



## COVESA ALL-MEMBER MEETING SPONSORSHIPS Novi Michigan (September 25-26th, 2024)

The following sponsorships have been created to offer your company increased exposure and brand visibility. COVESA sponsors make it possible for attendees to experience an upscale, professional and unique conference experience allowing you to capture the attention of all in attendance, create brand awareness, and actively engage in business building/networking related activities in a few short days.

### **Executive Event Conference Sponsor - \$7500 (SOLD to Renesas)**

This sponsorship level represents VIP level recognition throughout the AMM. Brand logo and messaging visibility is prominent both on the main stage during the AMM event as well as additional signage and banner instances located throughout the conference. This sponsorship is a unique opportunity to have a high level of visibility throughout the entire conference.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility during the entire conference
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Ability to have your marketing materials Inserted in registration bag/tote
- Logo recognition on event conference signage throughout conference
- Giveaway or raffle prizes permitted (provided by your organization)
- Complimentary SILVER Sponsorship and table in the Showcase & Networking reception the evening of April 17th (valued at \$3000) or upgrade to GOLD (valued at \$5000) for just \$1000 more.
- Possible opportunity for more than one company to share in the Executive Event Sponsorship, thus sharing the sponsorship cost. Contact Mike Nunnery for details.

### **Registration Sponsor - \$3,500 (1 Available)**

This sponsorship is an exclusive opportunity to have your brand highly visible and co-branded with COVESA. Attendees love giveaways and we will work with you to come up with the ideal giveaway item. Co-branded gift items such as a pad-folio, pen, flash driver etc. may be distributed in the registration bags/totes to all registered attendees. The giveaway items shall be provided by the sponsor.

- Recognition during Opening Keynote Session (AMM)
- Up to \$10/person for give-a-ways to each attendee
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Space for company literature or collateral information near registration table
- Ability to have your marketing materials Inserted in a registration bag/tote
- Logo recognition on standard event conference signage throughout conference

### **Badge Sponsor \$3,500 (SOLD - FORD)**

Badges are required to be worn by all attendees during the conference. Your logo is highly visible and easily recognized (your corporate name logo featured on both the front and back of the badge).

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
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### **Lanyard Sponsor \$2,500 (SOLD FORD)**

Branded lanyards are worn by all attendees and are easily recognized with your corporate name and/or logo printed on the lanyard.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”

### **Lunch & Round Table Sponsorship - \$1,500 (2 Available)**

This sponsorship is for either Wednesday September 25th or Thursday September 26th where your company’s logo will be featured and highly visible during both the lunch break for your selected sponsorship day as well as during the round table breakout session which follows the formal lunch.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition at each of the lunch tables
- Ability to provide a give-a-way item at each seating location during lunch and the round table discussions which follow.

### **Coffee and Snack Break Sponsorship - \$1,500/Per Day (SOLD to MOTER)**

This sponsorship is for September 25<sup>th</sup> or 26<sup>th</sup> where your company’s logo will be featured and highly visible during all coffee and snack breaks for your selected sponsorship day as well as during the round table breakout session which follows the formal lunch.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition displayed at or next to coffee and snack stations

### **Breakfast Sponsorship - \$1,000/Per Day (2 available, September 25<sup>th</sup> or 26<sup>th</sup>)**

This sponsorship is for September 25<sup>th</sup> or 26<sup>th</sup> where your company’s logo will be featured and highly visible during Breakfast.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions

- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition displayed at tables and/or other locations during Breakfast

### **COVESA Technical Summit Sponsorship - \$2,000 (1 available, September 24<sup>th</sup> Only)**

This special event sponsorship (September 24<sup>th</sup>) is for the COVESA Technical Summit (an off-site event) that will host up to 40 COVESA members getting together for a full day of technical and engaging workshops covering most of domain areas and projects that are being worked in within COVESA. This Summit is very technical in nature (not sales or thought leadership). The sponsorship dollars here will go towards food and beverage to support the 40 attendees, speakers and moderators. The off-site location will be at NXP’s Farmington Hills offices located about 5 miles from the Suburban Collection Showplace where the AMM is being held.

- Recognition during Opening Keynote Session (AMM)
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Pre-conference email marketing brand visibility as Technical Summit Sponsor
- Thank you sponsor signage at the Tech Summit event (note: NXP will also be mentioned for providing the facility to COVESA)

### **Charcuterie Display in the Showcase - \$3,250 (1 available for evening of 25th)**

This sponsorship is for September 25<sup>th</sup> Showcase event to be held at the 5<sup>th</sup> of Novi. The Charcuterie table is massive and includes a large variety of gourmet cheeses, crackers, veggies, dips, meats, dried fruits, nuts, olives, etc artistically displayed to wow our guests in attendance. Your company’s logo will be featured and highly visible at the table. If you are also a Gold or Silver Sponsor it might be possible to have this table located next to or near your demo table in the showcase.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition displayed on the Charcuterie table and possibly light up letters that spell your company name.



### **Fruit Display in the Showcase - \$1,500 (1 available for evening of 25th)**

This sponsorship is for September 25<sup>th</sup> Showcase event to be held at the 5<sup>th</sup> of Novi. The fruit display is a piece of art and includes a large variety of everyone’s seasonal favorites cut up and ready to enjoy. Your company’s logo will be featured and highly visible at the table. If you are also a Gold or Silver Sponsor it might be possible to have this table located next to or near your demo table in the showcase.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition displayed on the fruit display table and possibly light up letters that spell your company name.
- Napkins at the display table with your company logo on them





**Desert Display in the Showcase - \$1,500 (1 available for evening of 25th)**

This sponsorship is for September 25<sup>th</sup> Showcase event to be held at the 5<sup>th</sup> of Novi. The desert display includes a multiple of desert options to satisfy everyone’s sweet tooth craving. Some of the desert selections might also be able to have your company logo on the desert itself. Your company’s logo will be featured and highly visible at the table. If you are also a Gold or Silver Sponsor it might be possible to have this table located next to or near your demo table in the showcase.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition displayed on the desert display table and possibly light up letters that spell your company name.
- Napkins at the display table with your company logo on them



**Mission BBQ in the Showcase - \$3,500 (1 available for evening of 25th)**

This sponsorship is for September 25<sup>th</sup> Showcase event to be held at the 5<sup>th</sup> of Novi. The Mission BBQ display features some of the best BBQ available in Michigan. Your guests will enjoy brisket, pulled chicken, baby back ribs, mac-n-cheese, baked beans, cold slaw and rolls along with a selection of tasty BBQ sauces to tease your taste buds. Your company’s logo will be featured and highly visible at the table.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during the first day of conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Company recognition displayed on the serving table in the form of signage and possibly a backdrop behind or to the side of the BBQ display recognizing your company as the official BBQ sponsor.
- Napkins at the severing station with your logo on them.



## COVESA Demonstration Showcase Sponsorships (LEARN - NETWORK – DO BUSINESS)

The showcase sponsorships during the COVESA AMM have a long history and tradition of providing our showcase sponsors with the highest level of both visibility and attendee interaction where the sponsors are able to showcase their technology innovations and service offerings to all in attendance. The environment is perfect for networking and provides our sponsors an opportunity to connect with potential customers, partners in attendance. Sponsorship levels (i.e. Standard, Gold and Silver) and benefits vary based on the overall recognition you want for your company and brand. Costs for Showcase Sponsorships (\$5K for Gold, \$3K for Silver and \$750 Standard 6 foot table (member pricing). Non-members or startup members please contact Mike Nunnery at [MikeNunnery@comcast.net](mailto:MikeNunnery@comcast.net) or 248-388-5692)

Please contact Mike Nunnery COVESA's Marketing/Business Development executive at [MikeNunnery@comcast.net](mailto:MikeNunnery@comcast.net) or 248-388-5692 to learn more about each sponsorship level and obtain personalized assistance selecting which level of sponsorship is best for your organization. The showcase sponsorships go quickly, so please act quickly to secure your sponsorship.

Examples of many of the benefits provided to either GOLD (\$5000) or SILVER (\$3000) demonstration showcase sponsor are shown below.

- Recognition during Opening Keynote Session (AMM)
- Pre-conference email marketing brand visibility
- Visibility in COVESA monthly newsletter or blog publication leading up to event dates
- Logo recognition on AMM event registration website
- Main-stage branding visibility intermittently during conference sessions
- Logo and sponsorship level listed under event sponsors page on “mobile app”
- Recognition in COVESA member community wiki
- Opportunity to provide giveaway items or raffle prizes
- Location preference selection in the showcase venue based in order of sponsorship level (GOLD level sponsors will be allowed to choose/select their preferred location in the showcase first followed by SILVER sponsors).
- GOLD level sponsors may design/specify a craft or signature mixed drink featuring their company or product name associated with the drink. These drinks will be on display and available for all guests to order during the showcase event from any of the bar areas.
- GOLD level Sponsors of the showcase also have access to the attendee list upon request with emails included on those registered attendees that have opt-in.
- GOLD level sponsors will have the ability to provide a 1-2 minute promotion video that will be running in a loop all night long at the Showcase event on the big projection screens or TV monitors.
- GOLD level sponsors will also have table runners provided complimentary with their logo on it
- For this AMM Showcase, we also have the ability support vehicles as part of the showcase demonstration. Please contact Mike Nunnery for creative options for your vehicles on display and logistics.

### Standard Showcase Table Sponsorship

- Standard tables have a 6 foot demonstration area as a member for only \$750
- Electrical power, surge protectors and wireless internet access provided for all showcase tables.

If you have questions on sponsorship levels please contact Mike Nunnery for details at [MikeNunnery@comcast.net](mailto:MikeNunnery@comcast.net)