**APT FALL MARKETPLACE 2023**

**SPONSORSHIPS**

**November 6-9, 2023**

**Westin Rancho Mirage Golf Resort & Spa,** Rancho Mirage, CA

APT Fall Marketplace offers a variety of terrific opportunities at every budget level

to promote your program to key public television personnel in one place, at one time.

**DEADLINES TO REQUEST SPONSORSHIPS**

**Submit your request using the** [***SPONSORSHIP APPLICATION FORM***](file:///\\192.168.200.15\groups\Marketplace\Marketplace%2023%20Palm%20Desert\Sponsorships\APTFM%202022%20%20Sponsorship%20Application.pdf)

**AUGUST 15 – Items Requiring Print Production:** Key Cards, Lanyards/Badge Holders, Banners, Meeting Bag, EXPO bag, Door Hangers, Shipping Boxes, Agenda-At-A-Glance, Programmer’s Notebook. *Sponsors will be confirmed by Aug 18*.

**AUGUST 15 – Agenda Events:** Meals, Receptions, Networking Breaks, Morning Exercise & Wellness, Professional Development, Desert Dogs, Meet & Greet/Book Signing. *Sponsors will be confirmed by September 1*.

**SEPTEMBER 15 – Limited quantities – book early!**

EXPO booths, EXPO cocktail, Foyer Networking Tables, Tote Bag Stuffers, Door Prizes, General Session Logos, WI-FI, Charging Locker, Room Drops, Popcorn.

**SEPTEMBER 30 – All remaining sponsorships must be requested by this date and will be confirmed on a first come, first serve basis.**

**Questions?**

**Email** [**Sponsorships@aptonline.org**](mailto:Sponsorships@aptonline.org)

**SPONSORSHIPS ARE LISTED IN ALPHABETICAL ORDER:**

AGENDA-AT-A-GLANCE (Booked)

BANNER – LARGE (Booked)

BANNERS – STANDING (Booked)

CHARGING LOCKER

DESERT DOGS MUSIC EVENT(Booked)

DOOR HANGER (Booked)

DOOR PRIZE (Booked)

EXPO SWAG BAG (Booked)

EXPO BOOTH

EXPO SPECIALTY COCKTAIL (Booked)

FOYER NETWORKING TABLES (Booked)

GENERAL SESSION LOGO DISPLAY (Booked)

GUEST SHIPPING BOXES (Booked)

KEY CARDS (Booked)

LANYARDS/BADGE HOLDERS (Booked)

MEAL SPONSORSHIP (Booked)

MEET & GREET / BOOK SIGNING (Booked)

MEETING TOTE BAG (Booked)

MORNING EXERCISE & WELLNESS (Booked)

NETWORKING BREAKS (Booked)

POPCORN SERVICE (Booked)

PROFESSIONAL DEVELOPMENT SESSIONS

PROGRAMMER’S NOTEBOOK (Booked)

RECEPTION – OPENING NIGHT (Booked)

RECEPTION – HAPPY HOUR (Booked)

ROOM DROP (Booked)

TOTE BAG STUFFER (Booked)

WI-FI SERVICE

**Questions?**

**Email** [**Sponsorships@aptonline.org**](mailto:Sponsorships@aptonline.org)

**AGENDA-AT-A-GLANCE**

Sponsorship Fee: $250

Estimated costs: $250

Sponsor the Agenda-at-a-Glance and have your program logo on the front cover and bottom inside bar of this indispensable print guide to APT Fall Marketplace. Sponsor pays for printing of the full-color Agenda, plus the sponsorship fee.

**BANNER – LARGE**  
Monday, Nov 6 – Wednesday, Nov 8

Sponsorship Fee: $1,000

Estimated costs: $250-$1,000 for printing

A large-format banner is a spectacular way to promote your program to our attendees, with three sizes to choose from: 17ft x3ft., 25ft x 12ft, 18ft x 10ft. The banner is installed in the Celebrity Foyer and is highly visible right outside the General Session. You provide a design to the vendor’s specifications, and APT will arrange for the display. Sponsor pays for cost of the banner, shipping/delivery and the sponsorship fee.

**BANNER - STANDING**   
Monday, Nov 6 – Thursday, Nov 9

Sponsorship Fee: $600

Estimated costs: $300 one-sided or $400 two-sided

A standing banner gives visibility to your program, and will be located in a high-traffic area in the Celebrity Foyer. Provide an image according to specs, and we’ll have the banner printed and shipped to the hotel. Banners are a single or double-sided 24x90" stretch fabric, printed in full color. Double-sided banners have the same image on either side. The pillowcase-style banner slips over the aluminum frame, and a zipper on the bottom secures the banner tautly on the frame. It is lightweight and includes a carrying bag (we can ship it to you after the market, at your expense). Sponsor pays for cost of the banner and shipping, plus the sponsorship fee.

**CHARGING LOCKER**   
Dates: Nov. 7 and 8

Sponsorship Fee: $500

Estimated costs: $2,000

Give your program high visibility by sponsoring the popular Charging Locker for attendee’s phones and electronic devices. Branding includes a touchscreen video and custom wrap on the outside of the Locker. Sponsor pays for charging locker, video display, custom wrap, and shipping. APT will provide an APT FM sponsor sign, and a thank you from the podium!

**DESERT DOGS MUSIC EVENT \*this event is outdoors**  
Date: Wednesday, November 8, 8:00-10:00pm

Sponsorship Fee: $2,500

Estimated costs: None required. Option to provide giveaways, and have additional signage.

The Desert Dogs is an annual sing-along music event enjoyed by everyone! Located outdoors at the Fireside Lounge and with a cash bar, the Desert Dogs will be rocking APT Fall Marketplace 2023! Sponsor the event and receive the following benefits

* Acknowledgement and thank you during the General Session
* Promotion on APTFM website and in APTFM e-newsletter
* Registered guest lists provided in advance (upon request after October 12)
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote the event in the tote bags

**DOOR HANGER**  
Sponsorship Fee: $250

Estimated costs: $175-$250 for 50-150 hangars and $5.00 per room hotel fee

Sponsor colorful door hangers for Fall Marketplace guest rooms to promote your program or event. APT will provide a registration list for distribution and coordinate printing of your hanger. Sponsor provides a design to spec, pays for printing, a hotel fee per room, and the sponsorship fee.

**DOOR PRIZE**

Sponsorship Fee: $200

Estimated costs: Cost of the prize and shipping

Sponsor a door prize (or get your underwriter to donate one!) and we’ll draw a lucky winner from the programmers in attendance at our screenings. You and your program will be acknowledged during the General Session, in PowerPoint, and in the registration materials. You are responsible for shipping the door prize to the winner. [Download the DOOR PRIZE FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/Door+Prize+Reservation+Form+-+APT+Fall+Marketplace+2023.doc)

**EXPO SWAG BAG**

Sponsorship Fee: $250

Estimated costs: $650

Sponsor these popular shopping-style bags which are given out at EXPO and used long after, with your logo displayed prominently on the bag in a one-color imprint on one side. Give us your logo and we’ll coordinate printing and shipment of the bags. Sponsor pays for the bags, printing, shipping, and sponsorship fee.

**EXPO BOOTH**

Date: Tuesday, November 7 (tentatively, 6:00-8:00pm)

Sponsorship Fee: $1,800 single booth / $2,900 double booth

Estimated costs: Optional a/v, giveaways, décor

Host an EXPO booth to promote your program or services at this lively evening event! Mingle with program managers, station personnel, talent and producers. APT provides food and drink, and your giveaways, prize drawings or activities round out a fun-filled evening.

Your EXPO booth fee includes the following:

* Pipe & drape for Single or Double booth
* Table and chairs, electrical drop, overhead sign
* Two (2) guest meal tickets (to be used at meals or receptions, excluding the General Sessions)
* Registrant list for advance use (provided on request after Oct. 12)
* Promotion on APTFM website and in APTFM e-newsletter
* Listing in Agenda
* Waived stuffing fee to promote your booth in the meeting tote bags
* Event food & beverage provided by APT

[Download the EXPO FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/EXPO+Booth+Reservation+Form_APT+Fall+Marketplace+2023.doc)

**EXPO SPECIALTY COCKTAIL**

Date: Tuesday, November 7

Sponsorship Fee: $250

Estimated costs: $4,000-$4,500 depending on beverage choice

Sponsor a specialty cocktail at the EXPO event, and enjoy some high-profile promotion for your program! Sponsor pays for the cost of the cocktail, plus the Sponsorship fee.

Benefits include:

* Advance promotion on APTFM website
* Two (2) guest meal tickets (to be used at meals or receptions, excluding General Sessions)
* Registrant list for advance use (upon request after October 12)
* Event food & beverage provided by APT (excluding the Specialty Cocktail)
* Listing in Agenda
* Waived stuffing fee to promote in the meeting tote bags
* APT Fall Marketplace sponsor sign

**FOYER NETWORKING TABLES**

Monday, Nov 6 – Thursday, Nov 9

Sponsorship fee: $1,000

Estimated costs: None required. Optional expenses include tabletop signs, a/v, giveaways.

Sponsor the networking tables in the Celebrity Foyer and have prominent visibility throughout APT Fall Marketplace. Networking Tables includes 6-8 multiple high-top tables which you can brand with tabletop cards, materials, giveaways. A draped single or double sponsor table is also available on request, which you can use to brand and/or display a/v.

Banners are available to order from APT (see details under “Banner” sponsorships)

**GENERAL SESSION LOGO DISPLAY**

Sponsorship Fee: $500

Estimated costs: None

Programmers are in the General Session Ballroom all day Tuesday and Wednesday, and a half day on Thursday. If you’d like a major opportunity to have your program logo in a prominent location, sponsor a color logo to be displayed on multiple monitors during the General Session. No one will be able to miss it! Sponsorship fee includes rotating display, setup and equipment. Just e-mail your logo to us!

[Download the GENERAL SESSION LOGO DISPLAY FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/General+Session+Logo+Display+Instructions+-+APT+Fall+Marketplace+2023.doc)

**GUEST SHIPPING BOXES**

Sponsorship Fee: $1,000

Estimated costs: $500-$600 for branded boxes shipped to the hotel

Sponsor the *very popular* shipping boxes for registrants to ship home their meeting materials and giveaways. Branded with your program logo, the boxes are displayed in a dedicated space for pickup and drop-off. Benefits include an APT Fall Marketplace sponsor sign, promotion in the APTFM e-newsletter, listing in the meeting agenda, a thank you from the podium, and branded instruction sheets. If you wish, enhance the space with your additional posters, banners, trade show displays and/or promotional literature. Sponsor pays for 60 boxes, plus the sponsorship fee.

There are two branding options:

Option 1: Plain white boxes stickered with a design you provide; we print and assemble.

Option 2: You order custom printed boxes (example: <https://packlane.com/products/shipping-box>)

**KEY CARDS**

Sponsorship Fee: $1,500

Estimated Costs: $1,800

Sponsor the APT Fall Marketplace hotel room key cards – your program name on every key card has significant promotional value! Sponsor pays the cost of production for 500 quantity, 4-color key cards, plus the sponsorship fee. You supply the artwork to spec, and we will arrange for the production.

**LANYARDS/BADGE HOLDERS**

Sponsorship Fee: $1,500

Estimated Costs: $1,000

Lanyards/Badge holders are a great way to achieve maximum visibility for your program – every attendee will be wearing one with your program logo on it! Logo appears in 2 colors on the pouch and in 1 color on the strap. Sponsor pays for the cost of 250 1-color lanyards, plus the sponsorship fee.

**MEALS - HOSTED**  
Breakfast – Tuesday, Nov. 7, Wednesday, Nov. 8, Thursday, Nov. 9

Lunch – Tuesday, Nov. 7, Wednesday, Nov. 8

Sponsorship Fee: $1,200

Estimated Costs: Food and Beverage estimated at $7,500-$8,500 for Breakfast and $13,000-$14,000 for Lunch. Optional A/V, Décor, Giveaways

A hosted meal is a high-profile event which offers an excellent opportunity to make a full 20-minute presentation to the programmers and attendees. Make the meal memorable with optional video, entertainment and giveaways! The sponsor pays all costs for the event, plus the sponsorship fee. Locations can be indoors or outdoors. Priority is given to new programs.

Sponsor benefits include:

* Up to 20 minutes of presentation/screening time
* One full meeting registration for breakfast sponsor, two registrations for lunch sponsor
* Acknowledgement and thank you during the General Session
* Option for presentation in the General Session, if the meal is outdoors
* Promotion on APTFM website and in APTFM e-newsletter
* Registrant list provided for your advance use (upon request after October 12)
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote the event in meeting tote bags

**MEET & GREET / BOOK SIGNING**  
Date: Tuesday Nov. 7 or Wednesday, Nov. 8

Sponsorship Fee: $1,500

Estimated Costs: None required. Optional Food and Beverage, Entertainment, Décor, A/V, Giveaways

Sponsor a Book Signing or Meet & Greet reception at APT Fall Marketplace and have a dedicated event where your talent or author can meet the programmers and/or personally sign books or another giveaway.

Sponsor benefits include:

* 45-minute dedicated event located in high-traffic area
* Optional short promo reel shown in General Session Ballroom prior to Reception
* Acknowledgement and thank you during the General Session
* Promotion on APTFM website and in APTFM e-newsletter
* Registrant list provided for your advance use (upon request after October 12)
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote the event in the tote bags

**MEETING TOTE BAG**  
Sponsorship Fee: $1,000

Estimated Costs: $4,500 for bags, printing and shipping

Sponsor the high-quality meeting tote bags for long-lasting promotion of your program or brand. Your four-color imprinted program logo will appear with the APT logo on approximately 250 bags, which are distributed to all our attendees. Additional bags can be ordered from APT if you wish, for your company needs.

**MORNING EXERCISE & WELLNESS**

Tuesday, Nov. 7 from 6:30-7:15am

Wednesday, Nov. 8 from 6:30-7:15am

Sponsorship fee: $200 per day

Estimated costs: Cost of any needed exercise/wellness equipment for approximately 30 people.

Get everyone’s day off to a healthy start by sponsoring a morning exercise & wellness session. Promote your health and wellness program with a 45-minute session indoors or out. We will provide an APT sponsor sign, thank you during the General Session, and we’ll promote the event on the APTFM website, in the APTFM e-newsletter, and in the meeting agenda.

**NETWORKING BREAK**

Tuesday, Nov. 7 at 10:15am or 3:15pm

Wednesday, Nov. 8 at 10:15am or 3:15pm

Thursday, Nov. 9 at 10:20am

Sponsorship Fee: $1,000

Estimated costs: Food and Beverage estimated at $3,500. Optional a/v, giveaways, branding

Sponsor coffee, tea and snacks during program screenings to give your program high visibility and have the opportunity to give a short presentation to the programmers from the stage during the General Session. If your program is being offered in November, we’ll schedule the break adjacent to the offer. Sponsor pays for cost of refreshments plus the sponsorship fee.

Sponsor benefits include:

* Up to 2 minutes (in total) to speak and show video at the podium
* Acknowledgement and thank you during the General Session
* Promotion on APTFM website and in the APTFM e-newsletter
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote your Break in the tote bags

**POPCORN SERVICE**

Tuesday, Nov. 7 and Wednesday Nov. 8, from 9am-5pm

Sponsorship Fee: $500

Estimated costs: $2,350 for popcorn machine, popcorn, labor. Custom or stickered boxes are additional.

The popcorn service is a favorite at Fall Marketplace and offers high visibility promotion! Benefits include an APT sponsorship sign and a listing in the meeting agenda. Customize the display by adding your own banner, poster, video display, custom printed boxes, or a sticker to the standard boxes for extra promotional value! Sponsor pays for cost of the popcorn service, plus the sponsorship fee.

**PROFESSIONAL DEVELOPMENT SESSIONS**  
Monday, Nov. 6

Wednesday, Nov. 8

Sponsorship Fee: $500

Estimated costs: $1,500 for light refreshments

The Professional Development Sessions are hosted by guest experts and APT’s programming team, and cover current industry topics such as media research, legal and FCC updates, underwriting, promotion strategies, programming practices and more. The sponsor pays for light refreshments plus the sponsorship fee and can distribute optional literature or giveaways. We will promote the sessions on the APTFM website, APTFM e-newsletter, provide an APT sponsor sign and thank you from the podium.

**PROGRAMMER’S NOTEBOOK**  
Sponsorship Fee: $750

Estimated costs: Notebooks, printing and shipping $750-$1,700, depending on style of notebook

Sponsor a bound notebook with your logo on the cover, and we’ll place it at every programmer’s seat on the first day of the General Session for their use during the meeting, and for many months after the meeting ends. Just send us your logo and we’ll coordinate the printing, shipping and distribution of 150 notebooks.

**PROGRAMMER’S SCHOLARSHIPS**  
Sponsorship Fee: To be quoted

Estimated costs: Variable

Each year APT offers scholarships to Programmers who would not otherwise be able to attend Fall Marketplace. The Scholarship sponsor will be thanked from the podium, in the agenda materials, on our APTFM website and in the APTFM e-newsletter. Please email [sponsorships@aptonline.org](mailto:sponsorships@aptonline.org) to discuss pricing for this special opportunity.

**RECEPTION - OPENING NIGHT**Monday, Nov. 6 from 6:30-7:45pm \***This event is outdoors**

Sponsorship Fee: $1,250

Estimated costs: Food and Beverage estimated at $15,000. Event décor, music, lighting, a/v, giveaways are optional.

Showcase your program(s) in a big way by sponsoring the premiere event at APT Fall Marketplace – the Opening Night Reception! A themed party makes for an unforgettable evening and is a fantastic way to promote your program or your station. This event will be held outdoors on the Masters Lawn, a patio and lawn venue with an outdoor grill and kitchen. The sponsor pays for the cost of the Reception, plus the sponsorship fee.

Sponsor receives the following benefits:

* Two full meeting registrations
* General Session Display Logo – valued at $500
* Acknowledgement and thank you during the General Session
* Promotion in registration materials
* Promotion on APTFM website and in the APTFM e-newsletter
* Registrant list for your advance use (upon request after October 12)
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote the event in meeting tote bags

**RECEPTION/HAPPY HOUR**

Date: Wednesday, Nov. 8

Sponsorship Fee: $1,500

Estimated costs: Food and Beverage estimated at $5,000. Event décor, music, lighting, a/v, giveaways are optional.

From casual to elegant, APT Fall Marketplace is known for its creative and memorable receptions. Located indoors or outside, your reception will be a great way to get the evening festivities started! Sponsor pays for cost of reception. Benefits include:

* 45-minute dedicated reception
* Acknowledgement and thank you during the General Session
* Optional short promo reel shown in General Session Ballroom prior to Reception
* Promotion on APTFM website and in APTFM e-newsletter and in Agenda
* Registered guest lists provided in advance (upon request after October 12)
* APT Fall Marketplace sponsor sign
* Waived stuffing fee to promote the event in the tote bags

**ROOM DROP**  
Sponsorship Fee: $150

Estimated costs: Cost of item plus $5.00 per room hotel fee

Greet Marketplace attendees with a special gift delivered to their rooms to remind them of your program or to promote your company. The hotel staff will gladly coordinate and deliver your room drop for you inside the room or under the door. Additional hotel fees apply if the gift is personalized. The sponsorship fee includes an advance registration list (available after Oct 12).

**TOTE BAG STUFFER**   
Sponsorship Fee: $250

Estimated costs: Cost of stuffed item

Promote your APT-distributed program or company with a small giveaway item that we will stuff in the meeting tote bags for you. Sponsorship fee is to stuff one pre-assembled item in each meeting bag (250 total). Items requiring assembly will be charged an additional fee and must be arranged in advance.

[Download the TOTE BAG STUFFER FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/Tote+Bag+Stuffer+Confirmation+Form+2023.docx)

**WI-FI SERVICE**

Sponsorship Fee: $1,500

Estimated costs: to be quoted

Promote your content by providing Wi-Fi service to Fall Marketplace attendees. Sponsor enjoys a redirect to your website or splash page, and a customized login password which will be displayed throughout the meeting in the General Session, in the agenda materials, and an APT Fall Marketplace sponsor sign. APT will also thank you from the podium!