

Sage Partner Summit

Sponsorship

*All details subject to change.

Sage



Event Overview

Join us for Sage Partner Summit, the 3-day, in-person event designed exclusively for our partner community, worldwide. Attend to gain insight into Sage's channel strategy and opportunities to expand, scale and grow, together with Sage.

Don't miss it:

May 22-24, 2023 – ARIA Resort & Casino,
Las Vegas, Nevada, USA



Event Overview

Sage Partner Summit experience at a glance:



3

event days



1,000+
attendees
(projected)



75+
sponsors with
valuable solutions

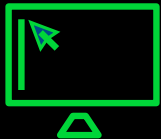


25

countries
represented



45k
social impressions



120
media mentions

*All data projected and based on 2022

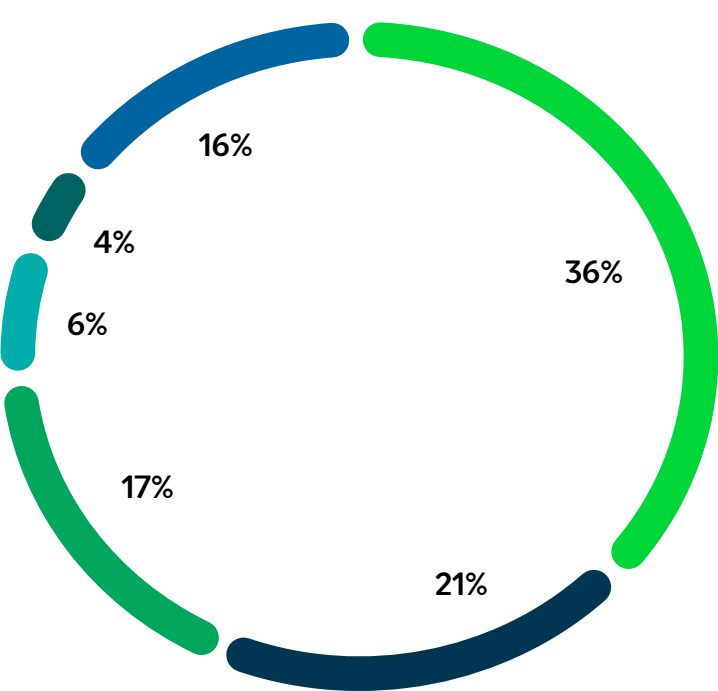
Anticipated Audience

Sage Partners that represent the following products with join us:

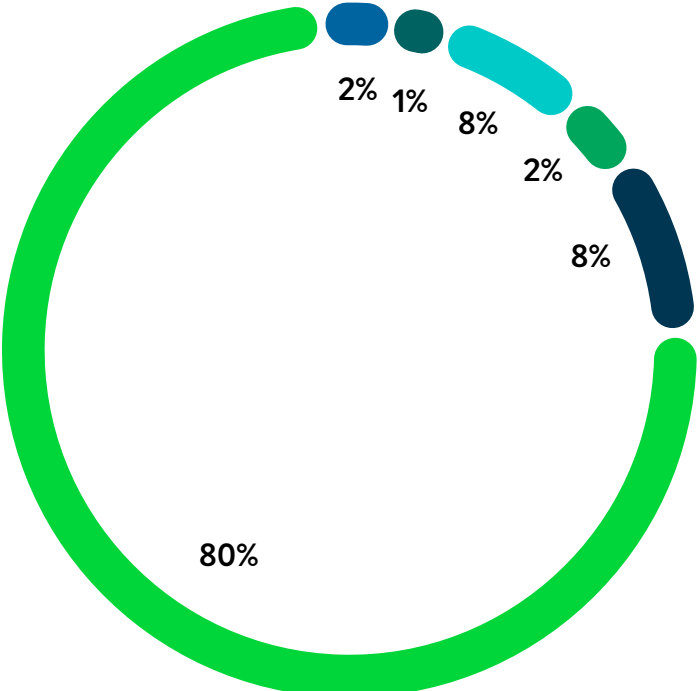
- Sage Intacct
- Sage Intacct Accountant Program
- Sage X3
- Sage Construction and Real Estate
- Sage Business Management Solutions
(US: Sage 100 and Sage 300; Canada: Sage 300;
UKI: Sage 200)



Historical Audience Data



- Sage Intacct
- Sage Intacct Accountants Program
- Sage X3
- Sage Business Management Solutions (100 / 200 / 300)
- Sage Construction & Real Estate
- Sponsors



- AME
- APAC
- Canada
- Europe
- UKI
- USA

*Data from Sage Partner Summit 2022, 2023 attendance subject to change.

Reasons to Sponsor



Learning

Drive business outcomes by sharing your expertise and showcasing your business's targeted solutions and integrations that help extend the value of Sage products.



Community

Build your Sage community with access to Sage and industry leaders, and the partner community through multiple engagement opportunities.



Alignment

Understand the Sage vision, culture, and strategy, and how we will work together to win in FY23 and beyond.



Inspiration

Stand out in the Sage ecosystem as a partner that understands what it means to focus on the customer and can help our partners build their businesses



Visibility and promotion

Your business will be purposefully integrated into event experiences that highlight your partnership with Sage

Testimonials from 2022



“Partner Summit was a success for us. **Under one roof we were able to connect and network** with VARs across the Sage ecosystem. It's always a pleasure to run into old friends and educate our new ones on how we can help impact their business.”

“Sage Partner Summit is a great way to **share ideas**, meet new partners and **come together** learn about the best solutions to meet client needs.”

“Sage Partner event is a well-designed forum to **collaborate with peers** to learn, collaborate and **build relationship** for the Sage community.”

This is our third year as a sponsor and it keeps getting **better every year. 100 percent**, we get a lot of business value from the event, whether that is spending time with our existing partners, getting to know new ones, or simply **networking with all the Sage executives**. We feel **part of the fabric at Sage**.”

“Sage Partner Summit was the perfect Sage event, bringing together many of the companies who provide **best in class services** and/or products as essential elements of the Sage Ecosystem. Whether you want to learn more about Sage's near term and long term directions, whether you want to share your own thoughts or ideas, or whether **Sage is a foundation of your business**, this event is a '**must**.’”

“Sage Partner Summit was a great place to connect with other partners and Sage Leadership to determine how we can all **work better together to win in the market**.”

Testimonials from 2022



“Felt like the Neighborhood was a place people wanted to be, great use of space which **enabled lots of side meetings** and catch ups (e.g., the extra chairs around the place). Loved that the theatre stage was in the same location as the neighborhood as it felt like it **drove traffic** at key times and **created a real buzz** (same as mealtimes). Neighborhood concept really matched the theme and narrative of an ecosystem of partners and **togetherness**, also really felt like a brand concept matched the overall branding launch and general buzz.”

“A key experience, offering the **ability to learn and meet global Sage partners** in one venue.”

“Sage Partner Summit is a **must go-to event** for any new or old Sage Partner. The Sage partner networking, idea exchanges and business interactions gives right pulse to **build up and expand one's business plan** for the entire year.”

“Sage Partner Summit is **THE PLACE to be** if you are a stakeholder in the future of modern financial management. I appreciated the thought leadership by Sage Executives and the networking is invaluable. Thank you, Sage team!”

“The Sage Partner Summit provides a **great opportunity for my company to interact** with existing and potential domestic and international partners.”

“Excellent networking opportunity in a **fun and engaging atmosphere.**”

Sponsor Packages



Sponsor packages - overview

Item	Titanium	Diamond	Platinum	Gold	Silver
Showcase your solutions					
Opportunities	1	3	15	25	35
Pricing	\$60,000	\$45,000	\$35,000	\$22,000	\$12,000
Space footprint (subject to change & booth renderings available in February)	20 x 20 (3 custom options)	20 x 20 (2 custom options)	10 x 20	10 x 10	8 x 8 (demo)
Lead Retrieval complimentary on sponsor devices.	X	X	X	X	X
Carpet	X	X	X	X	X
Cleaning	X	X	X	X	X
WiFi	X	X	X	X	X
Electrical	X	X	X	X	X
Monitors	2	2	2	1	1

Sponsor packages

Item	Titanium	Diamond	Platinum	Gold	Silver
Attendee Access					
Full conference passes	8	6	4	3	2
Additional passes at early bird rate until the event	X	X	X	X	X
Daily meals	X	X	X	X	X
Access to attend presentations (unless limited to a specific audience)	X	X	X	X	X
Evening events	X	X	X	X	X

Sponsor packages

Item	Titanium	Diamond	Platinum	Gold	Silver
Strategic Content					
Super session keynote	Verbal thank you on stage. Potential content inclusion if aligned	Verbal thank you on stage	NA	NA	NA
Super session keynote slides	Exclusive walk-in slide	Exclusive walk-in slide	Logo on co-sponsor walk-in slides	Company name on co-sponsor walk-in slides	NA
20-minute theatre presentation with ability to scan leads	2	2	1	Available to purchase (based on space)	NA
One booth interview & shared on social media	X	X	NA	NA	NA
One 45-minute break-out session	X	X	NA	NA	NA
One feature on Sage podcast	X	X	X	NA	NA

Sponsor packages

Item	Titanium	Diamond	Platinum	Gold	Silver
Digital Experience					
Logo included in attendee emails (logo size scaled by sponsor level)	All	All	3	"Thank you to our Gold sponsors" link to event website	NA
Logo included in emails to Sage community (logo size scaled by sponsor level)	All	All	3	"Thank you to our Gold sponsors" link to event website	NA
Social media	Exclusive social graphic posted pre-event, on-site and post-event.	Co-sponsor social graphic posted pre-event, on-site and post-event.	Co-sponsor social graphic posted pre-event and on-site.	Co-sponsor social graphics created by Sage posted pre-event.	NA
Website listing	Custom listing, logo on high traffic section of the website.	100-words, social media links, video link, session promotion	75-words, social media	50-words	25-words
One Sage Advice feature including newsletter promotion	X	X	NA	NA	NA
Mobile app banner ad	2	2	1	NA	NA
Mobile app listing	Featured listing at top	Featured listing at top	X	X	X
Mobile app giveaway listing	2	2	1	1	NA
Mobile app push notification	2	1	NA	NA	NA

Sponsor packages

Item	Titanium	Diamond	Platinum	Gold	Silver
Engagement and Networking					
Meeting space	X	X	NA	NA	NA
Meet and greet with talent (if available)	X	X	X	NA	NA
Meeting with Partner of choice (not guaranteed)	2	2	1	NA	NA

Sponsor packages

Item	Titanium	Diamond	Platinum	Gold	Silver
Valuable visibility					
Logo on signage/branding	5	4	3	2	1
Logo included on event PPT loop in the theatres	Logo	Logo	Co-sponsor logos	Co-sponsor company name	NA
Floor plan branding on sponsor booth	Logo	Logo	Company name	NA	NA

Pop-up Activations



Mascot Approved Sponsor

\$1,500 (15 opportunities for Gold Sponsor and above)

Our sponsors love to feature mascots to drive traffic to their booth. An event in Las Vegas is the perfect opportunity to up your booth game with some fun entertainment.

Sponsorship includes:

- Sage approval to have a mascot in your booth (not available for other sponsors)
- Conference pass (\$900 value)

*Mascot booking is sponsor's responsibility and must be approved by Sage. Mascot must stay within booth at all times.



Taste of Sage Sponsor

\$3,500 (8 opportunities)

Increase booth traffic and fun during the Welcome Reception by hosting a featured drink in your space that is not available anywhere else! This is a signature Sage sponsorship that is an attendee favorite!

Sponsorship includes:

- Specific drink served in your booth
- Signage in your booth
- Listing on the floor plan
- Mobile app promotion

**Photo is sample from past event, subject to change*

Sage



Caricaturist Sponsor

\$5,000 (1 opportunity for the entire event)

Looking to leave attendees with a truly unique event gift to remind them of your brand? Artwork is the answer! Sponsor the event caricaturist, attendees will walk away with humorous renditions of themselves that they can later show off and associate with your brand!

Sponsorship includes:

- Branded space during show hours for the entire event.
- Signage
- Listing on the floor plan
- Mobile app promotion
- Two conference passes (\$2k value)

*Photo is sample, subject to change

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Relax Station Sponsor

\$10,000 (1 opportunity, all event)

Give attendees that zen moment to re-center and recharge by offering relaxing chair massage located in a high traffic space including the ability to scan leads!

Sponsorship includes:

- Massage station during show hours for the entire event
- Signage
- Branded area for your company materials or giveaway
- Listing on the floor plan
- Mobile app promotion
- Two conference passes (\$2k value)



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Headshot Lounge Sponsor

\$10,000 (2 opportunities, one per day)

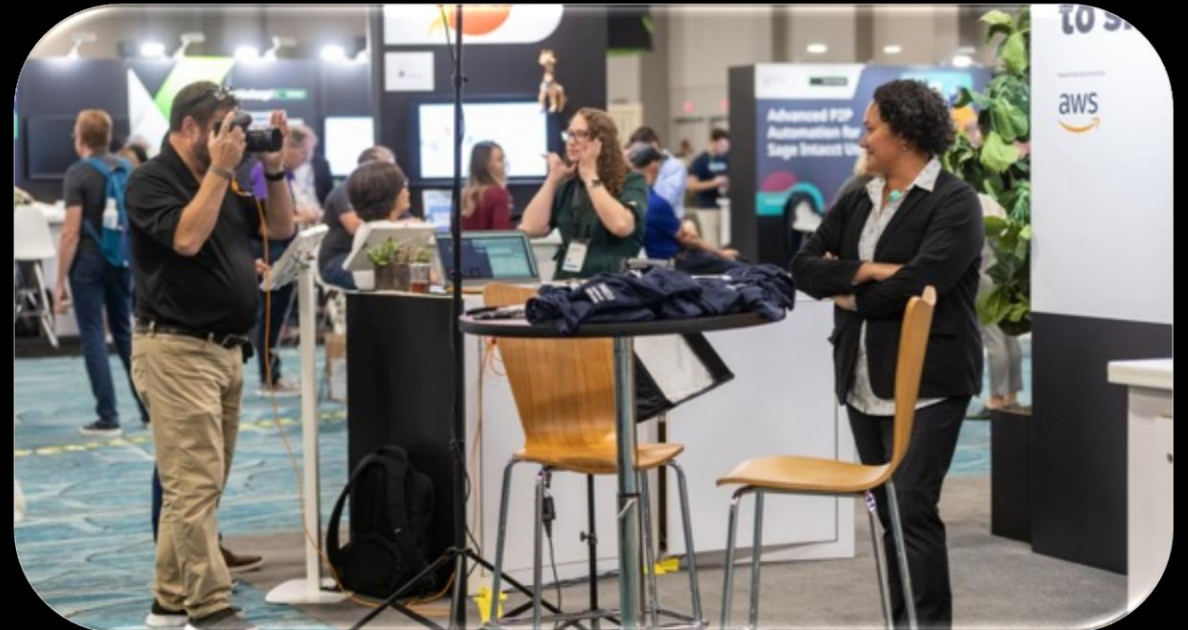
Attendees will visit the Lounge to get professional headshots to uplevel their personal brand! This activation is a proven sales & marketing tool that delivers traffic, attention, and leads.

Sponsorship includes:

- One day of headshots during show hours
- Ability to scan leads
- Signage
- Listing on the floor plan
- Mobile app promotion
- Two conference passes (\$2k value)

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Social Glow Sponsor

\$10,000 (2 opportunities, all event)

Let's get your brand trending at Sage Partner Summit using the Social Glow Selfie Station. Your logo and branding will be on attendee photos and gifs that can be automatically emailed, text and post to social media!

Sponsorship includes:

- Branded station for the entire event during show hours.
- Your logo on photos along with Sage
- Signage
- Listing on the floor plan
- Mobile app promotion
- 2 conferences passes (\$2k value)

*Photo is sample from past event, subject to change

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ARIA Hotel Key Sponsor

\$10,000 (1 opportunity)

Be front and center when attendees arrive to Sage Partner Summit! Promote your brand on the ARIA Resort & Casino room keys.

Sponsorship includes:

- Your custom design on the hotel room key for all Sage attendees staying at the ARIA Resort & Casino

(estimate of 700 rooms, two keys per room)



Coffee Cart Sponsor

\$12,500 (3 opportunities, all event)

What is the most asked for item at an event? Coffee! Take your brand and the attendee coffee experience to the next level with a specialty coffee cart located in a high traffic location for the entire event.

Sponsorship includes:

- Unlimited beverage cart service all event during show hours.
- Branding on coffee station
- Listing on the floor plan
- Mobile app promotion
- Two conference passes (\$2k value)

*Photo is sample from past event, subject to change

Sage



Bougie Milkshake Sponsor

\$12,500 (1 opportunity, all event)

I scream, you scream, we all scream for ice cream milkshakes! This will be a hot spot for attendees to chill out with bougie milkshakes and an assortment of fun toppings while they network and visit booths!

Sponsorship includes:

- Unlimited milkshake service all event during show hours.
- Branding
- Listing on the floor plan
- Mobile app promotion
- Two conference passes (\$2k value)

*Photo is sample from past event, subject to change





Questions?



Contact

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