



OCTOBER 2020 | A VIRTUAL CONFERENCE SERIES SPANNING FOUR WEEKS

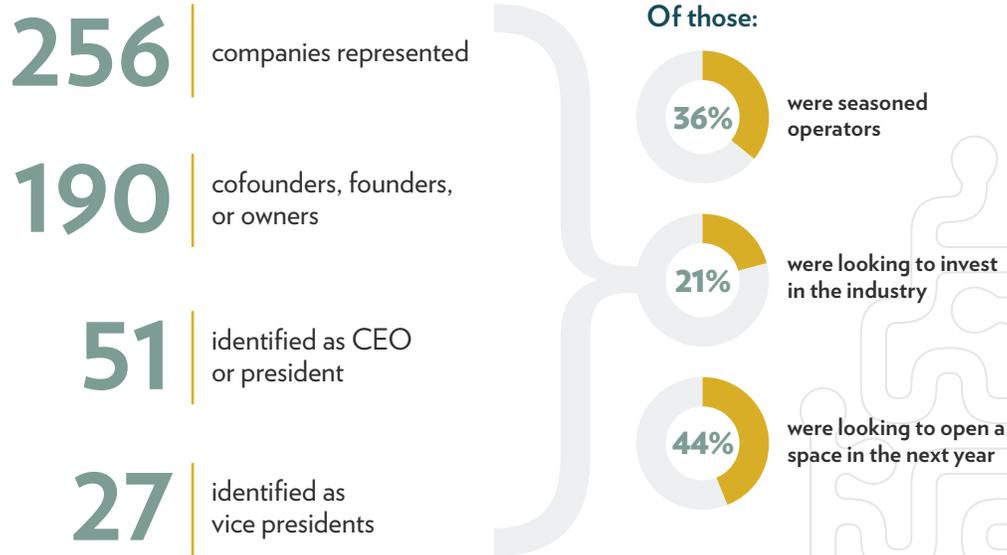


## SPONSORSHIP OPPORTUNITIES

# ABOUT **gcuc**

GCUC (pronounced juicy) stands for the Global Coworking Unconference Community and is the world's largest coworking focused conference series in the world. Since GCUC's start in 2012 we have physically hosted over 8000 attendees throughout 30 conferences across the globe.

At GCUC 2019 in Denver we had over 500 attendees, here's the breakdown:



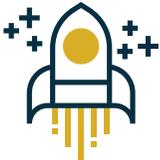
Since then we have expanded the GCUC experience to include one of a kind, online experiences. Since March we have hosted:

- **207** meetings with
- **109,270** active meeting minutes
- Reached over **3800** humans

If you are looking to activate your brand and get in front of the decision makers in the coworking industry - you need to be here. Owners, operators, investors, vendors, designers and workspace enthusiasts all come to GCUC to network and exercise their buying power. Let us introduce you to the global entrepreneurs in our community. These are the people building the future of work- these are the people you need to engage.

**GCUC is the epicenter of the coworking movement - will you be a part of it?**

The GCUC (pronounced juicy) Mastermind is a virtual learning series focused on the accelerating nature of work and the humans driving it. You need new skills and new information to thrive post COVID. We will focus in on 4 key areas and attack one each week:



## Marketing

How to attract corporations to your space and speak their language. How can you engage your local/city community to build traction in your business.



## Technology

How can using new technology make your space safer, more efficient and free up your time. What are some of the latest offerings that you should know about, particularly around health and wellness.



## Real Estate

The market has changed, what does that mean for our industry and how can you take advantage of the new world? Let's explore some best in class ecosystems and see what we can learn from them.



## Future

What are the things I should be thinking about as I plan for 2021? How has the global pandemic changed our industry and what data can I use to make better decisions going forward?

**In the rooms will be industry leaders, peers, investors and operators alike.  
This is the future of work.**

This is not a replacement for a physical conference but an additional event hosted by GCUC. We have listened to our community and we are doing this as a series over 4 weeks instead of a marathon call that doesn't allow you to get your work done or set aside an entire day. We will host two to two and a half hours of content once a week for 4 weeks.

# SPONSORSHIP OPTIONS

## **Brand the whole darn thing: \$10,000 USD**

We are only offering two of these. You will be identified as the events headline sponsor. We will place you on the virtual background of any and all speakers, presenters etc. You will get to make 4 branded polls (one for each day, must relate to the session topic) sent to all attendees real time during the sessions. The recording will be sponsored by and branded. Highlight on the sponsor page and link back.

Each of the below applies to a single event/session in the series

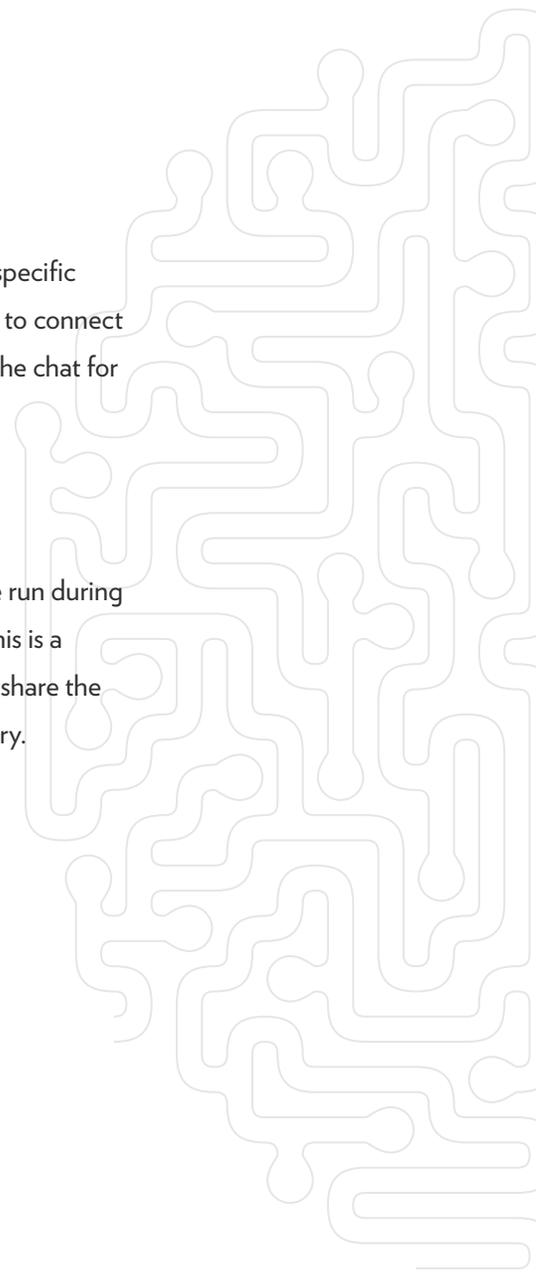
## **Sponsor a session: \$4,000 USD**

This includes placement of your company's branding at the beginning and end of a specific session. Logo and link back in sponsorship. We will also prompt your team members to connect with the attendees in the chat as well as have them type "your company name" into the chat for more information about you and your offering.

## **Poll question: \$400 USD**

With this sponsorship you will have the ability to ask a multiple choice question to be run during a session. It will automatically pop up on all attendees screens for them to answer. This is a goldmine if you want real time feedback from a captive audience. We will of course share the feedback so that you can use it to better provide value and information to the industry.

\*Note - feedback comes in percentages.



# SURVEY-BASED OPTIONS

The survey allows us to create email-based feedback campaigns focused on capturing the voice of the member. They're sent with 24 hours of the event to everyone that signed up (not just attended)

## Question: \$1,000 USD

Have your company be a clickable line item on one of the survey questions. Example:

**Would you like more info about:**

- A) GCUC Online events
- B) SPONSOR NAME HERE
- C) Coworking workprints

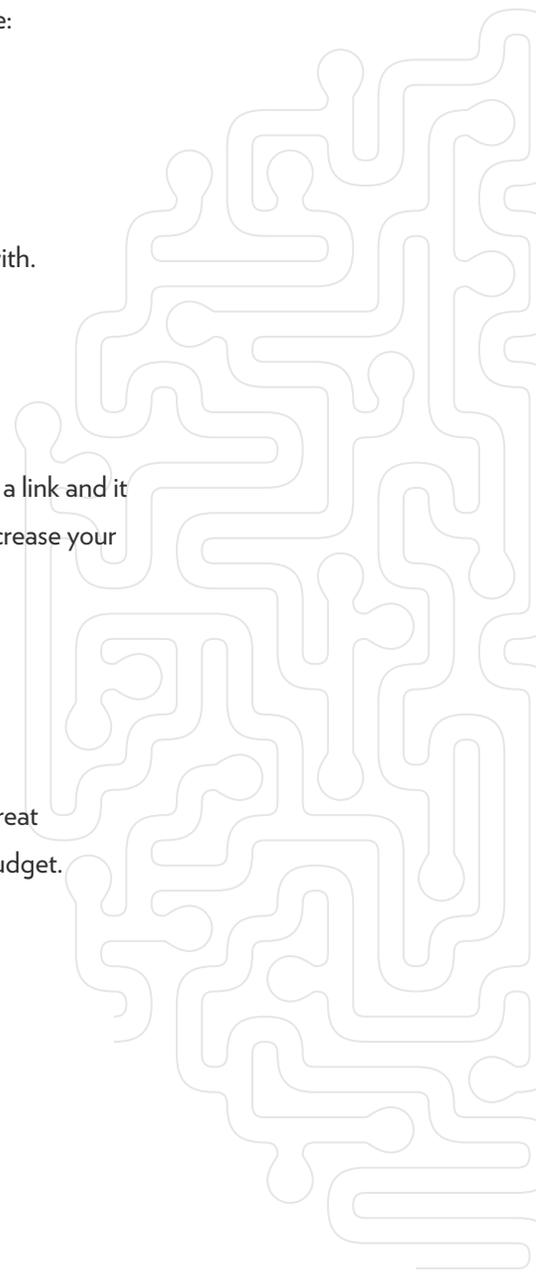
We will send you a list of people who clicked on your selection for you to follow up with.

## Landing page: \$1,500 USD

Much like the question but instead of us collecting the data, you can provide us with a link and it will take them directly to a landing page. We will not be the middleman and it will increase your traffic. Users can click and revisit it as many times as they would like.

## Mailer footer: \$800 USD

The bottom of the survey email page has the opportunity to be branded. This is a great opportunity for those companies who would like to be featured but have a limited budget. It's an awesome placement for a small promotional advertisement.



# ADDITIONAL OPPORTUNITIES

## Sponsor a break: \$1,500 USD

This is the perfect opportunity to get your brand in front of our attendees. Not only will they see it live, your activation during the break will be ever green as it will show in the recording as well. You will have five Minutes to host or show one of the following during a break. Some ideas of what you could do:

- **Slide** - pretty simple. Standard size slide with your branding and information on it.
- **Video** - or recording loop of multiple slides
- **Trivia/game** - host a short and sweet game for our attendees. Bonus points if you provide a prize, it encourages more interaction and thus makes you more memorable.
- **Wellness activation** - chair yoga, guided meditation, “walk and talk”

## Sponsor a giveaway: \$800 USD

Everyone likes free stuff. Especially now that many people are physical distancing in their homes full of the same old same old. This option gives you 2 minutes of time to tell everyone who you are and what you do. You will also have the opportunity to “draw” from the attendee list to give away a prize. You must supply the prize (we suggest a digital gift card or something so you don’t have to ship it) and have it approved by GCUC 48 hours before the event.

## Activate the community though a custom activation - price available upon request

- **Breakout Session** (before the event kicks off)
- **Happy hour** (right after wrap up)
- **Live DJ**
- **Virtual background sponsorship**
- **VIP invite only roundtable post event** (date to be selected in partnership with GCUC)

## Host your own thought leadership session: \$3,000 USD

Fifteen minutes thought leadership- can not be about your product. Has to be actual high level thought leadership, presentation of data, etc. Has to be vetted by the GCUC team 2 weeks prior to the event. If you can not provide your own Thought leadership content we will have a section of speakers you can hire to present during the first fifteen. Ten minutes of a product demo or who you are- this is up to you. Five minutes of Q&A. Thirty minutes total. 3 tickets to the series.



# ADDITIONAL OPPORTUNITIES

## Sponsor the playbook: \$1,200 USD

Receive co-branding on the front cover and bottom corners of the playbook and full page add in playbook and the ability to be the top resource listed. What is a playbook you ask? Well it's a document we send out to all attendees prior to the event that will house:

- A badge
- Agenda
- Zoom best practices for the call
- Resource List
- Slide Decks (if applicable)
- People to follow up with
- Space for note
- Sponsored pages and content
- Doodle here when bored page

## Full page ad in the playbook: \$500 USD

Full page ad to be included in the playbook above.

## ALL SPONSORSHIP PACKAGES INCLUDE:

- 3 Tweets
- 1 Instagram story
- 1 Tag and mention in LinkedIn
- Mention in the GCUC blog post recap
- Verbal "Thank you!" during the event
- Clickable logo on the event page

## QUESTIONS ABOUT **GCUC MASTERMIND** SPONSORSHIP?

Please reach out to [info@gcuc.co](mailto:info@gcuc.co) for additional information on how your company or organization can take part.