

ANCHORAGE ECONOMIC DEVELOPMENT CORPORATION

**2021 Economic Forecast Virtual
Luncheon**

SPONSORSHIP PROSPECTUS



**JANUARY 27, 2021
11:30AM - 1:00PM**

ABOUT ANCHORAGE ECONOMIC DEVELOPMENT CORPORATION (AEDC)



AEDC is a private nonprofit corporation (IRS code 501(c)(6)), operating since 1987. It exists to encourage growth and diversity in the Anchorage economy, promote a favorable business climate and improve the standard of living for Anchorage residents. Funding sources include private contributions and contracts, and municipal and grants.



ABOUT THE ECONOMIC FORECAST

1,450+



ATTENDEES

300+



**ORGANIZATIONS
IN ATTENDANCE**

\$29,085



**ADVERTISING
VALUE**

AEDC Economic Forecast Luncheon is the largest business event in Alaska. A perennial sell-out, the luncheons are attended by over 1,500 industry leaders, C-suite executives, senior staff, business owners, independent contractors and young professionals. Due to COVID-19, the Economic Forecast will be taking place virtually.

Why Sponsor?

In addition to eyes on your brand, your company benefits from earned media spillover and pre-event internal marketing efforts. Your sponsorship of this important event not only helps make AEDC's luncheons possible, it meaningfully assists our efforts to grow and diversify the Anchorage economy. Since the event will be virtual in 2021, we have teamed up with Alaska Public Media who will be broadcasting the program on television and radio for additional sponsorship exposure.

SPONSORSHIP OPPORTUNITIES

PACKAGES

	Primary \$5,000	Contributing \$2,500	Supporting \$1,000
Display on Luncheon Website and E-News	Logo w/ Hyperlink	Logo	Name
Company Ticket (up to 10)	✓		
Individual Tickets		5	2
Logo on PowerPoint Presentation Scroll	✓	✓	✓
Recognition in Luncheon Website, Program & Welcoming Remarks	✓	✓	✓
Opportunity to Provide Promotional Materials in Gift Baskets/Bags	✓	✓	✓

SPONSORSHIP OPPORTUNITIES

À LA CARTE

Speaker Sponsorship

Primary \$30,000 or
Co-Sponsor \$15,000



INCLUDED

- Company logo displayed during speaker presentation
- Company logo on front page of luncheon program
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

Economic Forecast Report Sponsorship

Co-Sponsor \$5,000



INCLUDED **1 OF 2 AVAILABLE**

- Company logo feature on report cover
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

Lunch Sponsorship

\$15,000



INCLUDED

- Company logo on gift card sleeves for third-party delivery
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

Q&A Sponsorship

\$7,500



INCLUDED

- Company logo feature during 20 min Q&A
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

À LA CARTE, CONT.

Gift Basket Sponsorship

\$7,500



INCLUDED

- Company branding on luncheon gift basket for company ticket holders & individual attendee gift bags
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Luncheon table with preferred seating for 10 guests
- Opportunity to provide promotional materials in gift bag

Polling Sponsorship

\$5,000



INCLUDED

- Company logo on polling platform and on screen during polls
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Luncheon table with preferred seating for 10 guests
- Opportunity to provide promotional materials in gift bag

Ticket/Registration Sponsorship

\$5,000



INCLUDED

- Company logo displayed on ticketing/registration website
- Company logo on printed on tickets for each attendee
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

Dessert Sponsorship

\$5,000



INCLUDED

SOLD OUT

- Company logo on printed on dessert each attendee
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

À LA CARTE, CONT.

Live.Work.Play Virtual

Exhibit Hall Sponsorship

\$5,000



INCLUDED

- Company logo displayed on Exhibit Hall scroll for 30 minutes before the luncheon begins
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 10 attendees
- Opportunity to provide promotional materials in gift bag

Factoid Sponsorship

\$2,500



INCLUDED

SOLD OUT

- Company logo on "did you know.." slides (4-6), during the presentation
- Company logo with link on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 5 attendees
- Opportunity to provide promotional materials in gift bag

Program Advertising

\$1,000
(4 available)

INCLUDED

- Company ad placement in the luncheon program
- Company logo on AEDC luncheon webpage and e-news
- Recognition in program and during welcoming remarks
- Company tickets for up to 2 attendees
- Opportunity to provide promotional materials in gift bag

For questions or to confirm sponsorship, please contact
Development Director Tara Nokelby at tnokelby@aedcweb.com.