

PARTNER WITH LICENSING INTERNATIONAL

# 2020-2021 Sponsorship Opportunities

**LICENSING VROUNDTABLES** — Online sessions designed to share knowledge, insights and experiences among Licensing Executives. Each session will present a relevant hot topic of interest to a "table" of 4 to 6 executives, who will discuss different points of view, the effect and impact on our industry.

**Presenting Sponsorship: \$5,000**

**Individual Session Sponsorship: \$1,000**

## THE PROFESSIONAL PERSPECTIVES

**WEBINARS** — Knowing and understanding trends, what influences trends and how to apply them is crucial to your business. These webinars will give you insight into what's ahead.

**Series Presenting Sponsorship: \$20,000**

**Individual Webinar Sponsorship: \$2,500**

## THE PERSONAL PRODUCTIVITY SERIES —

Developing dexterity & improving productivity can make the difference between succeeding and failing in today's global marketplace. These sessions help hone your skills.

**Presenting Sponsorship: \$5,000**

**Individual Session Sponsorship: \$1,000**

## CAREER DEVELOPMENT SERIES — This Series

will help professionals develop relevant skills and career strategies to improve future possibilities.

**Presenting Sponsorship: \$5,000**

**Individual Session Sponsorship: \$1,000**

**YPNS (6)** — Licensing International organizes a YPN Networking Series where a group of YPN members gather and have an intimate chat with an industry exec on a designated topic.

**Series Presenting Sponsorship: \$20,000**

**In kind space opportunities available.**

**LICENSING EXCELLENCE AWARDS** — For 35 years, the Licensing International Excellence Awards have served as the pinnacle of achievement in brand licensing. Every year we celebrate innovation and welcome individuals who are shaping our business into the Licensing Industry Hall of Fame and call out Rising Stars.

**From Platinum Sponsorship: \$15,000 to Supporting Level of Sponsorship: \$1,500 | Other Opportunities**

**Raffle and Activation Opportunities**

**SCREENSIDE CHATS** — Online sessions between Maura Regan, President of Licensing International and other influential leaders sharing their insights on the most challenging issues facing us today. No powerpoint, no videos, just open and frank discussion.

**Presenting Sponsorship: \$5,000**

**Individual Session Sponsorship: \$1,000**

**DIVERSITY & INCLUSION SERIES** — Ideas and perspectives to increase understanding of the value of diversity and inclusion.

**From Champion Sponsorship: \$25,000 to Friend Level of Sponsorship: \$5,000 | Other Opportunities**



**Resources, Insights and Community:**  
**Licensing International Elevates and Advances Your Business to the Next Level**

Licensing International has been at the center of the multi-billion-dollar worldwide licensing industry for 35 years, helping companies profitably grow their businesses through an unparalleled network of information and membership. Smart licensing is the fastest and most profitable way to grow a business and maximize brand value in any industry. That is why, every day, Licensing International works to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing to the business community at large.

**Connect • Discover • Advance**

[licensinginternational.org](https://licensinginternational.org)



► **Questions? Contact Sharon Weisman**  
[sweisman@licensing.org](mailto:sweisman@licensing.org)

**OUR REACH  
BY THE  
NUMBERS**



Audience of **15,000+**  
global executives



**55%** of our audience is  
made up of **Senior Level**  
executives



**100,000** average  
monthly site visits



**21-25% Open-Rates**  
(above average) on Newslinks,  
our daily industry newsletter



**15K+** social  
media followers