



January 5-8, 2025
The Lodge at Spruce Peak
Stowe, Vermont

FIRESIDE FORUM SPONSORSHIPS

Over the course of three days, a series of Fireside Forums will provide the compelling content that defines the core Education experience for our Summit guests.

We expect a *total of 150 guests* at this year's event, attracted primarily by the very programming that you will help shape and drive.

We invite our industry's leading brands, agencies, media companies, and resource partners to reserve a 45-minute Forum, and deliver an engaging, insightful and instructive session that enhances your company's reputation as an effective and forward-looking marketer.

FORMAT

During your 45-minute session, you are welcome to:

- Conduct a one-on-one interview with a guest speaker (whom you would recruit* and bring as your guest**)
- Moderate a panel discussion on the topic/theme of your choosing
- Present proprietary research – or even conduct a survey of Summit guests in advance and present the findings
- Discuss a case study with your partners on-stage

TOOLS

We will provide full A/V capabilities, including a projector and screen, microphones (up to 4), Wi-Fi for internet access (to display your website, social media channels, etc.).

You're welcome to:

- Present slides, video or audio recordings
- Record your session (you're responsible for clearing releases with your speakers)
- Poll the audience with a questionnaire/survey and report findings in real-time
- Distribute any type of collateral that doesn't not constitute sales material (e.g., a media kit)

WHAT IS COVERED IN YOUR SPONSORSHIP PACKAGE?

- Your 45 minute timeslot*** on-stage (we will transition between sessions promptly, no exceptions).
- Depending on your timeslot, either coffee/tea/soft drinks (until 3pm) or full bar (after 3pm) will be available.
 - Waiter service will deliver all beverages throughout the Forums, ensuring the audience stays in place.
 - Various light snacks will be available throughout the Forums.
- Professional photography (candids and posed) of your session and speakers.
- Opportunity to provide a written recap of your session, which will be posted on the FCS website's Knowledge Center.
- Following the Summit, you will receive a list of all business guests (name, company, title; no emails).

**Certain guests may not be able to accept invitations directly from vendors. You can request the FCS to send the invitation to be a Summit speaker directly. Invoicing for guest accommodations can be handled separately.*

While sponsors are responsible for their guests' accommodations, the FCS will **waive the participation fee of your client-side guest speaker(s).

****There is no limit to the number of timeslots you can sponsor, including consecutive sessions. First come, first served.*

SEE NEXT PAGE FOR TIMESLOTS AND PRICING

FIRESIDE FORUM SESSIONS / PRICING SCHEDULE

All sponsorships are exclusive.

SUNDAY, JANUARY 5	<i>LEADERSHIP</i>	FEE	
8:00	8:45	CONTENT FORUM 1	\$5,000
8:45	9:30	CONTENT FORUM 2 – reserved by Dotdash Meredith	\$5,000
9:30	10:00	AWARD FORUM 1 – reserved by Dotdash Meredith	\$2,500
<i>During this session, the winner of the FCS Leadership Award (honoring Jamie E. DePeau) will be presented with their trophy. The sponsor would conduct the interview. (Winner will be announced on December 3.)</i>			
MONDAY, JANUARY 6	<i>REPUTATION</i>		
9:00	9:45	CONTENT FORUM 3	\$1,500
9:45	10:30	CONTENT FORUM 4 – reserved by The Bliss Group	\$1,500
1:30	2:15	CONTENT FORUM 5 – reserved by Reuters	\$2,000
2:15	3:00	CONTENT FORUM 6 – reserved by Bloomberg Media	\$2,000
3:00	3:45	CONTENT FORUM 7 – reserved by Bloomberg Media	\$4,000
3:45	4:30	CONTENT FORUM 8 – reserved by WSJ Barron’s Group	\$4,000
4:30	5:00	AWARD FORUM 2 – reserved by WSJ Barron’s Group	\$2,500
<i>During this session, the winner of the new FCS Brand Reputation Award will be presented with their trophy. The sponsor would conduct the interview. (Winner will be announced on December 3.)</i>			
TUESDAY, JANUARY 7	<i>PARTNERSHIP</i>		
1:30	2:15	CONTENT FORUM 9	\$2,000
2:15	3:00	CONTENT FORUM 10– reserved by Ptarmigan Media	\$2,000
3:00	3:45	CONTENT FORUM 11– reserved by Corporate Insight	\$4,000
3:45	4:30	CONTENT FORUM 12 – reserved by Yahoo Finance	\$4,000
4:30	5:00	AWARD FORUM 3	
<i>This session is reserved for the winner of the FCS Marketing Partnership Award. The winners, announced on December 3, are expected to present their case study. There is no sponsorship fee.</i>			

Once you have reserved your Forum timeslot, the FCS will work with you on recruiting (as needed) as well as pre-event promotion and guest communications during the Summit, and will serve as liaison with the Lodge for all A/V and logistics.

**To secure your Forum timeslot, please contact
FCS CEO Kevin Windorf at kevin@thefcs.org**