

Sponsorship Opportunities

The Practical Press provides practical business tools to practical business people. We feature fresh voices sharing insightful information. Our authors are experienced professionals who masterfully convey innovative ideas. They focus on practice, not theory. Our intention is to increase the body of usable knowledge for organizations seeking maximum effectiveness.

We are always interested in opportunities to sponsor events for associations, corporations, civic and nonprofit organizations. In addition to our financial support, we also provide door prizes and other supports to maximize your event.

We will sponsor a variety of events in a variety of venues. We are especially interested in events that utilize industry experts as speakers, presenters and facilitators. We encourage you to consider one of our talented authors. These noted experts do not use your platform to conduct sales pitches. They share their insights and experiences on their area of expertise. Our intention is to provide you with an additional resource for talented speakers.

Please provide the following information so that we can begin exploring the possibility of working together to make your next event even more successful:

- Name of your organization, contact information for principal point of contact
- Date of your event
- Description of the event
- Number of attendees anticipated
- Demographics of your audience (title, years of experience in the field, management/non-management etc.)
- Your marketing strategy to increase attendance at the event
- In the event that you are using one of our authors as a speaker, percentage of the speaker's fees that you will cover (our speaker's typical fee is \$5,000 - \$6,500 per presentation)

We may request certain considerations in exchange for our sponsorship:

- Use of your mailing list before and after the event
- A list of all attendees, complete with their mailing addresses
- Acknowledgement of our sponsorship in all print and electronic marketing
- Distribution of our catalog to all attendees
- Permission to post a banner, poster or other appropriate visible insignia
- Space to conduct back of room sales
- Use of our donated products as door prizes or raffle items

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