

WHAT YOUR SPONSORSHIP COVERS

Where your sponsorship goes

Sponsorship funds a real three-day broadcast: a Dallas room for up to 500 owners, cameras and a free national stream, and the people who run the show. The goal is \$100,000: \$87,500 funds the event, and the stretch funds the extras. Page two is what you get back.

WHAT SPONSORSHIP PAYS FOR	PLANNED
Sound, cameras, lighting, projection and the livestream crew	\$37,500
The venue for 4 days, with a hardline internet drop	\$18,000
Licensed security and event insurance	\$8,000
Signage, program and the expo floor	\$3,500
MC, registration and crew support	\$4,000
Streaming and software	\$600
Delivering every sponsor perk	\$7,300
Contingency reserve	\$8,600
Base: the event, funded	\$87,500
Stretch: the extras below	+\$12,500
Sponsorship goal	\$100,000

About these figures: this is the planning budget for up to 500 in the room, not a bill and not a quote for every line. Nothing is booked or spent yet. Amounts move with the final venue, the registration count and vendor quotes. The controlling document is the post-event fund accountability report, which reports actual spend reconciled to our books.

SPONSORSHIP GOAL: \$100,000

\$87,500 funds the event.

The stretch adds an LED wall sized for the room, two more camera angles and live captions. Past \$100,000: pro lighting, a content library and 50 free passes for small business owners.

OUR PROMISE ON EVERY DOLLAR

- **Itemized record** of every sponsorship dollar, kept from the first payment.
- **Post-event fund report** to every sponsor showing exactly where the money went, line by line.
- **Fulfillment report** for every sponsor covering every promised perk, with proof.
- **Ticket sales** are reported separately.



CLAIM A SLOT

madmonkey.media/jungle-week-sponsors/

Live inventory, secure checkout

December 15, 2026 Second half due on split payments

January 15, 2027 Sponsor commitments and early bird close

January 22, 2027 Sponsor art due

February 2 to 4, 2027 Jungle Week, live and streamed

SPONSORSHIP LEVELS

What you get back, tier by tier

Every level puts your brand in the Dallas room, on the free national stream, in the printed program and on the event page, in English and Spanish.

BENEFIT	CANOPY \$7,500 1 SLOT	SILVERBACK \$4,000 3 SLOTS	HOWLER \$1,750 10 SLOTS	TOUCAN \$750 20 SLOTS	VINE \$350 40 SLOTS
In-person tickets	6 (2 VIP + 4 GA)	4 (1 VIP + 3 GA)	2 GA	2 GA	1 GA
Virtual passes	25	15	10	5	3
Virtual VIP upgrades	5	2	2	1	·
Exhibit space	Premium corner 10x10	Standard 10x10	Private 6 ft table	Add a table, \$750	·
Title billing, category exclusive	Sole title	·	·	·	·
Live stage moment	3 min, Day 1 keynote	60 sec, Day 2	·	·	·
Named from the stage	Every day	Every day	Day 1 and Day 3	Daily sponsor list	·
Logo on stage screens	Largest, plus backdrop	Yes, plus backdrop	Screen loop	Rotating	·
Event page and emails	Top row, all 4 emails	Logo, 2 of 4 emails	Logo on event page	Logo on event page	Name listed
Logo on the free broadcast	Largest	Lower third	Yes	·	·
Video	60 to 90 sec spotlight	30 to 45 sec spotlight	Logo card in reel	·	·
Social, EN and ES	2 dedicated posts	1 dedicated post	Grouped feature	Grouped feature	Grouped feature
Printed program	Back cover + thank-you page	Quarter page	Name line	Listing	Name listed
Replay page listing	12 months	12 months	6 months	·	·
Swag bag	Item	·	·	Flyer	Flyer
Pre-event attendee webinar	Yes	10 min slot	·	·	·
Opted-in attendee contacts	Yes	Yes	·	·	·
MAD-written case study	Yes	·	·	·	·

EXTRA VALUE

20% off for existing MAD clients, or 10% back as the MAD Launch Credit (up to \$750). One or the other, never both. Booths on their own: Premium corner 10x10 \$2,500 (3) | Standard 10x10 \$1,750 (6) | 6 ft tabletop \$750 (8).

ADD-ONS, BY EMAIL

VIP Dinner \$2,500 | After-party \$2,500 | Lanyard and badge \$2,500 | Livestream lower-third \$900 | Wifi, venue permitting \$900 | Program ad \$150 to \$450 | more, plus food trucks, by email

TERMS

Commit by January 15, 2027; art due January 22, 2027. Half at signing, half by December 15, 2026. In-kind trade at a stated cash value. Opted-in contacts only, never the raw list.

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