company recognition/logo on entrance unit to the exhibit hall
  - » Company logo on signage throughout the event space, identifying as an Industry Sponsor
  - » Company recognition/logo on podium signs in conference session rooms
- ◆ Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Option to submit (3) power point slides that will run during the breaks in the conference sessions
- ◆ Company will be recognized, and thanked, during the opening remarks of the Keynote Address

#### RELATIONSHIP BUILDING:

- ◆ 3 complimentary conference passes
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

### NASCAR ACCELERATION CHALLENGE SPONSORSHIP

**\$15,000 (EXCLUSIVE)**

#### BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.
- ◆ Promotion of NASCAR experience with company logo in pre-show email marketing to CLEAN WATERWAYS registrants
- ◆ Website promotion on CLEAN WATERWAYS website with details of the NASCAR Acceleration Challenge within the networking events page

#### CONFERENCE & EXHIBITION PRESENCE:

- ◆ Display Space: High profile location with NASCAR simulator set up - authentic retired NASCAR with multiple track options, Bristol preferred.
- ◆ A/V and Video Screen: Includes all Electricity, large A/V screen with mirror image of "live race" so attendees can watch the wins, the crashes of their colleagues and the time lapse!
- ◆ All Vehicle Branding - Company logo/brand and messaging decals on the hood and quarter panels – option to add partner logos
- ◆ NASCAR Simulator Operator: Professional operator to give your clients the VIP treatment
- ◆ VIP pit passes printed with company logo & messaging – available to pass out onsite, also includes PDF version to email, and may be passed out at Registration.
- ◆ NASCAR - Driver Prop with company logo/partners on driver uniform– headless prop for driver photos
- ◆ Official Pit Crew Shirt to be worn by the operator including company logo and partner logos
- ◆ Company recognition/logo on entrance unit to the exhibit hall
- ◆ Company recognition in the show guide: logo, contact information and 50-word description

#### RELATIONSHIP BUILDING:

- ◆ 2- NASCAR Tickets: 2 tickets to the fastest lap winner of the day. Any NASCAR Event in the Country
- ◆ NASCAR Racing Experience Ride along: Grand Prize winner for fastest overall all winner!
- ◆ Photos of participants e-mailed and shared
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

#### LEAD GENERATION:

- ◆ Lead retrieval system to capture participants (*optional* data capture by the operator using your most important questions)