



**2017 Sponsorship  
Opportunities**

## A LETTER FROM DIANE & DESIRREE...

Thank you for your interest in partnering with the Customer Experience Professionals Association (CXPA)! The CXPA is the premiere, global non-profit organization dedicated to the advancement and cultivation of the Customer Experience profession..

### CXPA Reach

When partnering with the CXPA as a sponsor, you can customize to your specific needs and have access to promoting your brand to:

**7,000**  
CX PROFESSIONALS

**70**  
COUNTRIES

**32**  
INDUSTRIES

### New in 2017

While continually listening to the Voice of our Sponsor, new offerings have been created for 2017 to specifically address your objectives:

- **Expand brand awareness** in the Customer Experience community
- **Generate leads** to sell a product or service
- **Share industry expertise** amongst decision makers
- **Collaborate** on trends and understand key industry challenges
- **Offer membership bundles** to support internal teammates in collecting the industry pulse

Included are new Global CXPA Sponsorship Package offerings which allow you to purchase a one-time package at a discounted rate to promote in all facets of the CXPA. A La Carte offerings are also available to customize your sponsorship based on your needs and budget.

### Next Steps

Global packages are available on a first come, first serve basis, so sign up early to secure your premiere Sponsorship. Please complete the enclosed form and submit it to Erica Ashfeld, Strategic Partnerships Manager at [erica@cxpa.org](mailto:erica@cxpa.org). Please contact any member of the CXPA team with questions or feedback, we'd love to hear from you!

On behalf of the CXPA, we are here to meet your needs, let us know how we can support your sponsorship ideas!



All the best,

Diane Magers, CXPA CEO  
& Desirree Madison-Biggs, CXPA Chairman of the Board

## GLOBAL SPONSORSHIP PACKAGES

GLOBAL	Platinum	Gold	Silver	Bronze
<b>Global Communications</b>				
<ul style="list-style-type: none"> <li>• Inclusion in Newsletters</li> <li>• Exclusive Webinars</li> <li>• CXPA Survey Sponsor</li> </ul>	Large Logo 4 x	Med Logo 3	Sm Logo 2	Name 1
<b>Global Events</b>				
<ul style="list-style-type: none"> <li>• Premiere Positioning (Event App)</li> <li>• Promotional Posts at Events (App)</li> <li>• Sponsor Listing &amp; Page Link (App)</li> <li>• LNE Event Communications (logo)</li> <li>• LNE Event Recognition</li> </ul>	Splash All Events x x x	Side Bar  x  x	  x	  x
<b>CXPA Website</b>				
<ul style="list-style-type: none"> <li>• Logo &amp; Link on CXPA.org</li> <li>• # of Tools in CX Toolbox</li> <li>• CX Marketplace Listing (Basic)</li> <li>• Ability to post 4 Org Events</li> </ul>	x 4 x x	x 3 x x	x 2 x x	x 1 x x
<b>Public Relations</b>				
<ul style="list-style-type: none"> <li>• CXPA Org specific news release</li> <li>• Inclusion in CXPA press release</li> <li>• Use of CXPA sponsor logo for web &amp; print</li> </ul>	x x x	x x x	x x x	  x
<b>Large Events (Pick 2 Events)</b>				
<ul style="list-style-type: none"> <li>• Event Booth</li> <li>• Inclusion on all event communications</li> <li>• Inclusion as an event sponsor</li> </ul>	x x x	x x x		
<b>CX Day</b>				
<ul style="list-style-type: none"> <li>• Premiere Logo &amp; Link on CXDay.org</li> <li>• Premiere Inclusion in CX Day comms</li> <li>• Ten Minute Takeaway Offering</li> </ul>	x x x	x x	x x x	
<b>Membership Bundle</b>	150	75	50	25
<b>Quantity Available</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>Unlimited</b>
<b>Price</b>	<b>\$75,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>
<b>Total Value</b>	<b>\$81,000</b>	<b>\$56,625</b>	<b>\$33,250</b>	<b>\$14,875</b>

\* All content is subject to CXPA editorial standards. Publication of branded white papers requires strict adherence to CXPA editorial standards. Final publication decision is held by CXPA leadership.

**PROMOTION:**

**EARLY BIRD DISCOUNT**

Secure your Global Sponsorship Package by December 15 and receive a 10% discount

## A LA CARTE SPONSORSHIP PACKAGES

A LA CARTE (Create your own package)	Cost
<b>1 Large Event Package</b> (Booth, Communications, Event App) (Audience = approx. 350 individuals)	\$5,000
<b>Specific Event Sponsorships for each Large Event:</b> <ul style="list-style-type: none"> <li>• Lanyards (1 available!) \$2,500</li> <li>• Awards Lunch Sponsor (1 available!) \$2,500</li> <li>• Evening Reception (1 available!) \$2,500</li> <li>• Technology Demonstration (15-minute block) (12 available!) \$2,500</li> <li>• Create your own opportunity (innovative ideas welcome!) TBD</li> </ul>	
<b>Global CX Day Sponsorship</b> (Standard Logo & Link on CXDay.org, Standard Inclusion in CX Day Communications, Ten Minute Takeaway) (Audience = approx. 7,000 individuals)	\$5,000
<b>1 Tool in the Member-Only CX Tool Box</b> (new!) Offerings Available: Podcasts, Ten Minute Takeaway Video, Whitepaper, Infographic, Interactive Tool or Document (Audience = approx. 4,000 individuals)	\$2,500
<b>CX Marketplace Listing</b> (new!) (Audience = approx. 4,000 individuals) <ul style="list-style-type: none"> <li>• Basic Listing (Name, Organization, Logo, Web Link, Description) \$1,500</li> <li>• Upgraded Listing (Plus: Ad on CXPA Homepage – 1 each month) (12 available!) \$3,000</li> </ul>	
<b>Survey Partnership</b> (see criteria and requirements in Survey Partnership Agreement)	\$1,000
<b>Membership Bundles</b> (25 memberships per Bundle) – 22% discount	\$4,000

WE ARE HERE TO MEET YOUR NEEDS, LET US KNOW HOW WE CAN SUPPORT YOUR INNOVATIVE SPONSORSHIP IDEAS!

## SIGN-UP FORM: 2017 CXPA SPONSORSHIP

### CONTACT INFORMATION:

Organization Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Address (Street, City, State, Zip Code, Country): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### SELECT YOUR OPPORTUNITIES:

I'd like to purchase a CXPA Global Sponsorship Package!

I'd like to create my own CXPA Sponsorship Package!

Select box (X)	Sponsorship Package	Cost
<input type="checkbox"/>	Global Platinum (2 available!)	\$75,000
<input type="checkbox"/>	Global Gold (4 available!)	\$50,000
<input type="checkbox"/>	Global Silver (8 available!)	\$25,000
<input type="checkbox"/>	Global Bronze (unlimited!)	\$10,000

**Subtotal** \_\_\_\_\_

10% Early Bird Discount applies to all Sponsorships Commitments received by 12/15/16

**TOTAL PURCHASE AMOUNT** \_\_\_\_\_

### SELECT PAYMENT METHOD:

Credit Card, here's my information

Card Type: \_\_\_\_\_

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

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Please send me an invoice to be paid within 30 days.

Select box (X)	A La Carte Offering	Cost
<input type="checkbox"/>	<b>1 Large Event Package, select your event:</b> <input type="checkbox"/> US Insight Exchange (May 2017) <input type="checkbox"/> UK Insight Exchange (Fall 2017) <input type="checkbox"/> Customer Spark / Exec Summit (TBD)	\$5,000 per event
<input type="checkbox"/>	<b>Specific Event Offering:</b> <input type="checkbox"/> Lanyards (1 available per event) <input type="checkbox"/> Awards Lunch Sponsor (1 available per event) <input type="checkbox"/> Evening Reception (1 available per event) <input type="checkbox"/> Technology Demonstration (12 available per event)	\$2,500 each
<input type="checkbox"/>	<b>Global CX Day Package</b>	\$5,000
<input type="checkbox"/>	<b>CX Toolbox Resource</b> <input type="checkbox"/> # of Tools Purchased	\$2,500 each
<input type="checkbox"/>	<b>CX Marketplace Listing (new!)</b> <input type="checkbox"/> Basic Listing <input type="checkbox"/> Upgraded Listing (12 available!)	\$1,500 \$3,000
<input type="checkbox"/>	<b>Survey Partnership</b>	\$1,000
<input type="checkbox"/>	<b>Membership Bundle</b> <input type="checkbox"/> # Bundles Purchased	\$4,000 per 25 memberships

#### Special Notes:

\*2017 Global Packages and A La Carte offerings are granted on first-come, first-serve basis. You will receive a confirmation email from the CXPA once purchased.

\*\*Sponsorship options subject to availability and payment within 30 days is required to hold package offering.