

MEDIA KIT 2023



**CONTENT
CREATOR**
CONFERENCE

PRODUCED BY **Utah
Business**



MARCH 6, 2023

T H E L E O N A R D O

AGENDA

Registration

1-1:30 PM

Keynote, Panels, and Workshops

1:30-3:00 PM

Content Creation Break

3:00-3:30 PM

Closing Topics

3:30-4:30 PM

Networking After Party

5-7 PM, The Leonardo

Immersive Art Experience

5:00-6:00 PM

The Content Creator Conference is a gathering place for people making a brand out of their personality. Influencers and aspiring influencers will come to learn about best practices to set up a personal brand. We'll talk about using Instagram, TikTok, and YouTube to publish and curate quality content that can be monetized. Utah Business will bring in social media experts, at least one for each of those platforms. We will have them give a masterclass in the pros and cons of their platform, their story of how they used it to create a brand, and best practices for use.

We will hear from Rachel Parcell, London Lazerson, The Harmon Brothers, and more!

We will talk about:

- Brand Building - online and offline
- Long Form Content Creation
- Storytelling
- Algorithms
- Monetization
- And so much more!

S P O N S O R S H I P S

PRESENTING SPONSOR

Three Available | \$15,000

- Opportunity to Introduce one of our Social Media Platform Experts
- 6 tickets to attend our event
- Opportunity to have a 30 second video to play during the event
- Recognition from the stage
- Your logo on the backplash behind our speakers
- Logo on the C3 webpage
- Logo on the C3 email communication to attendees
- Access to all of the email leads from the event
- Banner ads on the C3 webpage
- Full page ad in Utah Business magazine
- One piece of editorial content on our website (your choice: write a story or share a video with Utah Business readers, this will be promoted in our newsletter and through our social media accounts).
- Brand promotion on Social Media
- Folder of photos from the event
- Exhibitor Booth
- Include swag in the Swag Bag (250)
- Your Social Media handles given to all attendees and encourage to tag you in all content created that day

NETWORKING AFTER PARTY SPONSOR

One Available | \$10,000

- Opportunity to speak at the networking event
- Welcome signage at the networking event
- Recognition from the stage
- Your logo on the backplash behind our speakers
- Logo on the C3 webpage
- Logo on the C3 email communication to attendees
- Full page ad in Utah Business magazine
- One piece of editorial content on our website (your choice: write a story or share a video with Utah Business readers, this will be promoted in our newsletter and through our social media accounts).
- Opportunity to have a 30 second video to play during the event.
- Four tickets to the event
- Folder of photos from the event
- Exhibitor Booth
- Include swag in the Swag Bag (250)
- Your Social Media handles given to all attendees and encourage to tag you in all content created that day

PREMIER SPONSOR

6 available | \$8,500

- Opportunity to have a 15 second video to play during the event.
- Four tickets to the event
- Recognition from the stage
- Your logo on the backplash behind our speakers
- Logo on the C3 webpage
- Logo on the C3 email communication to attendees
- An email sent to all attendees on your behalf
- Full page ad in Utah Business Magazine
- One piece of editorial content on our website (your choice: write a story or share a video with Utah Business readers, this will be promoted in our newsletter and through our social media accounts).
- Exhibitor Booth
- Include swag in the Swag Bag (250)
- Your Social Media handles given to all attendees and encourage to tag you in all content created that day

GOLD SPONSOR

10 Available | \$5,000

- Four tickets to the event
- Spot on a panel
- Your logo on the backplash behind our speakers
- Logo on the C3 webpage
- Logo on the C3 email communication to attendees
- Half page ad in Utah Business Magazine
- Exhibitor Booth
- Include swag in the Swag Bag (250)
- Your Social Media handles given to all attendees and encourage to tag you in all content created that day

SELFIE BOOTH

FIVE AVAILABLE | \$3,500

- 10x10 booth
- Creative liberty to decorate a selfie spot for the attendees to interact with your brand
- Logo on the C3 webpage
- Logo on the C3 email communication to attendees
- 2 tickets to the event

PRODUCT DISPLAY TABLE

\$1,500

- 6 foot Table at the after party
- Logo on the C3 webpage
- Logo on the C3 email communication to attendees
- 2 tickets to the event

MEET & GREET

Please inquire if interested

- Sponsor a backstage VIP meet and greet for a small number of attendees to meet and take photos with the speakers.



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