

# 2022 SPONSORSHIP OPPORTUNITIES



**Increase your exposure, gain visibility, share your expertise, and promote your products and services while engaging with the attendees at the Keto Symposium 2022**

**Highlight your company's brand and products while reaching your target audience. From pre-event marketing exposure, extensive online visibility, and on-site shopping the impact and exposure of sponsors and exhibitors will last long beyond the Keto Symposium 2022.**

**Our packages are created to ensure there is something for everyone. Select from one of our pre-packaged sponsorships, select one of our À la carte options, or let us create a custom package that aligns with your marketing objectives to achieve the best possible return on investment.**







## BENEFITS OF SPONSORSHIP

- Reinforce name and brand recognition for your company
- Recognized as an expert and authority figure in the market
- Gain visibility and increase exposure to with those living a keto lifestyle
- Become one of our trusted partners whom we send referrals to
- Stand out from competitors and give your products and services the edge
- Actively support your involvement in the Keto lifestyle



	SILVER \$500	GOLD \$1,250	DIAMOND \$5,000
QUANTITY AVAILABLE	Unlimited	18	1
Logo, Description, and Link on Conference Website and Official Event App			
Sponsor Identification & Branding On-Site			
Opportunity to Include Promotional Materials and/or Products In The Attendee Swag Bags			
Ongoing Social Media Mentions			
General Admission Tickets		2	4
VIP Tickets			2
Pre-Recorded Social Media Video Promotion (2 min or less)			
Meet The Exhibitors Email Blast Before the Event			
Vendor Table in the Shopping Experience			
Participation in the Sponsor Scavenger Hunt			
Donate Prize for the Scavenger Hunt Winners			
Exclusive Keto Symposium 2022 "Presented By" Sponsor			
30 Minute Keynote Presentation at the Event			
Facebook Live in Keto Symposium Facebook group			
"Sponsored Email" Dedicated Email Blast with Promotion Opportunity to Entire List Pre-Event			
"Sponsored Email" Dedicated Email Blast to All Attendees Post-Event			

Our à la carte sponsorships provide you with the opportunity to gain recognition and visibility in a unique way at Keto Symposium 2022. These options can be purchased à la carte or can be added to any sponsorship package for a discounted price.

 <b>Lanyard Sponsor</b> <i>*1 Available</i>	<ul style="list-style-type: none"> <li>Your logo prominently featured on all of the attendee name tags</li> </ul>	<b>\$1,200</b>
 <b>Shopping Experience Sponsor</b> <i>*1 Available</i>	<ul style="list-style-type: none"> <li>Your company, brand, and logo featured as the exclusive shopping experience sponsor</li> </ul>	<b>\$1,250</b>
 <b>Official Event App Sponsor</b> <i>*1 Available</i>	<ul style="list-style-type: none"> <li>Your company, brand, and logo featured as the exclusive event app sponsor</li> </ul>	<b>\$1,500</b>
 <b>Welcome Reception Sponsor</b> <i>*1 Available</i>	<ul style="list-style-type: none"> <li>Your company, brand, and logo featured as the exclusive sponsor of the Welcome Reception</li> </ul>	<b>\$2,250</b>
 <b>VIP Speaker Dinner Sponsor</b> <i>*1 Available</i>	<ul style="list-style-type: none"> <li>Your company, brand, and logo featured as the exclusive sponsor of the VIP Dinner</li> <li>Includes 2 tickets to attend the dinner</li> </ul>	<b>\$2,000</b>
 <b>Coffee Breaks</b> <i>*1 Available</i>	<ul style="list-style-type: none"> <li>Your company, brand and logo on all the break stations in common areas</li> <li>Includes custom napkins featuring your logo</li> </ul>	<b>\$2,500</b>

1

Select Your Sponsorship or Reach Out To Have A Custom Sponsorship Created

2

Contact Us To Secure Your Sponsorship

3

Sign Agreement & Provide Payment

4

Review Important Sponsor Deadlines & Deliverable

5

Review Important Sponsor Deadlines & Deliverable

**SECURE YOUR SPONSORSHIP TODAY**

**KRISTINA HESS**

203-984-7989

[kristinaihess@gmail.com](mailto:kristinaihess@gmail.com)

# 2022 SPONSORSHIP AGREEMENT



BUSINESS NAME: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

INDICATE YOUR LEVEL(S) OF SPONSORSHIP (Check All That Apply)		
<input type="checkbox"/>	Silver	\$500
<input type="checkbox"/>	Gold	\$1,250
<input type="checkbox"/>	Diamond <b>SOLD</b>	\$5,000
<input type="checkbox"/>	Logo on Lanyard	\$1,250
<input type="checkbox"/>	Shopping Experience	\$1,250
<input type="checkbox"/>	Official Event App Sponsor	\$1,500
<input type="checkbox"/>	Welcome Reception	\$2,250
<input type="checkbox"/>	VIP Speaker Dinner	\$2,000
<input type="checkbox"/>	Coffee Breaks	\$2,500

All monetary contributions are non-refundable and non-returnable except as may otherwise be agreed in writing at Keto Nutritionist LLC's sole discretion. By signing below, I acknowledge that I am the authorized representative and agree to the sponsorship terms set forth in the Keto Symposium sponsorship package.

Keto Nutritionist, LLC retains the full and sole discretion in selecting the main theme, the speakers, the topics, the structure, the participants and communication initiatives in relation to the event as well as any other aspect that may influence the attendees' experience and the overall quality and level of the conference.

This document is supplemented by a good faith agreement between the parties to cooperate in making the Keto Symposium and the sponsorship a success. All Keto Symposium sponsorships are based on an element of trust and reasonable behavior by all parties.

## **TERMS AND CONDITIONS**

This Sponsorship Agreement (the "Agreement") is made and entered into as of the signature date above (the "Effective Date") by and between Keto Nutritionist, LLC ("Host") and the ("Sponsor").

### **RECITALS**

Keto Nutritionist, LLC is hosting the 2022 Keto Symposium on September 24, 2022 and Sponsor desires to sponsor the Event. In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

#### **1. Host Obligations.**

In consideration for Sponsor's participation in the Event, HOST shall provide the Sponsor the benefits set out in the sponsorship prospectus, which is incorporated and hereby made a part of this Agreement as "Appendix A".

#### **2. Sponsor Obligations.**

For its participation as a Sponsor in the Event, SPONSOR shall pay to HOST a fee as indicated on the sponsorship agreement form.

The Sponsorship Fee is payable to Keto Nutritionist, LLC, due on date of Agreement signing. Promotions will not begin until the agreement and payment has been received.

#### **3. Sponsor Trademarks/Sponsor Materials/Deadlines.**

Subject to the terms and conditions of this Agreement, SPONSOR grants to HOST the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to HOST by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines.

HOST will provide SPONSOR with deadlines to provide "Sponsor Materials". If "Sponsor Materials" are not received by the deadlines, HOST does not guarantee all benefits will be delivered.

#### **4. Indemnity**

4.1 HOST shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of HOST, its directors, officers, and/or employees.

4.2 Sponsor shall indemnify, defend, and hold HOST harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of Sponsor's trademarks and logos, and Sponsor Materials.

4.3 Sponsor will give HOST prompt written notice of any claim or suit coming within the purview of these indemnities.

#### **5. Limitation of Liability.**

Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, HOST's liability for any claim against HOST shall be limited to the funds available in its own bank account at the time of the claim.

## **6. Representations.**

Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

## **7. Term and Termination**

### **7.1 Term.**

Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through October 1, 2022, one week past the event date.

### **7.2 Termination by HOST.**

HOST shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event HOST terminates this Agreement for any reason other than Sponsor's breach HOST shall refund any fees received from Sponsor, and at Sponsor's expense, return any materials, and equipment, hardware and/or software loaned by Sponsor for the Event.

If HOST terminates this Agreement for Sponsor's breach, HOST shall retain any fees received from Sponsor which fees shall be due and payable notwithstanding any such termination. Any equipment, materials and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

### **7.3 Termination by SPONSOR**

Sponsor may terminate this Agreement for breach by HOST after giving HOST at least ten (10) days prior written notice specifying the nature of the breach, and giving HOST no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the first day of the Event.

If SPONSOR terminates for HOST's breach, Sponsor shall be entitled to seek a full refund of any fees paid and for the return of any equipment, materials and hardware or software of Sponsor.

## **8. Miscellaneous**

### **8.1 Notices.**

All notices, authorizations and requests in connection with this Agreement shall be deemed given on the day they are (i) deposited in the mail, postage prepaid, certified or registered, return receipt requested; (ii) sent by air express courier, charges prepaid; or (iii) sent by fax as indicated by a fax confirmation sheet; and sent to the address in the recitals. Sponsor agrees to send a copy of any notices, via email to: [info@ketosymposium.com](mailto:info@ketosymposium.com).

### **8.2 Relationship.**

This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.

### **8.3 Confidentiality.**

Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.



8.4 Governing Law/Jurisdiction.

This Agreement shall be governed and interpreted in accordance with the laws of the state of Connecticut. Sponsor consents to the exclusive jurisdiction and venue of the courts in the state of Connecticut.

8.5 Assignment.

This Agreement may not be assigned by either party without prior written consent of the other party.

**By completing the information below I authorize Keto Nutritionist, LLC to charge the credit card for the sponsorships indicated on page one, and confirm that I have reviewed and agree to the terms and conditions contained within this agreement.**

**Card Type:** ☐ MasterCard ☐ VISA ☐ Discover ☐ AMEX

☐ CHECK THIS BOX IF PAYMENT WAS PROVIDED OVER THE PHONE

**Amount to Charge:** \_\_\_\_\_

**Cardholder Name (as shown on card):** \_\_\_\_\_

**Card Number:** \_\_\_\_\_

**Exp:** \_\_\_\_/\_\_\_\_ **CVC:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please complete, execute, and return this agreement to [support@bebrighteventsco.com](mailto:support@bebrighteventsco.com)**



## "APPENDIX A"

<b>SPONSORSHIP PACKAGES</b>	<b>SILVER \$500</b>	<b>GOLD \$1,250</b>	<b>DIAMOND \$5,000</b>
Logo, Description, and Link on Conference Website and Official Event App	X	X	X
Sponsor Identification & Branding On-Site at the Event	X	X	X
Opportunity to Include Promotional Materials and/or Products In The Attendee Swag Bags	X	X	X
Ongoing Social Media Mentions	X	X	X
General Admission Tickets		<b>2</b>	<b>4</b>
VIP Tickets			<b>2</b>
Pre-Recorded Social Media Video Promotion (2 min or less)		X	X
Meet The Exhibitors Email Blast Before the Event		X	X
Vendor Table in the Shopping Experience		X	X
Participation in the Sponsor Scavenger Hunt		X	X
Donate Prize for the Scavenger Hunt Winners		X	X
Exclusive Keto Symposium 2022 "Presented By" Sponsor			X
30 Minute Keynote Presentation at the Event			X
Facebook Live in the Keto Symposium Facebook page			X
"Sponsored Email" Dedicated Email Blast with Promotion Opportunity to Entire List Pre-Event			X
"Sponsored Email" Dedicated Email Blast to All Attendees Post-Event			X
<b>À LA CART SPONSORSHIPS</b>			
<b>Lanyard Sponsor</b> Your logo prominently featured on all of the attendee name tags			\$1,250
<b>Shopping Experience Sponsor</b> Your company, brand, and logo featured as the exclusive shopping experience / exhibit space sponsor			\$1,250
<b>Official Event App Sponsor</b> Your company, brand, and logo featured as the exclusive event app sponsor			\$1,500
<b>Welcome Reception</b> Your company, brand, and logo featured as the exclusive sponsor of the Welcome Reception			\$2,250

<b>VIP Speaker Dinner Sponsor</b> Your company, brand, and logo featured as the exclusive sponsor of the VIP Dinner Includes 2 tickets to attend the dinner	\$2,000
<b>Coffee Breaks</b> Your company, brand, and logo on all the break stations in common areas Includes custom napkins featuring your logo	\$2,500