

# AUTOS<sub>2050</sub><sup>®</sup>



## SPONSORSHIP OPPORTUNITIES



AUTO INNOVATORS **SUMMIT**



AWARDS **PROGRAM**



FUTURE DRIVEN **FORUMS**



THE OVERTAKE **PODCAST**

# AUTOS<sup>2050</sup><sup>®</sup>

AUTO  
INNOVATORS  
SUMMIT

Transforming Mobility: The Auto Innovators Summit showcases breakthrough moments in how we think about transportation – the best and brightest of 2021 and beyond. Set squarely within the epicenter of federal activity on public policy, Transforming Mobility: The Auto Innovators Summit will offer perspectives by thought leaders and policy experts on the future of driving.

## 2021 SPONSORSHIP OPPORTUNITIES

### Naming Rights Sponsorship **\$100,000**

#### THOUGHT LEADERSHIP

- Transforming Mobility: The Auto Innovators Summit presented by “Sponsor name.”
- Sponsor of Keynote address and personally introduce speaker in the livestreamed event.
- Speaking opportunity on the conference program with “TIP (Technology-Innovation-Policy) Talk.”
- Host of exclusive Salon Dinner. Specifically constructed for senior level executives, salon dinners will be an invitation only program. Conversation and dialogue will be moderated by Auto Innovators President John Bozzella and other industry VIPs.
- Optional: one 30-second video commercial for your company to precede your “TIP Talk” presentation (sponsor to provide video content).

#### IMAGE AND BRAND PROMOTION

- Recognition as a “Naming Rights Sponsor” with corporate logo in all print and electronic materials related to the planning of the event, including save the date, invitations, media advertisements, press releases, and e-blasts.
- Logo placement and mentions on transitional slides used throughout the event between program sessions.
- Exclusive “Naming Rights Sponsor” recognition in virtual event banner where attendees enter the conference each day.
- Recognition as the “Naming Rights Sponsor” during the conference program.
- Recognition within four social media posts.
- List of pre-registered attendees with contact information for one-time use.\*

## Titanium Sponsorship \$50,000

### THOUGHT LEADERSHIP

- Speaking opportunity on the conference program with “TIP (Technology-Innovation-Policy) Talk.”
- Sponsorship of Autos2050 Future Driven Forum(value= \$10,000). Sponsorship includes program opening or closing remarks (3 minutes).
- Optional: one 30-second video commercial for your company to precede your “TIP Talk” presentation (sponsor to provide video content).

### IMAGE AND BRAND PROMOTION

- Recognition as a “Titanium Sponsor” with corporate logo in all print and electronic materials related to the planning of the event, including save the date, invitations, media advertisements, press releases, and e-blasts.
- Logo placement and mentions on transitional slides used throughout the event between program sessions.
- Exclusive “Titanium Sponsor” recognition in virtual event banner where attendees enter the conference each day.
- Recognition as the “Titanium Sponsor” during the conference program.
- Recognition within two social media posts.
- List of pre-registered attendees with contact information for one-time use.\*

## Iron Sponsor \$35,000

### THOUGHT LEADERSHIP

- Opportunity to participate in conference program as a panelist.
- Exclusive 6-month Reading the Meter Sponsorship. Distributed to all members –opportunity to contribute thought leadership one time. (Value -\$10,000).

### IMAGE AND BRAND PROMOTION

- Recognition as a “Iron Sponsor” with corporate logo in all print and electronic materials related to the planning of the event, including save the date, invitations, media advertisements, press releases, and e-blasts.
- Logo placement and mentions on transitional slides used throughout the event between program sessions.
- Exclusive recognition in virtual attendee hub where attendees enter the conference each day.
- Recognition as a “Iron Sponsor” during the conference program.
- Recognition withintwo social media posts.
- List of pre-registered attendees with contact information for one-time use.\*

## Steel Sponsorship **\$25,000**

### THOUGHT LEADERSHIP

- Opportunity to participate in conference program as a panelist.
- Auto Innovators Overtake Podcast Sponsored Commercial (30 seconds) for 5 episodes. (Value -\$5,000).

### IMAGE AND BRAND PROMOTION

- Recognition as a “Steel Sponsor” with corporate logo in all print and electronic materials related to the planning of the event, including save the date, invitations, media advertisements, press releases, and e-blasts.
- Logo placement and mentions on transitional slides used throughout the event between program sessions.
- Exclusive recognition in virtual attendee hub where attendees enter the conference each day.
- Recognition as a “Steel Sponsor” during the conference program.
- Recognition within one social media post.
- List of pre-registered attendees with contact information for one-time use.\*

## Aluminum Sponsor **\$10,000**

### THOUGHT LEADERSHIP

- Exclusive Quarterly Insights+ News Sponsorship. Distributed to all members –opportunity to contribute thought leadership one time. (Value -\$5,000).

### IMAGE AND BRAND PROMOTION

- Recognition as a “Aluminum Sponsor” with organization name in all print and electronic materials related to the planning of the event, including save the date, invitations, media advertisements, press releases, and e-blasts.
- Logo placement and mentions on transitional slides used throughout the event between program sessions.
- Exclusive recognition in virtual attendee hub where attendees enter the conference each day.
- Recognition as a “Aluminum Sponsor” during the conference program.
- Recognition within one social media post.



# AUTOS<sub>2050</sub><sup>®</sup>

AWARDS  
PROGRAM

Three virtual awards provided for Ingenuity, Impact and Leadership will be presented as special programming during the Autos2050 virtual event. Previous award winners include elected officials Rep Debbi Dingle and Sen. John Thune as well as luminaries such as Mike Tzamaloukas (Harman) and Bryan Reimer (MIT AgeLab). Exclusive sponsorship for each award offered.

## 2021 SPONSORSHIP OPPORTUNITIES

### “Presented By” Award Sponsorship \$10,000 For Each Award

- “Presented by” sponsor recognition during presentation of award.
- Opportunity for sponsoring company VIP to present award to select winner.
- Sponsor logo highlighted in association with award category on promotional materials related to virtual program.
- Sponsor name listed in event program.



#### INGENUITY AWARD SPONSOR

*Awards will go to nominees demonstrating exceptional creativity and uniqueness.*



#### IMPACT AWARD SPONSOR

*Awards will go to nominees demonstrating exceptional contributions to improvements in technologies, society, the environment, or the economy.*



#### LEADERSHIP AWARD SPONSOR

*Awards will go to nominees demonstrating an exceptional ability to lead and influence legislation, policy, investments, and processes that have advanced the goals of the auto industry.*

# FUTUREDRIVEN

FUTURE  
DRIVEN  
FORUMS

The monthly online webinar series provides industry members timely and topical information on the emerging trends, regulations, and automotive business climate. Sponsors receive access to attendee information, and potential speaking opportunities.

## 2021 SPONSORSHIP OPPORTUNITIES

### Thought Leadership Exclusive Provider \$50,000

- Coordinate with Auto Innovators staff for an exclusive webinar presented to the automotive industry with your thought leadership content, presented by your company.
- Auto Innovators staff will promote, register, and execute webinar as an exclusive content offering in collaboration with Auto Innovators.
- Company branding on promotional and registration materials associated with the webinar.
- Company logo prominently positioned during the program.
- Post-event attendee list provided with name, organization, and contact information for one-time use.\*

### Title Sponsorship \$40,000

- In collaboration with Auto Innovators, senior executive will be invited as a presenter or guest during one webinar broadcast.
- Co-branding opportunity for your company on promotional and registration materials associated with the webinar.
- Company logo prominently positioned during the program.
- Branding on webinar archive pages hosted on Autos2050 website.
- Post-event attendee list provided with name, organization, and contact information for one-time use.\*

### Premier Sponsor \$10,000

*EXCLUSIVE FOR ONE WEBINAR*

- Opportunity for company representative to provide opening or closing remarks (3 minutes).
- Company branding on promotional and registration materials associated with the webinar.
- Company logo prominently positioned during the program.
- Exclusive promotional email sent in collaboration with Auto Innovators to webinar registrants featuring premier sponsor company information or thought leadership. Email can include sponsorship recognition of level, a brief bio on your company, link to company website and contact information.
- Post-event attendee list provided with name, organization, and contact information for one-time use.\*

### Corporate Sponsor \$5,000

- Company branding on promotional and registration materials associated with the webinar.
- Company logo prominently positioned during the program.
- Post-event attendee list provided with name, organization, and contact information for one-time use.\*

Leading automotive executives and industry thought leaders drive the content of a unique podcast at the intersection of public policy, innovation, and auto passion. Your company, as sponsor, receives authentic mentions during episodes and, depending upon the sponsorship level, may be a guest with Auto Innovators President and CEO, John Bozzella, during an episode. The Overtake will be 30 minutes in length and published on all major podcast platforms as well as the Auto Innovators website.

## 2021 SPONSORSHIP OPPORTUNITIES

### **The Overtake Title Sponsor - “Presented by” Sponsor (6-Months of episodes) \$15,000**

- Podcast logo designed with your corporate logo and “presented by” notation.
- Sponsor recognition per episode from host as title sponsor.
- Mention of your company and title podcast sponsorship on social/digital materials/press.
- Company VIP as guest on an episode of The Overtake.

### **Autos2050 Commercial For 10 Episodes \$5,000**

- 30 second commercial to precede podcast episode. Sponsor will submit ad copy and John Bozzella, Auto Innovators President & Overtake Host, will read.



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## 2021 SPONSORSHIP COMPARISON

	<b>NAMING RIGHTS</b> \$100,000	<b>TITANIUM</b> \$50,000	<b>IRON</b> \$35,000	<b>STEEL</b> \$25,000	<b>ALUMINUM</b> \$10,000	<b>"PRESENTED BY"</b> \$10,000/award
<b>Speaking Program Role</b>	<i>TIP (Technology -Innovation-Policy) Talk. Sponsor of Keynote address and personally introduce speaker in the livestreamed event.</i>	<i>TIP (Technology -Innovation-Policy) Talk.</i>	<i>Panel Seat</i>	<i>Panel Seat</i>	<i>N/A</i>	<i>"Presented by" sponsor recognition during presentation of award. Opportunity for sponsoring company VIP to present award to select winner.</i>
<b>Sponsorship of Bonus Auto Innovators Inventory</b>	<i>Host of exclusive Salon Dinner. Specifically constructed for senior level executives, salon dinners will be an invitation only program.</i>	<i>Sponsorship of Autos2050 Future Driven Forum.</i>	<i>Exclusive 6-month "Reading the Meter" Sponsorship.</i>	<i>Auto Innovators Overtake Podcast Sponsored Commercial (30 seconds) for 5 episodes.</i>	<i>Exclusive Quarterly "Insights+ News" Sponsorship.</i>	<i>N/A</i>
<b>One 30-Second Video Commercial Preceding Presentation</b>	✓	✓	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
<b>Corporate logo in all print and electronic materials related to the planning of the event</b>	✓	✓	✓	✓	✓	<i>Sponsor logo highlighted in association with award category on promotional materials related to virtual program.</i>



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## 2021 SPONSORSHIP COMPARISON

	NAMING RIGHTS \$100,000	TITANIUM \$50,000	IRON \$35,000	STEEL \$25,000	ALUMINUM \$10,000	"PRESENTED BY" \$10,000/award
Logo placement and mentions on transitional slides used throughout the event	✓	✓	✓	✓	✓	N/A
Recognition in Virtual Hub	Exclusive "Naming Rights Sponsor" recognition in virtual event banner where attendees enter the conference each day.	Exclusive "Titanium Sponsor" recognition in virtual event banner where attendees enter the conference each day.	Exclusive recognition in virtual attendee hub where attendees enter the conference each day. (Logo only).	Exclusive recognition in virtual attendee hub where attendees enter the conference each day. (Logo only).	Exclusive recognition in virtual attendee hub where attendees enter the conference each day. (Logo only).	N/A
Recognition in Programs	Mention of sponsorship level and logo.	Mention of sponsorship level and logo.	Mention of sponsorship level and logo.	Mention of sponsorship level and logo.	Mention of sponsorship level and logo.	Sponsor name listed in event program.
Recognition in Programs	4	3	2	1	N/A	N/A
List of pre-registered attendees with contact information for one-time use	✓	✓	✓	✓	N/A	N/A