

2023

MIX & MINGLE

Join us in:

CHICAGO

PHILADELPHIA

BENTONVILLE

ATLANTA

SEATTLE



Promote your brand across retail industry leaders at the networking event of the season!

ATTENDEES

600+ Industry Guests
Attendees Range from
Start-Ups to Fortune 500
Companies

BRANDING

Various Logo and Branding
Opportunities are Available:

- Mix & Mingle Webpage
- Social Media Promos
- E-mail Marketing
- Inclusion in Weekly Industry Newsletters
- Swag Item Gifting

REACH

19k+ LinkedIn Followers
25k+ Newsletter Subscribers
2,000+ Unique Event
Page Views



2023 MIX & MINGLE

Sponsorship Opportunities



SPONSORSHIP LEVEL	FALL SERIES PRESENTING SPONSOR	SIGNATURE CITY SPONSOR
COST	\$112,500	\$25,000
PRE-EVENT:		
Attendee List Access	<p>Access To The Attendee List Per City 3 Weeks Prior to The Event With Updates on a Weekly Basis Leading Up To The Event (Name, Title, Company)</p> <ul style="list-style-type: none"> Company Logo And Website Link Featured on the Mix & Mingle Web Page Company Logo Highlighted in Marketing and Promotional Materials 	<p>Access To The Attendee List for the Sponsored City 3 Weeks Prior to The Event With Updates on a Weekly Basis Leading Up to The Event (Name, Title, Company)</p> <ul style="list-style-type: none"> Company Logo And Website Link Featured on the Mix & Mingle Web Page Company Logo Highlighted in Marketing and Promotional Materials
Social Media Marketing	<p>Social Media Sponsorship Reveal/Announcement</p> <ul style="list-style-type: none"> 4 Social Media Posts Featuring Your Company as The Presenting Sponsor (4 Posts Per City) 16 Posts Total Across the 12 Weeks of the Marketing Campaign 	<p>Social Media Sponsorship Reveal/Announcement</p> <ul style="list-style-type: none"> 4 Social Media Posts Minimum Guaranteed Featuring Your Company as The Signature City Sponsor (4 Posts Within a 6 Week Period)
Press Release: Company Named in Press Release Header	●	
LOGO PLACEMENT:		
Logo Placement in Sizzle Video Promoting Event	●	
Company Logo and Website Link Featured on Event Web Page	●	On Specific City Only
Company Logo Highlighted on Marketing and Promotional Materials	●	On Specific City Only
Choice of Providing a Full Page Ad Insert (8.5" X 11") and/or a Branded Promotional Product as a Goodie for Each Attendee	Across All Cities	On Specific City Only
You Will Be Recognized On-Site as a Sponsor with Your Company Name and Logo at the Registration Desk, on Directional Signage, and Table Signage	Across All Cities	On Specific City Only
POST-EVENT:		
<ul style="list-style-type: none"> Company Logo and Website Link Featured on Event Webpage Post-Event Final Attendee List Sent 1 Week After the Event 	●	●
EXTRAS:		
Signature Cocktail	Across All Cities	On Specific City Only
Step and Repeat with Company Logo	Across All Cities	
6 Guest Passes to Event	Per City	
4 Guest Passes to Event		Per City

For more information please email James Jackson at James.Jackson@Catman.Global



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À la Carte Sponsorship Opportunities



SPONSORSHIP LEVEL	Fall Series Headline Host	Fall Series Spirits	Fall Series Goodie Bags	Fall Series Desserts	City Sponsor Headline Host	City Sponsor Spirits	City Sponsor Goodie Bags	City Sponsor Desserts
COST	\$68,500	\$32,000	\$10,000	\$18,500	\$15,000	\$6,000	\$2,000	\$4,000
PRE-EVENT:								
Attendee List Access	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior
Social Media Marketing	8 Posts	5 Posts	3 Shared Posts	3 Shared Posts	4 Posts	3 Posts	1 Post	2 Posts
Press Release	●							
EMAIL MARKETING:								
Weekly CMA/SIMA Newsletter (20k Recipients)	Weekly Inclusion	Bi-Weekly	Once A Month	Once A Month	Weekly Inclusion	Bi-Weekly	Once A Month	Once A Month
Event Email Blasts (20 - 25k Recipients)	2	1	1	1	2	1	1	1
LOGO PLACEMENT:								
Logo and Link on Event Web Page	●	●	●	●	Specific City Only	Specific City Only	Specific City Only	Specific City Only
Company Logo on Marketing and Promotional Materials	●	When Referencing Spirits	When Referencing Goodie Bags	When Referencing Desserts	Specific City Only	Specific City Only	Specific City Only	Specific City Only
On-Site Sponsor	Across All Cities	Across All Cities	Across All Cities	Across All Cities	Specific City Only	Specific City Only	Specific City Only	Specific City Only
POST-EVENT:								
Logo and Link on Event Web Page After the Event	●	●	●	●	●	●	●	●
Final Attendee List	●	●	●	●	Specific City Only	Specific City Only	Specific City Only	Specific City Only
EXTRAS:								
Acknowledgment During Event	●	●	●	●	●	●	●	●
Signature Cocktail		For Each City Event				Specific City Only		
Step and Repeat with Company Logo	Across All Cities							
4 Passes	For Each City Event				Specific City Only			
2 Passes		For Each City Event				Specific City Only		
1 Pass			For Each City Event	For Each City Event			Specific City Only	Specific City Only
GOODIE BAGS:								
1 Color Company Logo on the Goodie Bag			●				●	
Company Supplied Promo Item (Must Fit in a 4.5' W' x 8" H Bag)			●				●	
4" x 6" Printed Promotional Insert (Company Provided)			●				●	
Company Logo on Treat Bag			●				●	

For more information please email James Jackson at James.Jackson@Catman.Global

