

# Sponsorship Prospectus



Tuesday | November 9th | 9 am EST  
| Kaltura's Virtual Events Platform

## Overview

Gathering 1000s of marketing leaders, 'Virtually Live!' will dive into the unexpected ways (virtual) events changed marketing and reimagine events in years to come.

The one-day agenda offers a mix of inspiring keynotes, fireside chats, and interactive workshops loaded with lessons learned powering the biggest tech conferences in the past year. To guide these sessions, we've invited top CMOs, marketing VPs, and event executives. Together, they'll uncover the secrets to creating real-life events, online from start to infinity, that provide an experience that's at once unique and personal.

Finally, so that it's truly global and accessible, we'll host Virtually Live! on the Kaltura Virtual Events platform.

## Event Highlights

### Thousands of Attendees

Marketing and business leaders from top companies

### 20+ Sessions & Workshops

Including Lior Raz, star and creator of top Netflix shows 'Hit & Run' and 'Fauda'

### 100% Virtual

On Kaltura's immersive Virtual Events platform

### 20 Sponsorship Packages

Global brand Awareness, thought-leadership, lead-gen, and BI opportunities

## Audience

Virtually Live! will bring together marketers from around the globe to discuss the past year and a half in virtual events and marketing as well as help shape what's next.

### Roles

- CEOs, CMOs and VP Marketing
- Marketing Operations Heads
- Martech & Event Technologists
- Global Event Executives

### Companies

- Fortune 500
- Global Enterprises
- Large Organizations
- Scaling & Mature Startups

### Industries

- Software & Electronics
- Professional Services
- Education
- Media & Telecom

### Regions

- NA
- EMEA
- APAC
- LATAM

## Sponsorship Packages

Our goal is to deliver value and drive results through partnerships. Always keeping that in mind, we've put together two designated packages and a third option that's entirely tailor-made for your specific goals.

### Gold

#### Presence & Exposure

- Sponsor landing page (booth) with an opportunity to customize header banner, welcome video, and CTA with an out link of your choice
- Upload up to six marketing media assets (videos, PDFs) on the sponsor landing page
- Chat widget for engaging with page visitors as well as other prospects

#### Lead Generation

- Contact information from attendees who visited the sponsor page and are opted-in to sharing information with sponsors

#### Awareness & Promotion

- Logo placement on event platform and event website (sponsor listing page)
- Logo inclusion on one pre-event email and one pre-event social promotion

- Sponsor promotion kit including branded social and email banners
- One Push notification to all attendees leading to sponsor landing page
- One Banner ad across the Virtually Live! Platform

## Platinum

### Presence & Exposure

- Sponsor landing page (booth) with an opportunity to customize header banner, welcome video, and CTA with an out link of your choice
- Upload up to 12 marketing media assets (videos, PDFs) on the sponsor landing page
- Interactive room for live demos, presentations, and networking get-togethers
- Chat widget for engaging with page visitors and session attendees as well as other prospects

### Speaking Opportunities

- One 20-minute pre-recorded session as part of the event agenda (session production included) – OR one 20-minute live interactive workshop

### Lead Generation & Business Insights

- Contact information from attendees who visited the sponsor page, engaged with sponsor assets, or attended the sponsor session/workshop and are

opted-in to sharing information with sponsors

- Powerful insights report (sponsor content watched, minutes watched, engagement via chat, and more)

### Brand Awareness

- Logo placement on the event platform and website (sponsor listing page)
- Logo inclusion in the keynote presentation
- Logo inclusion on two pre-event emails and two pre-event social promotions
- Sponsor promotion kit including branded social and email banners
- Sponsor session featured on Virtually Live! Platform homepage
- Branded speaker social banner and email signature banner
- Two push notifications to all attendees leading to sponsor landing page or sponsor session
- Two Banner ads across the Virtually Live! Platform

## Pack III: Tailored

Everything in the Platinum Package, plus a wide range of add-on options to drive maximum value from your presence at the event.

To explore further, please contact us at [virtually.live@kaltura.com](mailto:virtually.live@kaltura.com)

## Becoming a Sponsor

### Submission

- To submit your request for sponsorship, [please fill in this form](#) no later than September 30th
- Once processed, we will reach out to discuss and finalize the agreement, then send a contract for your signature

### Terms & Conditions

Please review our sponsorship terms and conditions [here](#).

### Execution

- Once both parties have signed a sponsorship contract agreement, we will issue an invoice, payable within 30 days
- Sponsor marketing assets are subject to approval and must be submitted by October 12th
- Sponsor speaking sessions must be finalized by October 20th

## Thanks!

We look forward to partnering with you to make virtual events better and marketers' lives even better than that.

If you wish to discuss our sponsorship options or have any questions, please send us an email to [virtually.live@kaltura.com](mailto:virtually.live@kaltura.com), and we'll take it from there, either by correspondence or a direct video call with one of our representatives.

**Virtually yours,**  
**Kaltura sponsorship team**

**VirtuallyLive.**  
bykaltura