

CAVALLO®

ELAVATE'25

Sponsorship Prospectus



Partner with us at

ELAVATE'25

Our sponsorship packages for ELAVATE'25 offer your company amazing value and unique opportunities. From brand awareness to face time, you don't want to miss out on these chances to propel your business forward.

In addition to our software training, demos, and thought leadership sessions, you'll have the opportunity to network with our growing community of customers, partners, consultants, and future customers. Maximize your brand exposure, meet one-on-one with industry leaders, and promote your operation by networking with Cavallo.

Select your ELAVATE'25 sponsorship package now to guarantee your spot. We'll see you in Grand Rapids in August 2025!

HIGH LEVEL AGENDA (subject to change)

Monday, August 18

- Exhibitor set up (starts at 12pm)
- Registration opens in the afternoon
- Welcome reception

Tuesday, August 19

- Full conference day
- Evening reception

Wednesday, August 20

- Full conference day
- Exhibitor tear-down (begins at 3pm)
- Closing reception

SPONSORSHIP PACKAGES

Gold Package	\$15,000
Silver Package	\$9,000
Bronze Package	\$5,000

Gold Package

\$15,000

PASSES

Three complimentary conference passes which include access to all elements of the conference (general sessions, breakout sessions, meals and evening events). Additional passes at a discounted sponsor rate.

SPACE

- One 10' x 10' exhibit space — premium location
- One table and two chairs
- One 110V outlet with extension cord

SESSIONS

- One 90 second video commercial to be shown during a main stage session
- One 30-minute breakout session

PROMO

- Company name recognition on conference handouts
- Logo on conference t-shirt
- Opportunity to provide one swag item for attendee welcome bags
- Inclusion in sponsor promo game

SIGNAGE

- Logo recognition on all general sponsorship signage
- Logo recognition during mainstage opening and closing sessions

EMAIL

- One dedicated pre-conference email to all registered attendees — one month out
- One shared pre-conference sponsor spotlight email

WEB

- Company profile, logo, and URL on sponsor page of event website

SOCIAL

- Two company social media posts (sponsor to provide the content)
- Logo included on sponsorship social media posts which include Instagram, Twitter, LinkedIn, and Facebook
- Access to social media kit to promote your sponsorship

MOBILE

- One in-conference push notifications sent to mobile app users
- Company profile, logo and URL on sponsor page of mobile app

DATA

- Conference attendee list (will only include those attendees who elected to opt in to provide their contact information)



Silver Package

\$9,000

PASSES

Two complimentary conference passes which include access to all elements of the conference (general sessions, breakout sessions, meals and evening events). Additional passes at a discounted sponsor rate.

SPACE

- One 10' x 10' exhibit space
- One table and two chairs
- One 110V outlet with extension cord

SESSIONS

- Option to add 30-minute breakout session

PROMO

- Company name recognition on conference handouts
- Logo on conference t-shirt
- Opportunity to provide one swag item for attendee welcome bags
- Inclusion in sponsor promo game

SIGNAGE

- Logo recognition on all general sponsorship signage
- Logo recognition during mainstage opening and closing sessions

EMAIL

- One shared pre-conference sponsor spotlight email

WEB

- Company profile, logo, and URL on sponsor page of event website

SOCIAL

- One company social media posts (sponsor to provide the content)
- Logo included on sponsorship social media posts which include Instagram, Twitter, LinkedIn, and Facebook
- Access to social media kit to promote your sponsorship

MOBILE

- Company profile, logo and URL on sponsor page of mobile app



Bronze Package

\$5,000

PASSES

One complimentary conference passes which include access to all elements of the conference (general sessions, breakout sessions, meals and evening events). Additional passes at a discounted sponsor rate.

SPACE

- One 10' x 6' exhibit space
- One cocktail table and one barstool
- One 110V outlet with extension cord

PROMO

- Company name recognition on conference handouts
- Logo on conference t-shirt
- Opportunity to provide one swag item for attendee welcome bags
- Inclusion in sponsor promo game

SIGNAGE

- Logo recognition on all general sponsorship signage
- Logo recognition during mainstage opening and closing sessions

EMAIL

- One shared pre-conference sponsor spotlight email

WEB

- Company profile, logo, and URL on sponsor page of event website

SOCIAL

- Logo included on sponsorship social media posts which include Instagram, Twitter, LinkedIn, and Facebook
- Access to social media kit to promote your sponsorship

MOBILE

- Company profile, logo and URL on sponsor page of mobile app



		GOLD	SILVER	BRONZE
		\$15,000	\$9,000	\$5,000
PASSES	Conference Passes			
SPACE	Exhibiting Space	10'x10'	10'x10'	10'x6'
SESSIONS	Main Stage Video Commercial	90 sec.		
	30-Min Session	●	Optional	
PROMO	Company Name on Handouts	●	●	●
	Swag Item Opportunity	●	●	●
	Promo Game	●	●	●
SIGNAGE	Sponsor Signage Logo	●	●	●
	Main Stage Logo	●	●	●
EMAIL	Dedicated Spotlight Email	●		
	Shared Spotlight Email	●	●	●
WEB	Website Sponsor Page Profile	●	●	●
SOCIAL	Sponsor Social Post(s)	2	1	
	Logo on Social Post(s)	●	●	●
	Social Media Sponsor Kit	●	●	●
MOBILE APP	Push Notification	●		
	Mobile Sponsor Page Profile	●	●	●
DATA	Attendee List	●		



Marketing Promotion Opportunities

Customize your sponsorship

30-Minute Breakout Session (Limited Availability) To be scheduled on 8/19 or 8/20	\$5,000
Evening Reception Sponsor (3 available, 1 per evening) Logo recognition, custom cocktail napkins and coasters, one sponsor each (Monday, Tuesday, and Wednesday) evening	\$4,000
Keynote Sponsor (1 available) Opportunity to introduce keynote speaker	\$4,000
Snack Sponsor (2 available) Logo on signage and custom napkins at snack stations	\$3,000
Hotel Key Card Sponsor (1 available) Ability to customize key card used by all overnight guests for ELAVATE'25	\$3,000
Lanyard Sponsor (1 available) Co-branded with Cavallo	\$3,000
Seat Drop Sponsor (2 available) Ability to place 1 piece of collateral or promo item on all chairs before morning mainstage presentations	\$2,000
WiFi Sponsor (1 available) Logo recognition and custom password on dedicated event network	\$1,500
Additional Push Notifications (Limited Availability) Ability send an extra push notification to users of the ELAVATE mobile app	\$750
Charging Station Sponsor (2 available) Logo on signage	\$500

081424