

Turn Sponsorship Into an Experience

Sponsor-funded activations give attendees something to do, share and remember - while creating fresh sponsorship value for your organization.

What is a sponsor-funded activation

A sponsor funds a branded experience that Latitudes714 designs, produces and can operate on site. Your organization gains a sellable sponsorship opportunity; the sponsor gains meaningful visibility; attendees leave with a personalized experience or useful keepsake.

- 1 **Identify the moment** Choose a high-traffic need or memorable touchpoint in the attendee journey.
- 2 **Secure the sponsor** Offer a premium package with clear visibility and attendee value.
- 3 **Create the experience** We handle the merch concept, sourcing, branding and activation details.



Activation ideas sponsors can own

- **LIVE MERCH BAR**
Hats, beanies, patches or accessories selected and finished on site.
- **ON-SITE SHIRT PRESS**
Attendees choose a design and watch their conference tee come to life.
- **PERSONALIZED GIFTING**
Engraving, monogramming, luggage tags or curated VIP gifts.
- **EVENT ESSENTIALS**
A useful sponsored station with cooling towels, chargers, drinkware or travel gear.
- **SPONSORED MERCH DROP**
Limited-edition merchandise that builds excitement and sponsor recognition.

Why it works

- **FOR YOUR ORGANIZATION** new sponsorship inventory, stronger attendee engagement and potential non-dues
- **FOR THE SPONSOR** high-value visibility connected to a positive, memorable interaction.
- **FOR ATTENDEES** a useful or personalized takeaway they choose - not another forgettable giveaway.

Let us build an activation your sponsors will want to fund

Tell us your event, audience and sponsorship goals. We will develop a concept you can take to market.

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