2027 SUMMIT SPONSORSHIP OPPORTUNITIES

Westgate Branson Woods Resort
Branson, Missouri | May 24-26

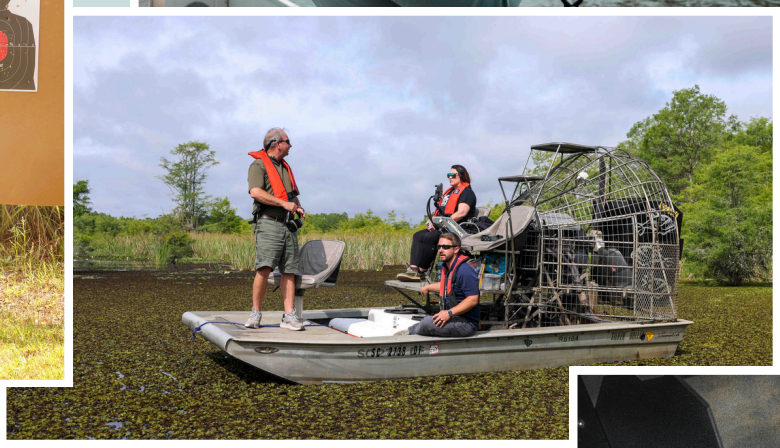


POMA
PROFESSIONAL OUTDOOR MEDIA ASSOCIATION
SUMMIT
MAY 24-26, 2027
Branson MISSOURI

Professional Outdoor Media Association











POMA MISSION

The Professional Outdoor Media Association (POMA) empowers outdoor communicators by promoting excellence in content creation, fostering business growth and connecting media professionals with industry leaders. We champion honest, responsible storytelling in traditional outdoor sports and conservation, while mentoring the next generation of media.

WHY YOUR BRAND SHOULD INVEST

Sponsoring #POMA2027 offers unmatched benefits that can elevate your brand and expand your reach within the outdoor media industry. As a sponsor, you'll have direct access to influential content creators, photographers and media professionals, ensuring your products and services are showcased to the right audience.

Here's why sponsoring #POMA2027 is a smart investment:

1. **Maximized Exposure:** Your brand will be prominently featured throughout the event, from promotional materials to on-site branding. This visibility helps reinforce your company's commitment to the outdoor industry and positions you as a leader in the field.
2. **Direct Engagement:** Sponsorship provides exclusive opportunities to engage with key media figures and influencers in a relaxed, focused environment. You'll be able to demonstrate your products, share your brand story and establish strong, personal connections that can lead to long-term collaborations.
3. **Content Creation:** Leverage the creative talents of POMA members by having your products featured in authentic, high-quality content. This content can be used in your marketing efforts, offering fresh and engaging material that resonates with your target audience.
4. **Partnerships:** By sponsoring, you'll have the chance to connect with media members who can amplify your brand message across social media, blogs and other digital platforms, significantly extending your reach and impact.
5. **Networking Opportunities:** Sponsorship includes access to exclusive events and sessions where you can network with other industry leaders, media representatives and potential business partners. These connections are invaluable for expanding your professional network and exploring new business opportunities.
6. **Positive Brand Association:** Aligning your brand with POMA and its Annual Meeting underscores your dedication to the outdoor community. It's a powerful way to build trust and credibility among consumers and industry professionals alike.

Sponsoring #POMA2027 is more than just an investment in an event - it's an investment in the future of your brand within the outdoor media landscape. Don't miss the chance to be part of this exceptional opportunity.

DIAMOND SPONSOR

- **Inclusion in Press Release Announcing Diamond Sponsors Sent to Outdoor Industry Media List and Outdoor Wire**
  Includes logo, website link and quote from sponsor
- **One Promotional Email Blast Sent to POMA Membership in 2027**
  Corporate Partner to provide collateral (one month lead time)
- **Company listed as "Diamond Sponsor" on Website, Event Collateral and Event Signage**
  With premier logo placement
- **Podium Time**
  Up to 10 minutes of podium time
  Opportunity to display collateral on tables during speaking time
- **Two Complimentary Range Bays During Range Day**
  ($500 value)
- **Complimentary On-Site Exhibit Space During Corporate Partner Showcase**
- **Up to Four Free Registration Passes**
  ($1,000 value)
- **Access to Welcome Bags for Promotional Materials**
- **Access to Attendee Contact List**
- **Complimentary Corporate Partner Membership for 1 Year**
  ($500 value)

Diamond Sponsorship Opportunities Include: *Dinner (x3), Auction and Pinnacle Awards Sponsorships*

Cost: $5,000

GOLD SPONSOR

- **Inclusion in General Press Release Announcing Gold, Silver, Bronze and Supporting Sponsorships Sent to Outdoor Industry Media List and Outdoor Wire**
- **Company listed as "Gold Sponsor" on Website, Event Collateral and Event Signage**
- **Podium Time**
  Up to 5 minutes of podium time
  Opportunity to display collateral during speaking time
- **One Complimentary Range Bay During Range Day**
  ($250 value)
- **Complimentary On-Site Exhibit Space During Corporate Partner Showcase**
- **Up to Three Free Registration Passes**
  ($750 value)
- **Access to Welcome Bags for Promotional Materials**
- **Access to Attendee Contact List**
- **Complimentary Corporate Partner Membership for 1 Year**
  ($500 value)

Gold Sponsorship Opportunities Include: *Lunch (x2), Breakfast (x3), Transportation, Corporate Partner Showcase, Keynote Speaker and Panel Discussion*

Cost: $3,500

SILVER SPONSOR

- **Inclusion in General Press Release Announcing Gold, Silver, Bronze and Supporting Sponsorships Sent to Outdoor Industry Media List and Outdoor Wire**
- **Company listed as “Silver Sponsor” on Website, Event Collateral and Event Signage**
- **Complimentary On-Site Exhibit Space During Corporate Partner Showcase**
- **Up to Two Free Registration Passes** ($500 value)
- **Access to Welcome Bags for Promotional Materials**
- **Access to Attendee Contact List**
- **Complimentary Corporate Partner Membership for 1 Year** ($500 value)

Silver Sponsorship Opportunities Include: *Registration, Audio/Visual, Campfire Networking (x3), Event Photography*

Cost: $2,500

BRONZE SPONSOR

- **Inclusion in General Press Release Announcing Gold, Silver, Bronze and Supporting Sponsorships Sent to Outdoor Industry Media List and Outdoor Wire**
- **Company listed as “Bronze Sponsor” on Website, Event Collateral and Event Signage**
- **Complimentary On-Site Exhibit Space During Corporate Partner Showcase**
- **One Free Registration Pass**
  ($250 value)
- **Access to Welcome Bags for Promotional Materials**
- **Access to Attendee Contact List**
- **Complimentary Corporate Partner Membership for 1 Year**
  ($500 value)

Bronze Sponsorship Opportunities Include: *Podcasting/Interview Space (x2), Snack Station (x2), Headshots (x2), Seminars*

Cost: $1,500

SPONSORSHIP COMPARISONS

	Diamond	Gold	Silver	Bronze
Inclusion in sponsor press release	+ sponsor quote	✔	✔	✔
Promotional email blast to POMA members	✔			
Listed on website, event collateral	✔	✔	✔	✔
Podium time	10 minutes	5 minutes		
Complimentary range bay	2 bays	1 bay		
Complimentary exhibit space for CP Showcase	✔	✔	✔	✔
Complimentary registration pass	4	3	2	1
Access to welcome bags	✔	✔	✔	✔
Access to attendee contact list	✔	✔	✔	✔
Complimentary 1-year POMA membership	✔	✔	✔	✔
Cost	**$5,000**	**$3,500**	**$2,500**	**$1,500**

AUCTION DONATIONS

Get your brand/product in front of vetted outdoor media by donating items to our annual live and silent auctions!

Your donation allows members and other brands to gear up while you support POMA's mission.

These annual events are great fundraisers for the organization, and we hope to do even better with the next one - with your support!

We're looking for:

- **Trips and Stays –** An adventure/outdoor trip or (multi-night) stay, ideally for two (or more).
- **Guided Adventures –** Guides and outfitters can offer to take one of our media members out on a hunt, to go fishing, on a climb, paddling, etc.!
- **Services for Media –** Industry service providers can offer up PR packages, copy editing, photography workshops, podcast consulting and other services that can assist our media members.
- **Outdoor Gear/Products -** Any product that could be used for our silent auction. Live auction items of higher value will also be considered!

Fulfillment of all items must be done by the donating brand/person, directly to the winner (ideally by online coupon, gift code, PDF certificate, etc. if the item isn't on-site). We will not have an FFL present.

SPONSORSHIP CONTACTS



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