



05.18.17
WASHINGTON, DC

A Marketing Summit by TrackMaven



Sponsorship Prospectus



About Spark

Spark is TrackMaven's annual conference focused on data-driven creativity. This year we're bringing a leading group of digital and content marketing executives together to explore this topic. Join us for one day of spirited talks, interviews, and discussions at the Newseum, Washington, D.C.'s interactive museum of news and journalism.

Don't miss this opportunity to connect with marketing leaders from the most progressive B2B and B2C brands.



May 18, 2017

The Newseum
Knight Conference Center
555 Pennsylvania Avenue, NW
Washington, D.C. 20001



Agenda

This unique one-day event will provide numerous opportunities to connect with attendees and build brand awareness.

8:15 - 9:00	Breakfast + Registration
9:00 - 9:30	Welcome Keynote
9:30 - 10:15	Keynote
10:15 - 10:45	Coffee Break
10:45 - 12:00	Breakout Sessions
12:00 - 1:00	Lunch
1:00 - 2:15	Breakout Sessions
2:15 - 2:45	Refreshment Break
2:45 - 3:30	Breakout Sessions
3:30 - 4:00	Keynote
4:00 - 5:00	Keynote
5:00 - 6:30	Cocktail Reception





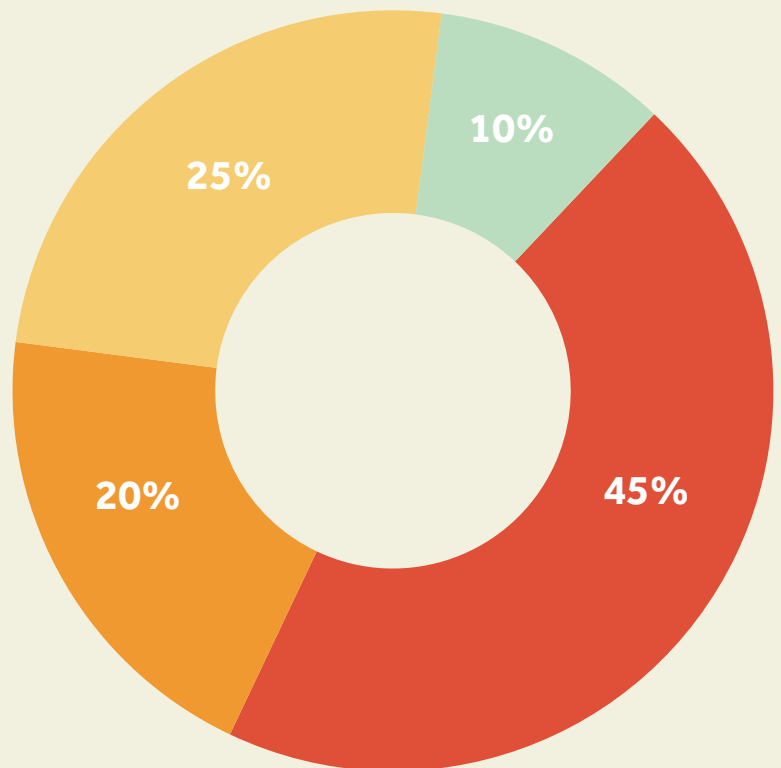
Attendees

Spark 2017 will bring together over 300 marketing decision-makers and executives from leading brands across industries.

- Marketing Executive/CMO
- Director/Sr. Director
- Manager/Sr. Manager
- Other

Marketing functions represented:

- Marketing Leadership
- Content Marketing
- Social Media Management
- Digital Marketing & Analytics
- Competitive Intelligence





Last Year

Our 2016 event featured attendees from notable brands, such as:



Bloomberg



★ PRET A MANGER ★



WORLD BANK GROUP

OCEANA



WEDDINGWIRE

aetna™



Booz | Allen | Hamilton

LOEWS
HOTELS • RESORTS





Sponsorship Levels

	GOLD	SILVER	BRONZE
Complimentary registrations	4	3	1
Exhibit table	Yes	Yes	Yes
Logo on event website	Yes	Yes	Yes
Logo on signage and presentation screens	Yes	Yes	
A la carte option	Optional	Optional	Optional
Delivery of attendee information	Name, title, company, email	Title and company	
Thought leadership breakout session	Yes		
Number available	2	5	3
Investment	\$10,000	\$5,000	\$2,500

Sponsorship packages may be customized upon request.

For more information about sponsorship, contact Cassie Chesson at cassie@trackmaven.com



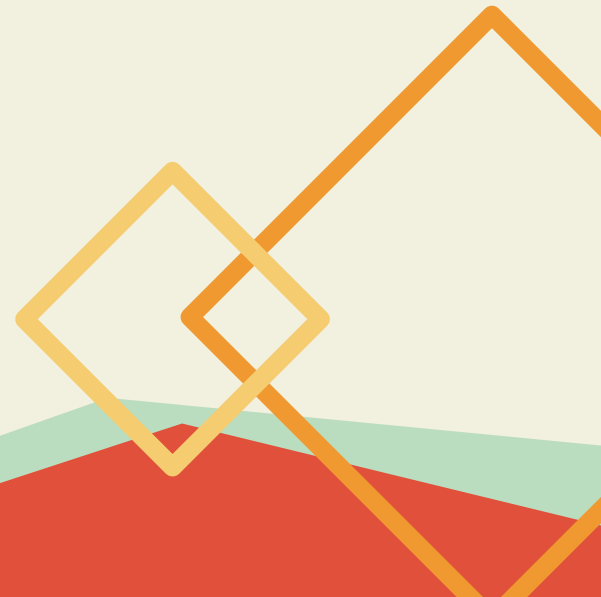


A La Carte Options

Lanyard	Exclusive	\$4,000
Charging station	Exclusive	\$2,500
Mobile app (sponsorship logo, promoted message)	Exclusive	\$4,000
Breakfast (signage, inclusion on agenda, table cards)	Exclusive	\$1,000
Networking breaks (inclusion on agenda, stage mention)	2 Available	\$1,000 each
Lunch (signage, inclusion on agenda, table cards)	Exclusive	\$2,000
Cocktail Reception (signage, inclusion on agenda, table cards, signature cocktail)	Exclusive	\$4,000

Sponsorship packages may be customized upon request.

*For more information about sponsorship,
contact Cassie Chesson at cassie@trackmaven.com*



Sponsorship Application

Sponsorship Information

(person to receive future sponsorship communication)

Company Name _____

Name _____

Address _____

City/State/Zip _____

Telephone _____

Email (required) _____

Website _____

Payment Information

Check enclosed (payable to TrackMaven)

Invoice me

Charge my credit card

Visa

MasterCard

American Express

Card no. _____ Exp. date _____

Cardholder name _____ CVV _____

Signature _____

Acknowledgment

I, _____ am an authorized representative for the sponsoring company. This Sponsor Agreement ("Agreement") is entered into by and between the Sponsor named above and TrackMaven, Inc., as of the _____ day of _____ 2017. By signing below, I agree to pay all fees in full. The sponsoring company has read and agrees to the Terms and Conditions set forth in this Agreement.

Authorized Representative

Indicate sponsorship level or a la carte item

Amount of Sponsorship

Gold \$10,000	\$ _____
Silver \$5,000	\$ _____
Bronze \$2,500	\$ _____
Lanyard \$4,000 (exclusive)	\$ _____
Charging Station \$2,500 (exclusive)	\$ _____
Mobile App \$4,000 (exclusive)	\$ _____
Breakfast \$1,000 (exclusive)	\$ _____
Networking Breaks \$1,000 (2 available)	\$ _____
Lunch \$2,000 (exclusive)	\$ _____
Cocktail Reception \$4,000 (exclusive)	\$ _____
Total Contribution	\$ _____

Logo Submission

Please submit your logo in EPS or AI vector format.

Submit logos to cassie@trackmaven.com.

Completed forms and payment must be received by Friday, April 7, 2017. Email to cassie@trackmaven.com, or mail to TrackMaven, Inc., Spark Sponsorship, One Thomas Circle, Suite 900, Washington, D.C. 20005

May 18, 2017

The Newseum • Knight Conference Center
555 Pennsylvania Avenue, NW • Washington, D.C. 20001



Sponsorship Terms and Conditions

A. Scope. This agreement relates to the conference presented by TrackMaven, Inc. as identified in the companion Sponsorship Prospectus and Application (“Application”). The completed Application incorporates by reference all of the terms of this contract. In submitting a signed Application, Sponsor agrees to the terms set forth in the Contract. The term “Contract,” as used herein, refers to the terms set forth in this Sponsor’s Contract. “Event” refers to the referenced TrackMaven conference. “Sponsor” is an entity whose Application has been accepted by TrackMaven. Subject to the availability of sponsorships at the level selected, the Application for Sponsorship for a particular Event becomes a binding contract upon TrackMaven’s issuance of a confirmation notice after receiving a fully completed Application and funds in the amount owed.

B. Terms of Sponsorship. (i) Sponsor agrees to sponsor the Event and to make a contribution in the amount and in the manner specified in the Application for the Sponsorship level selected by Sponsor. It is understood and agreed that Sponsor’s sponsorship of the Event is not contingent upon any specific attendance levels or other manner of participation by TrackMaven customers and non-customers at the Event. The payment schedule for the sponsorship contribution is set forth in the Application. (ii) During the term of this Contract, TrackMaven hereby agrees to identify and acknowledge Sponsor as a sponsor of the Event at the level identified on the Application. Such identification and acknowledgment may include displaying Sponsor’s corporate logo and certain other identifying information on the TrackMaven Event Website in connection with the Event, and on other appropriate promotional media and materials in connection with the Event, as set forth in the Application. (iii) For those sponsorship levels that include priority opportunity for exhibit space assignments, as stated in the Application, TrackMaven will process exhibit space requests on a first come/first serve and space-available basis. Availability will be limited.

C. Name and Logo Usage. (i) Sponsor hereby grants TrackMaven a limited, non-exclusive, revocable license to use Sponsor’s name, acronym, and logo during the term of this Contract for the purpose of identifying and acknowledging Sponsor’s sponsorship of the Event. The placement, form, content, appearance, and all other aspects of such identification and acknowledgement shall be determined by TrackMaven. (ii) On or before applicable deadlines, Sponsor shall provide to TrackMaven all necessary logos and other information, content and materials (in electronic form) for use in connection with its sponsorship of the Event.

D. Event Mailing List. TrackMaven grants to Sponsor (Gold and Silver) a non-exclusive, non-transferable, revocable limited license to use the Event attendee list (“Attendee List”) only once. Sponsor acknowledges and agrees that the Attendee List shall remain the sole property of TrackMaven. Sponsor (Gold) further agrees that it will contact the names on the Attendee List via email only once. Sponsor (Gold and Silver) agrees not to distribute or sell Attendee List to other parties. It is understood that the usage of the Attendee List may be monitored by a combination of one or more methods of security (such as address seeding).

E. Cancellation and Force Majeure. (i) Notice of cancellation must be received in writing by Friday, March 31, 2017. Sponsor specifically recognizes that TrackMaven will be harmed if Sponsor cancels its sponsorship at any time after this Contract goes into effect. Should Sponsor cancel participation after Friday, April 14, 2017, Sponsor forfeits all monies paid and all right to sponsorship benefits. Upon TrackMaven’s cancellation of the Event for any reason, the liability of TrackMaven shall be limited to a refund of fees paid by Sponsor. (ii) Neither TrackMaven nor Sponsor shall be liable for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war, act of terrorism, or other violence, or any law, order or requirement of any governmental agency or authority.

F. Protection of Facility. Sponsors shall not deface any part of the exhibit facility. The cost of repairing any damage done to the exhibit facility by the Sponsor, employees, representatives, or agents will be billed to and paid by the Sponsor. Nothing shall be taped, affixed, nailed, pinned, or attached in any manner to any surface in the facility. Banners, posters, and signs are not allowed to be rigged from any portion of the Facility without prior written approval.

G. Exhibits. (i) Sponsors must comply with the Rules and Regulations of the Newseum Knight Conference Center as specified in Section F. Each booth is equipped with a draped six-foot table (6’x30”), two chairs, and wastebasket supplied by the Newseum. Fees for electrical outlets will be absorbed by TrackMaven. (ii) The entire Exhibit must be confined to the top of the table and fit with a maximum height of 60 inches from the top of the table. Banner stands are permitted with prior written permission. (iii) TrackMaven reserves the rights to restrict Exhibits which are objectionable because of size, noise, or flashing lights, method of operation, or any other reason and, therefore, to prohibit or evict any Exhibitor who, in the opinion of TrackMaven, may detract from the overall good of the Exhibit.

H. General Terms. (i) This Contract shall commence as specified in Section A above and will terminate at the conclusion of the parties obligations pertaining to the Event. (ii) Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless TrackMaven, and the Event facility, its officers, directors, owners; and affiliated companies; and all employees and agents of all of them against any personal injury to Sponsor or its officers, agents, employees or guest, or to any other person in attendance at the Event. (iii) This Contract and the rights granted to Sponsor are non-exclusive and, among other things, TrackMaven reserves the right to enter into similar agreements with third parties related to additional sponsorship opportunities for the Event. (iv) This Contract shall be governed by and enforced according to the laws of the District of Columbia. The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Washington, D.C., which shall be the exclusive venue for any disputes relating to this Contract. (v) This Contract may be amended or modified at any time.