



# AMERICA *Fest* 2021

A TURNING POINT USA EVENT

# SPONSORSHIP PACKAGES



AmericaFest is the conservative movement's newest, largest, and most exciting event experience, bringing together dozens of top conservative leaders and some of today's **TOP** musical artists. You **DO NOT** want to miss AmericaFest—reserve your spot today and join **10,000+** Americans from across the country for a brand-new celebration unlike anything else in the movement!

By sponsoring AmericaFest, your company or organization will have an opportunity for massive, in-person exposure and brand awareness at the biggest event of the year! The following pages outline the many exciting sponsorship packages and opportunities available for AmericaFest—and we also welcome the chance to create a sponsorship custom to your organization's needs and mission!



**AMERICA** *Fest*  
2021

DECEMBER 18-21, 2021  
PHOENIX, AZ

# SPONSORSHIP PACKAGES

## BRONZE

In addition to two general admission conference passes, the Bronze sponsorship provides your organization or company with event-wide exposure that includes your group's name and logo in **ALL** AmericaFest materials every day of the conference—including **10,000** print programs, dozens of pull-up banners, event website, and the main stage big screens!

## SILVER

At the Silver sponsorship level, your company or organization can take your exposure and name recognition among the event's **10,000+** attendees to the next level! In addition to the general admission passes and logo placement, the Silver level includes a beautiful 10x10 exhibitor display and swag bag inserts, a text blast, and an email blast to all **10,000+** attendees!

## GOLD

AmericaFest's Gold level sponsorship is a serious upgrade to your organization's brand exposure! In addition to the Silver level benefits, this level includes an upgraded and premier exhibitor display, a main-stage speaking slot, and main-stage commercial time!

## PLATINUM

The Platinum sponsorship level not only provides the elite event benefits of the Gold level and a custom-built exhibitor booth, but it also includes extended and continued media and brand exposure with the inclusion of 3 months of **FREE**, daily advertising on TPUSA LIVE—TPUSA's brand-new online, daily content streaming service that launched September 13, 2021!

## ELITE PLATINUM

The Elite Platinum sponsorship level provides all the benefits of a platinum sponsorship plus **10** VIP tickets, a full-page ad in the program, and a 45-minute breakout session. The Elite Platinum sponsorship gives you the opportunity to present your mission directly to hundreds of AmericaFest attendees!

## DIAMOND

With the Diamond AmericaFest sponsorship, your company or organization will receive premier, all-out branding across the event. This includes not only the program and website branding, but also branding on stairs, escalators, doors, columns, banners, and more! This ubiquitous event presence is in addition to the many generous benefits offered at the Elite Platinum level.

<b>BENEFITS</b>	<b>BRONZE \$3,500</b>	<b>SILVER \$10,000</b>	<b>GOLD \$25,000</b>	<b>PLATINUM \$50,000</b>	<b>ELITE PLATINUM \$100,000</b>	<b>DIAMOND \$250,000</b>
<b>TWO SPONSORSHIP PASSES</b>	★	★	★	★	10 VIP PASSES	UNLIMITED
<b>EXHIBITOR DISPLAY</b>	STANDARD 10 x 10	STANDARD 10 x 10 OR 10 x 20	PREMIER 10 x 10	PREMIER 10 x 20	PREMIER 10 x 20	PREMIER 10 x 20
<b>LOGO IN PROGRAM, WEBSITE, MAIN STAGE, PULL-UP BANNER</b>		★	★	★	★	★
<b>SWAG BAG INSERT / VIP LOUNGE FREEBIES</b>		★	★	★	★	★
<b>EMAIL BLAST TO 10,000+ ATTENDEES</b>		★	★	★	★	★
<b>TEXT BLAST TO 10,000+ ATTENDEES</b>		★	★	★	★	★
<b>MAIN STAGE SPEAKING SLOT (5-MIN)</b>			★	★	★	30 MINUTES
<b>MAIN STAGE VIDEO (2-MIN)</b>			★	★	★	★
<b>ADVERTISING ON TPUSA LIVE</b>				★	★	★
<b>FULL-PAGE AD IN PROGRAM</b>					★	★
<b>BREAKOUT SESSION (45-MIN)</b>					★	★
<b>COMPLIMENTARY HOTEL SUITE UP TO FOUR NIGHTS (FRIDAY – TUESDAY)</b>						★
<b>ELITE SPONSORSHIP BRANDING AT EVENT</b>						★

# CUSTOMIZE YOUR SPONSORSHIP

THE FOLLOWING ADD-ON BENEFITS CAN BE APPLIED TO ANY STANDARD SPONSORSHIP PACKAGE FOR INCREASED CUSTOMIZATION AND BRAND EXPOSURE!

## ADDITIONAL SPONSOR PASS - \$300

All sponsor passes include access to all general sessions and breakout sessions, from start to finish!

## AD IN PROGRAM (HALF/FULL PAGE) - \$750 / \$1,500

With the purchase of a half- or full-page ad in the AmericaFest program, your organization's name, logo, and message will be on full display for all **10,000+** attendees!

## EXHIBITOR BOOTH UPGRADE (10X20) - \$1,000

Ideal for Bronze level sponsors who would like to upgrade their exhibitor booth to 10X20.

## SWAG BAG INSERT / VIP LOUNGE FREEBIE - \$1,250

Ideal for Silver level sponsors, consider adding an item of your choice into the **10,000+** swag bags that will be given to event attendees—or consider providing a unique item of your choice to all VIP Lounge attendees.

## PHOTO WALL (EXHIBITOR HALL / VIP LOUNGE) - \$1,500 / \$2,000

Step up your presence at AmericaFest with a large, branded photo wall placed in the exhibitor hall, VIP lounge, or in the conference's common space.

## EMAIL BLAST - \$2,000

Ideal for Silver level sponsors—or other sponsors looking for even more benefits—consider working with TPUSA to send a branded, custom email message to all AmericaFest attendees, before, during, or after the event!

## TEXT BLAST / PUSH NOTIFICATION - \$3,000

Ideal for Silver level sponsors—or other sponsors looking for even more benefits—this add-on allows your company or organization to work with TPUSA to send a custom SMS text message to all AmericaFest attendees, before, during, or after the event!



# CUSTOMIZE YOUR SPONSORSHIP

## **VIDEO COMMERCIAL AD - \$3,000**

A presentation from the main-stage to all **10,000+** attendees is among the best ways to get your message out—and reserving your prime-time commercial time now is the best way to make this happen at AmericaFest!

## **CONTRIBUTOR BOOTH APPEARANCE (LIMITED AVAILABILITY) - \$5,000**

Open to all sponsor levels, consider bringing a popular TPUSA Contributor to your exhibitor booth or sponsored photo wall for a 30-minute appearance that will attract hundreds and hundreds of attendees to your booth!

## **BREAKOUT SESSION (45 MIN.) - \$5,000**

With only 10 available, reserve your exclusive, 45-minute networking breakout session today—giving you the opportunity to present your mission directly to hundreds of AmericaFest attendees!

## **PREMIER EXHIBITOR DISPLAY - \$5,000+**

Ideal for Bronze or Silver level sponsors, this upgrade includes a beautiful custom-built display booth in the exhibitor hall, through which all **10,000+** attendees must pass in order to enter the conference.

## **CUSTOM LANYARD BRANDING (ONLY TWO AVAILABLE!) - \$10,000**

Bring your event branding to the next level by sponsoring half of AmericaFest's **10,000+** badge lanyards, which are required to be worn throughout the event by every attendee!

## **CELEBRITY BOOTH APPEARANCE (LIMITED AVAILABILITY) - \$30,000**

Open to all sponsor levels, consider bringing one of AmericaFest's popular, nationally-known musical celebrities to your exhibitor booth or sponsored photo wall for a 30-minute appearance that will attract hundreds and hundreds of attendees to your booth!



# SPECIAL SPONSORSHIP OPPORTUNITIES

## COUNTRY CONCERT SPONSORSHIP - \$5,000+

Two nights of AmericaFest will feature musical concerts with performances by some of today's hottest, most well-known country music stars! By adding a concert sponsorship to your AmericaFest sponsorship, your organization will have the opportunity to play a 30 second commercial ad between music sets and also display your logo throughout the concerts!

## HOTEL KEY CARD SPONSORSHIP - \$10,000 (LIMITED AVAILABILITY)

By sponsoring the hotel key cards, your company or organization's logo will be displayed on every hotel room key card used by AmericaFest attendees staying at the five surrounding hotels.

## VIP LOUNGE SPONSORSHIP - \$25,000

By sponsoring AmericaFest's VIP Lounge, your organization will have premier branding throughout the VIP Lounge for the entirety of the conference.

• **Includes custom photo walls and branded drink-ware, napkins, and more.**

## WI-FI SPONSORSHIP - \$50,000

By sponsoring the free Wi-Fi at AmericaFest, your organization can give a custom name and password to the internet service that nearly every one of the **10,000+** attendees will use!

Exhibitor space is limited and demand will be **EXTREMELY** high. To reserve your sponsorship or learn more about sponsor opportunities, please contact **Tatum Amato, Sales Manager, by calling 602.784.3324 or emailing TATUM.AMATO@TPUSA.COM**