

Nutshell BOUNDLESS 2020

Sponsorship Opportunities

BOUNDLESS is Nutshell's free annual virtual conference, featuring live presentations from some of the biggest names in Sales, Marketing, and Customer Support.

As a sponsor of BOUNDLESS 2020, your brand will receive **significant, sustained visibility across Nutshell's customer base and subscriber channels** leading up to the event and during the broadcast itself.

PARTICIPATING SPONSOR / \$1,000

- + Your logo* on nutshell.com/boundless-2020
- + Your logo in at least three pre-event emails promoting the event
- + Your logo in a post-event email thanking registrants for attending
- + Tagged mentions of your brand in at least six social media posts promoting the event
- + Your brand mentioned by name and included in an on-screen list of sponsors during the live event broadcast

* All logos in website/email communications will be hyperlinked to a URL of your choice

FEATURED SPONSOR / \$2,500

All the benefits of being a participating sponsor, plus...

- + A dedicated pre-event email solely promoting your brand and/or content
- + Two dedicated mentions of your company (including links of your choice) posted to the live chat during the broadcast
- + Your logo featured on signage at the BOUNDLESS 2020 live screening and cocktail hour at [Cahoots](#) in Ann Arbor
- + Your brand included in the BOUNDLESS 2020 swag bag: We will send 50 attendees a bag of branded goodies and apparel from our sponsors, featuring anything you'd like to include.**

** You must provide and ship your own swag to Nutshell HQ in advance

EVENT PARTNER (availability limited to three) / \$7,500

All the benefits of being a featured sponsor, plus...

- + Access to the full list of BOUNDLESS 2020 registrants (estimated: 2,000) following the event
- + A video ad for your company*** (60 seconds max) appearing twice during the live broadcast
- + A dedicated post-event email solely promoting your brand and/or content
- + Larger/more prominent placement of your brand logo in all website and email communications
- + Two more live chat mentions during the broadcast
- + Four dedicated social media mentions leading up to the event, including URLs of your choice

*** Creative must be supplied by sponsor



Didn't make it to
BOUNDLESS 2019?

[Watch this.](#)

To request more information or discuss sponsorship opportunities for BOUNDLESS 2020, please email boundless@nutshell.com.

About Nutshell

Nutshell is a sneaky powerful CRM and sales automation platform that helps sales teams of all sizes win more deals. Since 2010, we've helped tens of thousands of businesses get organized, sell smarter, and close over \$4 Billion in sales. (That's "Billion" with a "B"!)

Simple enough for any user and sophisticated enough for any business, Nutshell is a category leader in everything from sales process automation to customer support, and boasts a wide range of software integrations that allow sales reps to do all their selling from a single tool.

Learn more at www.nutshell.com.

NUTSHELL AUDIENCE STATS *(as of December 2019)*

- + **Customer base:** 14,000+ users across 3,000+ companies
- + **Active email newsletter subscribers:** 26,600
- + **Average open rate across all email communications:** 32%
- + **Average click rate across all email communications:** 7%
- + **Non-paid website traffic:** 55K visits/month
- + **Social audience:** 11.7K followers across Facebook, LinkedIn, and Twitter

BOUNDLESS 2019 RECAP

- + **Registrants:** 915
- + In a post-event survey, 95% of respondents who attended BOUNDLESS 2019 said they would be **"likely"** or **"very likely"** to attend again.
- + **An engaged, motivated audience:** New revenue generated by BOUNDLESS 2019 attendees resulted in a 594% ROI for the event.

WHAT ATTENDEES SAID ABOUT BOUNDLESS 2019

"EXCELLENT content—beats a couple of expensive sales courses I have attended!"

"I loved that I could get conference-level content without travel and in the convenience of my office."

"I got ideas and tips that could be immediately implemented to better my business."

"The content was informative, actionable, and relevant. I liked the format, because I could pop in and out as needed."

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2020