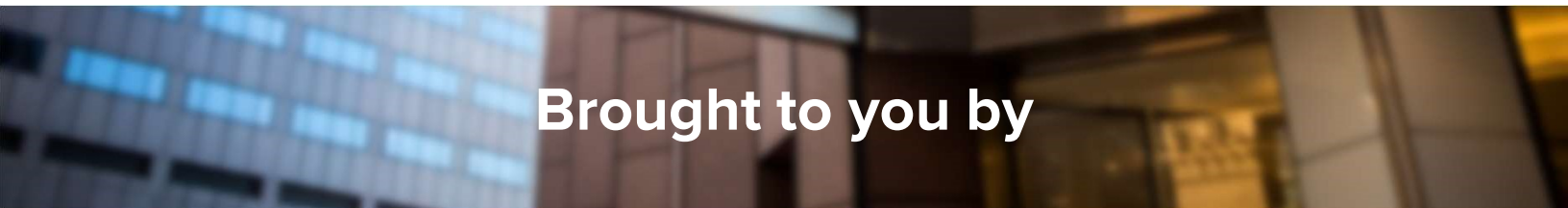




**PROGRESS**  
CONNECT

## Sponsorship Opportunities

SHARE BIG IDEAS. CHANGE PERSPECTIVES. BUILD YOUR FUTURE



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**PROGRESS**  
PARTNERS



**PROGRESS**  
VENTURES



SHARE BIG IDEAS.

CHANGE PERSPECTIVE.

BUILD YOUR FUTURE.

Progress Connect is a day of interactive discussions and distillation of leading practices and applications of technology, leveraging the deep industry experience and entrepreneurial heritage of our network.

The event brings together 250+ tech entrepreneurs, C-level operators, and investors active across all areas of the industry to discuss how to drive innovation within their own organizations, and collectively debate the categorical and systemic changes in the technology and media ecosystem.

True to the Progress Connect name and the thesis of our firm, this is a great opportunity for the exchange of ideas with industry leaders while building meaningful connections.



## WHAT PEOPLE ARE SAYING

“

*“From the content to the connections, this was better than any ANA, 4As, IAB, NAB, Borrell or any other event I’ve been to. It is truly amazing that this was your first event! Going forward, you’re now part of the Sun Valley and Davos circuit – the must-attend event of the year!”*

- Michael Scott, Chief Revenue Officer, Tru Optik

*“It was expertly organized, curated and moderated, with evident thought and effort put into it.”*

- Ido Mart, Chief Operating Officer, flok

*“I’m at events almost every week and know that what you’ve done with Progress Connect stands out.”*

- Jason Oates, Chief Business Officer, LiveIntent

*“It was an excellent day all around; great speakers and content, fabulous venue, good food and productive networking. We know how much work, and how hard it is to produce an event like that, so really appreciate you doing so in such fine fashion.*

- Joseph Gallagher, Managing Director, Angel Street Capital

*“Progress Connect was the best 1-day event of its kind that I can recall attending. Your team did a great job. The event was well organized and the sessions were refreshing, thought-provoking and insightful. Your selection of speakers and topics was excellent.”*

”

- Andy Maddocks, former Chief Executive Officer, R2integrated



## WHY BECOME A SPONSOR?

We are very selective given the event is an invitation-only one-day summit. Not only do we believe in the businesses behind our speakers, but so do over 50% of sponsors which are repeats due to the successes from our summit year over year. The benefits of sponsoring Progress Connect include:

- Getting in front of [high net-worth individuals](#) and [key decision makers](#)
- [Strategic networking](#) with top CEOs, investors, and strategic companies
- [Brand building](#) through exposure to, association, and visibility with a highly curated audience
- Staying current with the industry's top issues and challenges [to offer strategic solutions](#)
- [Demonstrating leadership](#) in the Internet and Digital Media tech space



## SPONSORSHIP OPPORTUNITIES

Sponsorship packages provide the opportunity to make a significant contribution to the digital media debate and can be tailored to meet specific corporate objectives.

Sponsorship Package	Cost	No.	Branding	Speaking Role*	Attendee Info	Passes	Invites	Dinners
Content Partner	\$25,000	4	<ul style="list-style-type: none"> <li>1<sup>st</sup> Priority</li> <li>Website, Program, Venue</li> <li>Full Page Program Ad</li> </ul>	✓	✓	5	10	✓
Gold Supporter	\$15,000	6	<ul style="list-style-type: none"> <li>2<sup>nd</sup> Priority</li> <li>Website, Program, Venue</li> <li>Quarter Page Program Ad</li> </ul>	-	✓	3	5	-
Silver Supporter	\$10,000	8	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Priority</li> <li>Website, Program</li> </ul>	-	-	3	3	-
Bronze Supporter	\$5,000	10	<ul style="list-style-type: none"> <li>4<sup>th</sup> Priority</li> <li>Website, Program</li> </ul>	-	-	1	1	-

\* = Speaking role for appropriate executive, subject to approval of the Progress Connect program committee

### Branding:

Website: Linked logo on Progress Connect website.  
Higher priority will receive a larger logo presented on marketing materials.  
Program: Logo included on the program, with higher priority receiving a larger logo.  
Venue: Logo will be included on venue items including on-site signage.

### Program Advertisement:

Advertisement included inside program booklet day of the event.

### Speaking Role:

Content Partners will receive a speaking opportunity to moderate or emcee a session.

### Attendee Information:

Name, title, and contact information for all attendees will be provided after the event for Content and Networking Sponsors

### Passes & Invites:

Passes can be given out to Partner company executives. Invites allow Partner companies to send their own invitations to the Progress Connect event to CEO-level clients.

### Dinners:

Limited sponsors will receive branded dinner opportunities for up to 10 people the night before the event. A limited number of dinner hosting opportunities are also available upon request.

To sponsor this event or for more information, please email: [marketing@progresspartners.com](mailto:marketing@progresspartners.com)



## SPONSORSHIP OPTIONS

	Content Partner (\$25K)	Gold Supporter (\$15K)	Silver Supporter (\$10K)	Bronze Supporter (\$5K)
Complimentary Passes	5	3	3	1
Complimentary Invites	10	5	3	1
Participant contact info	✓	✓	✓	
Branding on website	✓	✓	✓	✓
Branding on printed materials	✓	✓	✓	✓
Branding on on-site signage	✓	✓	✓	✓
Lunch Menu	✓	✓	✓	
Ad in printed program	Full page	1/2 page	1/3 page	1/4 page
Ad in conference app	✓	✓	✓	
Listing in printed program	✓	✓	✓	✓
Wi-fi Access (available)		✓		
Customized Lanyards (available)		✓		
Title sponsor of Video Production	✓	✓		
Speaking Opportunity	✓			
Title sponsor: 1 Breakout Room (4)	✓			
Title sponsor: CEO Presentations (1)	✓			
Title sponsor: Breakfast	✓			
Title sponsor: Luncheon	✓			
Title sponsor : Cocktail Hour	✓			
Title sponsor: Experiential Lounge	✓			
Title sponsor for Charging Station	✓			
Sponsor of breaks	✓			

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## LEVEL ONE

# CONTENT PARTNER

INVESTMENT: \$25,000

QUANTITY 4

### Before

- Speaking role for appropriate executive (subject to approval of Progress Partners program committee)
- Primary branding and logo placement on pre-event marketing materials
- Primary placement of linked logo on event website
- Primary logo placement on digital audience development promotional email sends
- Complimentary passes for 5 qualified Partner company executives
- Opportunity to send 10 Progress Connect invitations to your CEO-level clients
- Access to Participant List with contact details pre-event

### During

- Primary branding and logo placement on event marketing materials and on-site signage, including Program Booklet, logo loop, and foam core signage
- Option to submit a full-page advertisement for inclusion in the Program Booklet
- Dedicated and primary “thank you” during Progress Partners’ introductory remarks
- Designated host of one of the lunch tables
- Primary branding during Luncheon (e.g., logo on lunch menu)

### After

- Access to Participant List with contact details post-event
- Primary branding and logo placement on post-event marketing materials

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## LEVEL TWO

# GOLD SUPPORTER

INVESTMENT: \$15,000

QUANTITY: 6

### Before

- Complimentary passes for 3 qualified Partner company executives
- Opportunity to send 5 Progress Connect invitations to your CEO-level clients
- Secondary branding and logo placement on pre-event marketing materials
- Secondary placement of linked logo on event website
- Secondary logo placement on digital audience development promotional email sends
- Access to Participant List with contact details pre-event

### During

- Secondary branding during Luncheon ( e.g., logo on lunch menu)
- Secondary branding and logo placement on event marketing materials and on-site signage, including Program Booklet, logo loop, and foam core signage
- Option to submit a half-page advertisement for inclusion in the Program Booklet

### After

- Access to Participant List with contact details post-event





## LEVEL THREE

# SILVER SUPPORTER

INVESTMENT: \$10,000

QUANTITY: 8

### Before

- Complimentary passes for 3 qualified Partner company executives
- Opportunity to send 3 Progress Connect invitations to your CEO-level clients
- Tertiary branding and logo placement on pre-event marketing materials
- Tertiary placement of linked logo on event website
- Tertiary logo placement on digital audience development promotional email sends
- Access to Participant List with contact details pre-event

### During

- Tertiary branding during Luncheon ( e.g., logo on lunch menu)
- Tertiary branding and logo placement on event marketing materials and on-site signage, including Program Booklet, logo loop, and foam core signage
- Option to submit a third-page advertisement for inclusion in the Program Booklet

### After

- Access to Participant List with contact details post-event



## LEVEL FOUR

# BRONZE SUPPORTER

INVESTMENT: \$5,000

QUANTITY: 10

### Before

- Complimentary passes for 1 qualified Partner company executives
- Opportunity to send 1 Progress Connect invitations to your CEO-level contacts
- Quaternary branding and logo placement on pre-event marketing materials
- Quaternary placement of linked logo on Progress Connect website

### During

- Quaternary branding and logo placement on event marketing materials and on-site signage, including Program Booklet, logo loop, and foam core signage
- Option to submit a quarter-page advertisement for inclusion in the Program Booklet

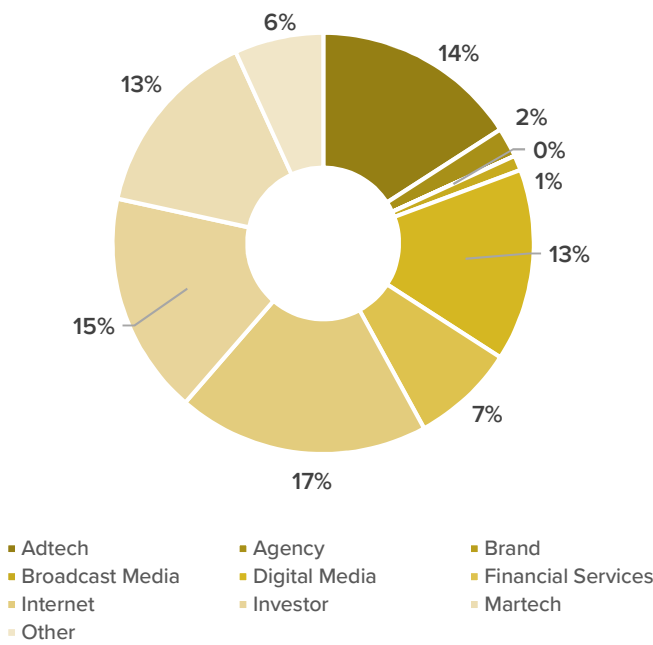


# PARTICIPANT DEMOGRAPHICS + EVENT STATISTICS

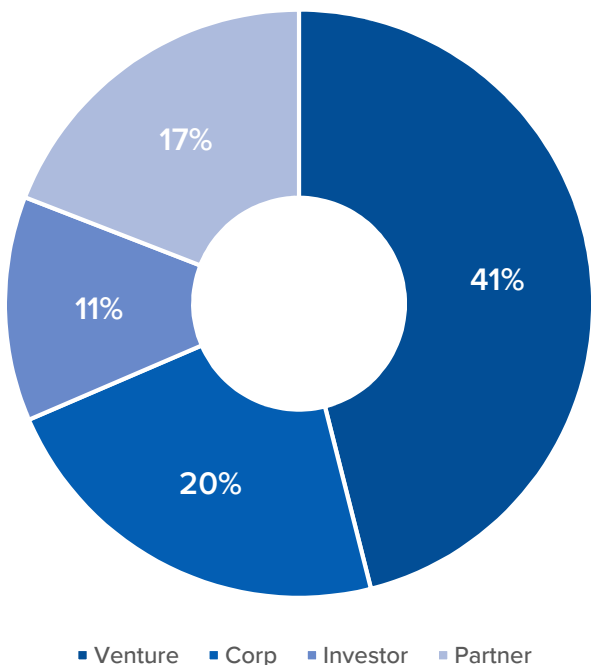
Participants include C-level executives and senior management from leading agencies, major software organizations, venture capital and private equity firms, in addition to media, marketing and ad tech companies.

Our participants were local to Boston (42% of participants) or traveled from the NYC area (40% of participants), and of all participants, 14% are founders or co-founders, and 21% are CEOs.

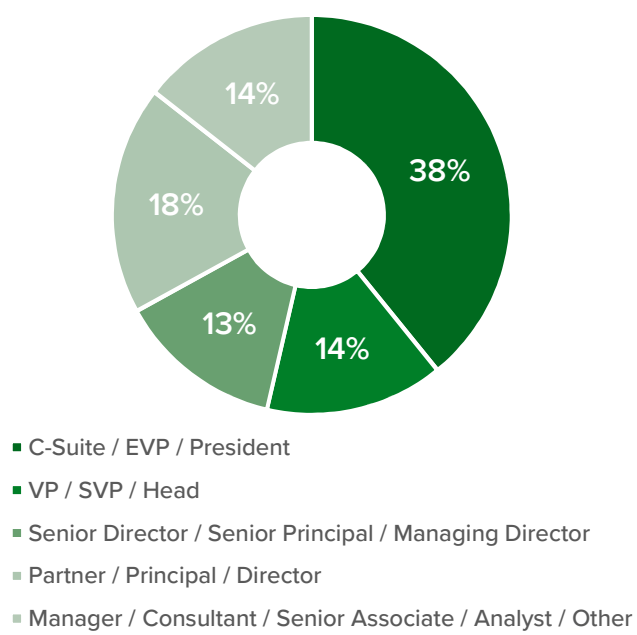
By Industry



% of Participants by Sector



By Job Title





# PROGRESS CONNECT 2017 PARTICIPANTS



















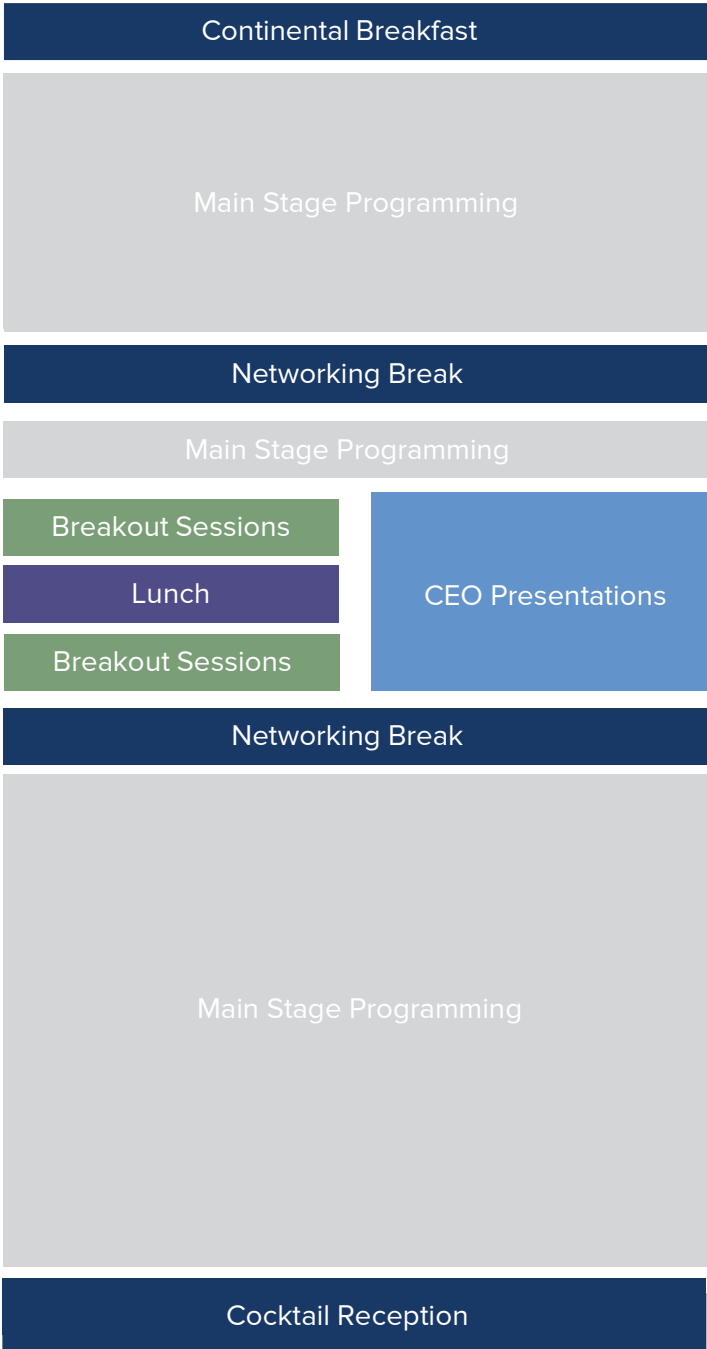


# PROGRAM + CONTENT

Last year's audience of more than 300 senior investors and executives spent a fast-paced and focused day at Progress Connect engaging in a well-balanced mix of fireside chats, sector spotlights, in-depth panels and breakout sessions. Their comments and questions during the sessions along with the constant buzz of conversation in the halls throughout the day were all strong indicators of how much benefit they derived from being a participant.

*A sampling of 2017 CEO presenters:*

			
Alan Osetek CEO, Digilant	Field Garthwaite CEO, IRIS.TV	Frost Prioleau CEO, Simpli.fi	Kevin Kohn CEO, iQ Media
			
			
Mark Zagorski CEO, Telaria	Andre Swanston CEO, Tru Optik	Bettina Hein CEO, Pixability	Rodney Williams CEO, LISNR
			



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## PAST SPEAKERS + PRESENTERS



**Craig Newmark**  
craigslist



**Randall Lane**  
*Forbes Magazine*



**Lindsay Nelson**  
Vox Media



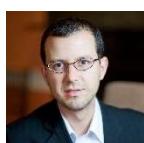
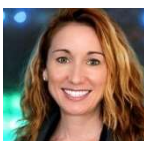
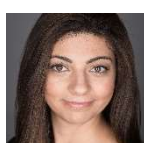
**Bonin Bough**  
CNBC's Cleveland  
Hustles



**Domenic Venuto**  
The Weather Company/  
Watson Advertising



**Joe Zawadzki**  
MediaMath



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## MARKETING REACH + MEDIA



### Email Marketing Campaigns

Our email marketing strategy focuses on digital audience building, promoting updates in the program and confirmed speakers, advertising confirmed companies and participants, sending reminders in the days leading up to the event, and post-event communication. Emails lists are between 300 (targeted sends) to 1,000+ (general invites), with an average of 40% open rate.



### Video Coverage

Footage of mainstage fireside chats, lively debates, and plenary discussions are all available through our YouTube Channel and are reposted through social channels and event website post-event. This coverage is evergreen content used for promotion leading up to the next year's event. Beet.tv provided coverage of our 2016 inaugural event.



### Social Media Reach

Twitter, LinkedIn, and Facebook are all used to promote and post about Progress Connect, including live-tweeting events day-of, adding tweets using the hashtags #ProgressConnect and #pcon2017.



### Press Coverage

Major industry news outlets like BostInno, AdExchanger, and VentureBeat are invited to join participants to cover the event, adding additional exposure and coverage to an already high-profile event.

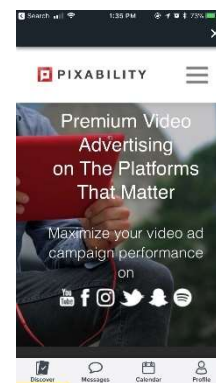
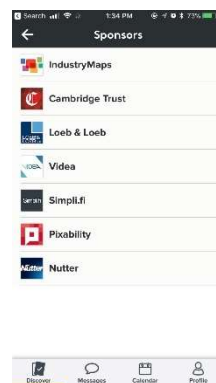
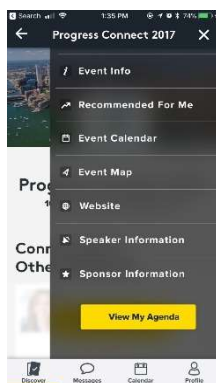
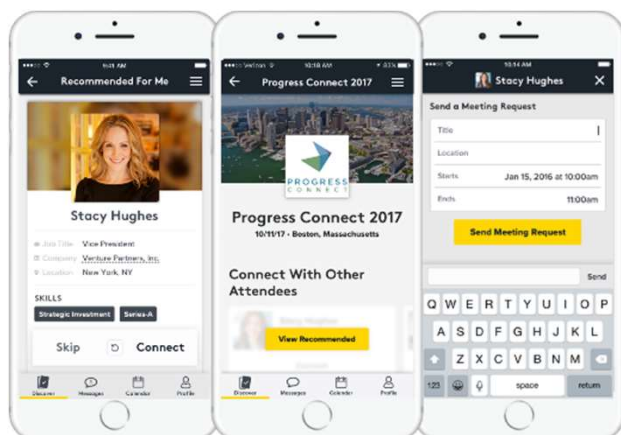


SUMMITSYNC

### Mobile app

SummitSync, the a professional networking app for conferences & events, offers a dedicated section of our customized event app for Sponsors with links to partner websites, providing further visibility while participants are connecting with others at the event.

*Example Screenshots of Sponsorship Links:*



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## ABOUT PROGRESS PARTNERS

**PROGRESS PARTNERS** is a boutique advisory firm providing M&A advisory and corporate finance strategy to leading Internet and Digital Media companies. Since 2002, Progress Partners has aimed to work with exceptional entrepreneurial teams on solutions for growth. Each process is customized to the needs of each client and what their objectives are — thinking through and evaluating all elements of operations, business model, sales strategy, client diversification, partnership formation, talent acquisition, and marketing.

**WE OPERATE** at the intersection of process and market insight to execute transactions that maximize a return on value.

**OUR MANAGING DIRECTORS** are entrepreneurs, executives, investors, and former operators, dedicated to providing thoughtful and comprehensive strategies to executive teams, investors, and buyers.

 Has Merged with  <small>A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.</small> 	 Has been Acquired by <b>ansira</b> data + results <small>a portfolio company of Advent International</small> <small>A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.</small> 	 Has been Acquired by <b>LogMeIn</b> <small>A principal of the undersigned in fulfillment of the company's strategic plan, served as financial advisor.</small> 	 Has been Acquired by <b>ENGINE</b> <small>A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.</small> 	 Has been Acquired by <b>ENGINE</b> <small>A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.</small> 	 Has received a Debt Facility from  <small>A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.</small> 
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## CONTACT US WITH ANY QUESTIONS



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Senior Managing Director  
sthompson@progresspartners.com  
(617) 901-6309



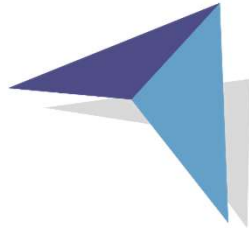
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