

## Carahsoft SOF Week 2024 Sponsorships

Carahsoft is pleased to offer sponsorship opportunities to both attending and non-attending partners. Carahsoft will be targeting our promotional email campaign toward past show attendees and any other potential leads that will not be in attendance at SOF Week 2024. Please inform your Carahsoft marketing POC of your interest in participating, and complete this contract. Please visit the SOF Week 2024 [website](#) for more information about the conference.

### Event Details

#### Exhibiting Days

**Date:** May 7-9, 2024

**Location:** Tampa Convention Center

#### Reception

**Date:** Wednesday, May 8, 2024

**Time:** 6:00pm - 9:00pm

**Location:** [The Florida Aquarium](#)

*Sponsorships are available on a first come, first served basis. We look forward to your participation!*

### Networking Reception Sponsorships

These sponsorships are available specifically at the Carahsoft Networking Reception. Sponsors will be included in online and print promotions relating to the reception only. Each sponsorship has its own unique attributes, please read the descriptions carefully.

#### **PREMIUM SPONSORSHIP (1 Available): \$15,000**

- Full reception lead list
  - Estimated attendance of 700-800. Quantity of leads cannot be guaranteed.
- Custom-branded logo on centerpieces and digital signage - must commit for custom branded items by **Friday, March 15, 2024**
- Custom-branded party favor - must commit for custom branded items by **Friday, March 15, 2024**
- Sponsorship signage: "Thank you to our Premier Sponsor [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

#### **BAR SPONSORSHIP (1 Available): \$12,000**

- Custom-branded drink stirrers and cups - must commit for custom branded items by **Friday, March 15, 2024**
- Choice of specialty drink - will have signage with name and recipe
- Sponsorship signage: "Bar Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

#### **ENTREE SPONSORSHIP (1 Available): \$10,000**

- Custom-branded food plates and napkins at food display(s) - must commit for custom branded items by **Friday, March 15, 2024**
- Sponsorship signage: "Entree Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

#### **APPETIZER SPONSORSHIP (1 Available): \$9,000**

- Custom-branded food picks and napkins with passed appetizers - must commit for custom branded items by **Friday, March 15, 2024**
- Sponsorship signage: "Appetizers Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

#### **DESSERT SPONSORSHIP (1 Available): \$9,000**

- Custom-branded food picks and napkins at dessert display(s) - must commit for custom branded items by **Friday, March 15, 2024**
- Sponsorship signage: "Dessert Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

#### **CIGAR ROLLING SPONSORSHIP (1 Available): \$8,000**

- Custom-branded logo on cigar wrappers - must commit for custom branded items by **Friday, March 15, 2024**
- Sponsorship signage: "Cigar Rolling Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

**MUSIC SPONSORSHIP (1 Available): \$5,000**

- Opportunity to choose a song that will be played by the DJ/Band with announcement "This song is presented by VENDOR NAME."
- Shout outs throughout the night by the DJ/Band "Thank you to VENDOR NAME for having us here tonight, VENDOR TAGLINE."
- Sponsorship signage "Music Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

**ANIMAL ENCOUNTERS SPONSORSHIP (1 Available): \$5,000**

- Aquarium divers interacting with guests for 30 minutes
  - Divers can wear custom-branded shirts or hold signs - must commit for custom branded items by **Friday, March 15, 2024**
- Access to the stingray touch tank for 2 hours
  - Guests will be able to interact with the stingrays and also learn from the education staff
- Sponsorship signage: "Animal Encounters Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

**PHOTO BOOTH SPONSORSHIP (1 Available): \$3,000**

- Custom-branded logo on photo prints - must commit for custom branded items **Friday, March 15, 2024**
- Sponsorship signage: "Photo Booth Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

**CONTRIBUTOR - GENERAL PROMOTION SPONSORSHIP (5 Available): \$1,000**

- Sponsorship signage: "Thank you to our Contributing Sponsors [VENDOR LOGOS]"
- Unique registration link for you to share with your customers and on any promotions
- Logo inclusion on all print and email promotional campaigns

**Exhibit Hall Sponsorships**

These sponsorships are available at the Carahsoft booth and within the exhibit hall. Sponsors will be included in online and print promotions relating to the booth only. Each sponsorship has its own unique attributes, please read the description carefully.

**BOOTH ENTERTAINMENT SPONSORSHIP (1 Available): \$10,000**

- Branded claw machine open to attendees all 3 days of the conference - must commit by **Friday, March 15, 2024** to secure branding
  - Partner to supply giveaways (free to ship materials)
- Lead list of anyone who stops by to play the machine
  - Quantity of leads cannot be guaranteed
- Sponsorship signage: "Claw Machine Sponsored by [VENDOR LOGO]"
- Logo inclusion in all online and email promotions relating to Carahsoft's presence at SOF Week 2024

**ROTATING VIDEO GENERAL PROMOTION SPONSORSHIP (5 Available): \$3,000**

- 5 second ad space in a rotating video to be projected on the wall of the convention center - must commit by **Friday, March 15, 2024**
- Logo inclusion in all online and email promotions relating to Carahsoft's presence at SOF Week 2024

**Application and Contract for Sponsorship**

If you have interest in any of the sponsorships included in this document, please fill it out the form below and return to [SOFWeek@Carahsoft.com](mailto:SOFWeek@Carahsoft.com).

**Sponsor Information**

Company/Division:		
Address:		
City:	State/Province:	Zip/Postal Code:
Telephone:	Fax:	URL:
Primary contact:		Title:
Email:		Tel:
Accounting contact:		Email:
Tel:		

**Sponsorship Opportunities**

Sponsorships are assigned on a first-come, first-served basis and are not deemed final until this application is countersigned and returned.

Select sponsorship (please check):

**Carahsoft Partner Sponsorships****Networking Reception Sponsorships**

\$15,000 Premium Sponsorship  
 \$12,000 Bar Sponsorship  
 \$10,000 Entree Sponsorship  
 \$9,000 Appetizer Sponsorship  
 \$9,000 Dessert Sponsorship  
 \$8,000 Cigar Rolling Sponsorship  
 \$5,000 Music Sponsorship  
 \$5,000 Animal Encounters Sponsorship  
 \$3,000 Photo Booth Sponsorship  
 \$1,000 Contributor Sponsorship

**Exhibit Hall Sponsorships**

\$10,000 Booth Entertainment Sponsorship  
 \$3,000 Rotating Video General Promotion Sponsorship

Signature:

**Partner - Sponsor**

Date:

Signature:

**Carahsoft Tradeshow Rep - Organizer**

Date: