

SPONSORSHIP PACKET

the
Great Game
of Business®
Conference



8-10 SEPT 2021 //

HILTON ANATOLE
DALLAS, TEXAS

CONTENTS

01 02 04 06 07 14

ABOUT
THE
CONFERENCE

CONFERENCE
DEMOGRAPHICS

WHY ATTEND
THE GREAT GAME
OF BUSINESS
CONFERENCE?

TENTATIVE
AGENDA

SPONSORSHIP
LEVELS

OTHER
OPPORTUNITIES

ABOUT THE CONFERENCE

The Great Game of Business Conference® is the only conference where the open-book community comes together from around the world to learn, share and celebrate the principles and practices of the Great Game of Business and open-book management. Participants at the 2020 conference included almost 1,000 business leaders from companies considering implementing open-book management to long-time practitioners of the Great Game of Business, all ready to share best practices with the open-book community. Almost a hundred speakers and presenters conducted over 50 educational sessions, in addition to multiple main-stage presentations, and dynamic networking events.

The Great Game of Business Conference participants are excited about creating transparent workplaces where employees are educated, empowered, and engaged in driving business results. Even better, Great Game of Business Conference participants are passionate about sharing the message of open-book management with others.

In short, the Great Game of Business Conference provides an unmatched opportunity to connect with like-minded business leaders and learn the most innovative techniques for playing The Game.

openbookconference.com

2019 NUMBERS (All In-Person)

201

Individual companies represented

681

International business professionals in attendance

CONFERENCE DEMOGRAPHICS

2020 NUMBERS (All Virtual)

293

Individual companies represented

954

International business professionals in attendance

2021 PROJECTED NUMBERS (Hybrid Event)

295

Individual companies represented

1100

International business professionals in attendance

350

In-Person

750

Virtual

WHO ATTENDS?

10%

Board Members

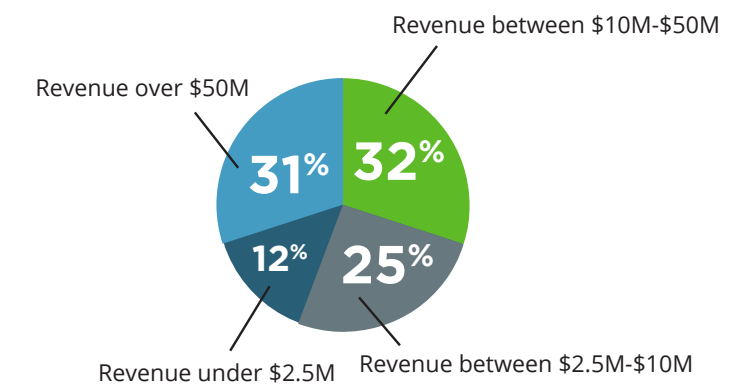
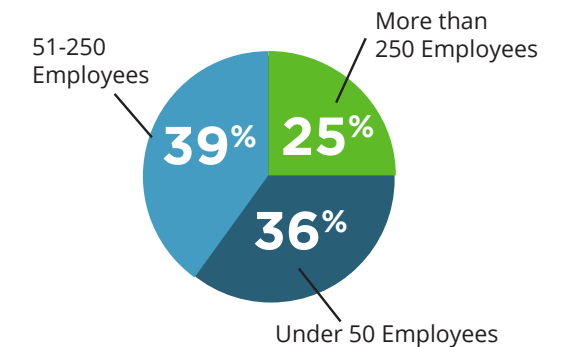
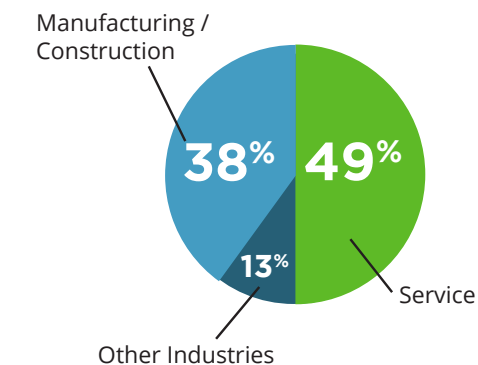
57%

Upper Management

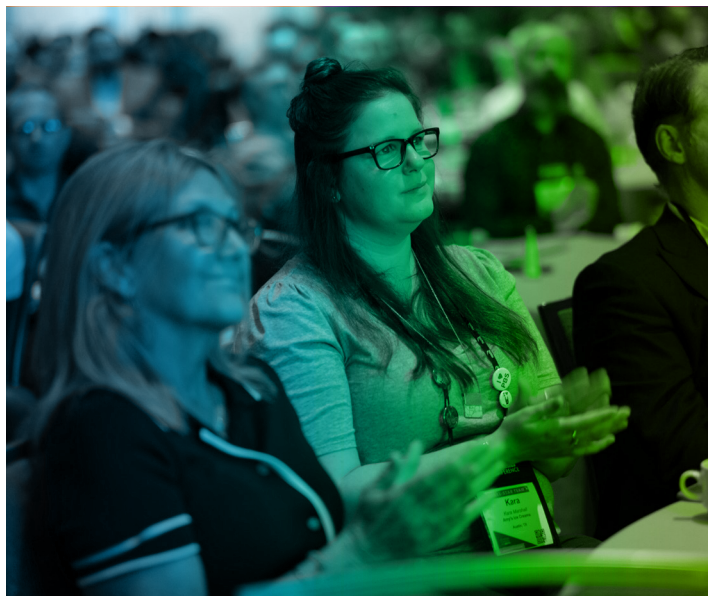
21%

Middle Management

PARTICIPATING COMPANY STATISTICS



6x Great Game of Business Practitioners see a
increase in profit growth.



WHY ATTEND?



PRACTITIONER STORIES

Hear trials and triumphs directly from companies who have used The Great Game of Business to drive rapid financial results and lasting cultural change, and capture actionable takeaways from every session.



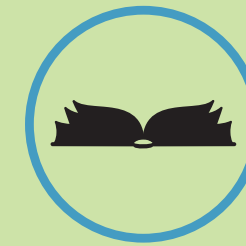
WORLD-CLASS SPEAKERS

Get inspired by first-class keynote speakers, including the “Father of Open-Book Management” Jack Stack, and this year’s featured guest - Patty McCord, the co-creator of the Netflix Culture Deck.



NETWORKING OPPORTUNITIES

Connect with other open-book practitioners during multiple high-energy networking events, roundtables and online matchmaking.



MANAGEMENT EXPERTS

Attend sessions led by thought leaders with unique Great Game™ perspectives, readily sharing insights on complementary practices to support your Great Game efforts.



CELEBRATE

Join us in congratulating and celebrating the All-Star Team and get insights into what makes them “the best of the best.” Their success stories will inspire you to further leverage the power of The Great Game of Business in your company.

EXAMPLES OF PAST PARTICIPANTS



HOW THE HYBRID EVENT WORKS



THE DALLAS EXPERIENCE

We are more **EXCITED** than ever before to bring the community together in Dallas! There's an undeniable, invigorating "magic" created when Great Game™ practitioners gather together to collaborate, learn from each other and challenge the status quo. Coming to Dallas is your opportunity to make personal connections with like-minded business people who believe in the entrepreneurial spirit of all employees.

While you're in Dallas, you'll not only experience the in-person excitement of keynotes and breakout sessions, but we are putting extra effort into developing meaningful connections between participants through crowdsourced sessions, small group discussions, hands-on activities, structured networking activities, and everyone's favorite — the Dine Around.

AND THIS YEAR, THE EXTRAS ARE INCLUDED! We're so excited to meet in-person that we're giving every Dallas Experience ticket a half-day workshop and a ticket to our always-popular networking reception AT NO ADDITIONAL COST.

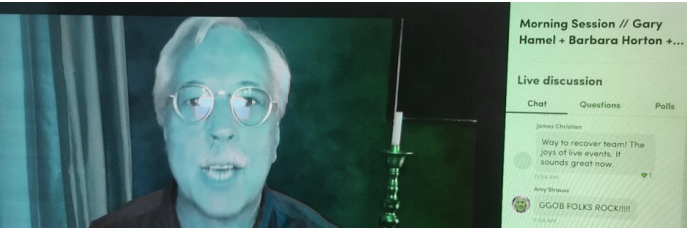
"REST ASSURED that we are taking coronavirus - and your health - very seriously. We are working closely with the Hilton Anatole Dallas, who has enacted enhanced disinfecting and serving protocols in partnership with the maker of Lysol. We have been and will continue to monitor announcements and recommendations from local, state, and national health officials and will take any necessary measures to protect our guests, staff, and vendors."
- Kristi Stringer, Conference Manager



THE DIGITAL EXPERIENCE

Not ready or able to travel to Dallas? Not to worry! We'll bring the conference to you!

Building on what we learned from our cutting-edge all-virtual conference in 2020, we are offering a virtual experience in tandem with the in-person event. Virtual attendees will have access to all our mainstage livestreams, plus select breakout sessions and virtual-only sessions, roundtables, and networking events designed exclusively for the virtual audience.



BOTH EXPERIENCES

Regardless of which Experience is chosen, ALL participants get-

- virtual pre-conference workshops on Great Game fundamentals, delivered by Great Game Certified Coaches weeks in advance of the conference
- access to the interactive conference platform to connect with the entire list of attendees before, during, and after the conference
- on-demand access to recorded sessions for 45 days after the event
- **actionable take-aways to implement right away, new connections with like-minded business people, and the inspiration and insight to re-energize your organization**



”

Every touch point that we've had with the Great Game, we've felt like we have a partner that wanted us to get the most out of this experience.

- Shezad Manjee, DHD Films



”

It's so easy to work with the Great Game in terms of getting your sponsorship put in place. There are a lot of different options, and you can really structure something that makes sense for you.

- Deanna Walker, Venturity Financial



SPONSORSHIP LEVELS

	PLATINUM \$35,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$7,500	IN-KIND
CONNECTING AT THE GREAT GAME CONFERENCE					
Segment Sponsor <i>(mentions, logo exposure, and live + virtual presence in that segment)</i>	Keynote, OBMx, or All-Star Awards Sessions	Mobile App/Wifi or Networking Events	Breakout Track or Pre-Conference Workshop	Lanyards or Meal/Break	Speaker Gift, Printing, Bags, etc.
Virtual Booth <i>(including video, store, 1:1 meetings, and analytics)</i>	x	x	x	x	x
Physical Booth at the Event Venue	x	x	x	x	x
Display Ad on the Conference Platform	x	x	x	x	x
Insert Item in Participant Package <i>(in-person and virtual, you provide)</i>	x	x	x	x	x
In-Person Conference Seats	4	3	2	1	-
Virtual Conference Seats	4	3	2	1	-
Push Notification in Conference App	3	2	1	-	-
CONNECTING BEFORE THE GREAT GAME CONFERENCE					
Logo in Promotional Emails <i>(tiered)</i>	1 st	2 nd	3 rd	4 th	TBD
Logo / Company Desc. On Conference Webpage <i>(tiered)</i>	1 st	2 nd	3 rd	4 th	TBD
Social Media Mentions	3	2	1	-	-
Emails to Conference Attendees				-	-
CONNECTING WITH THE GREAT GAME COMMUNITY					
Provide Content for Community Site <i>(Includes Sponsor-Level access to the Community site)</i>	x	x	x	-	-
Display Ad on Community Site	x	x	-	-	-
Acknowledgement on Workshop Webpages <i>(including On-demand course)</i>	x	-	-	-	-
Live/Virtual Workshops: appearance, list of participants, slide recognition	x	-	-	-	-
GreatGame.com Educational Blog Post	2	2	1	-	-
Ads on the Change the Game Podcast	1 ad/wk	1 ad/mo	-	-	-
CONNECTING WITH GREAT GAME COACHES					
Present at Coaches Summit (1x/year)	20 mins	15 mins	-	-	-
Present on Coaches Development Call (1x/year)	20 mins	15 mins	-	-	-
Display Ad on Coaches Site (when complete)	x	x	-	-	-

PLATINUM SPONSOR - \$35,000
2 SPONSORSHIPS AVAILABLE

CONNECTING *BEFORE* THE GREAT GAME CONFERENCE
(THROUGH SEPTEMBER 2021)

- Company logo listed **first** in all pre-event promotional emails
- Company logo and description listed **first** on conference webpage
- **3** social media mentions
- 1 pre-event **and** 1 post-event email to conference attendees (*dedicated*)

CONNECTING *AT* THE GREAT GAME CONFERENCE
(SEPTEMBER 8-10, 2021)

- Segment sponsor during Keynote, OBMx Talk, or All-Star Award sessions (*segment features logo exposure, live and virtual presence during segment, and company mentions*)
- Virtual booth (*includes company video, store, 1:1 meetings, and analytics*)
- Physical booth at the event venue
- Display ad on the conference platform
- Insert item in participant package (*in-person and virtual, you provide*)
- **4** in-person conference seats
- **4** virtual conference seats
- **3** push notifications in conference app

CONNECTING *WITH* THE GREAT GAME COMMUNITY

- Provide content for Community Site (*includes sponsor-level access to the Community Site*)
- Display ad on Community Site
- Acknowledgement on workshop webpages (including On-demand course)
- Live/virtual workshops: appearance, list of participants, slide recognition
- **2** greatgame.com educational blog posts
- **1 ad a week** on the Change the Game Podcast

CONNECTING *WITH* GREAT GAME COACHES

- **20 minute slot** to present at the Coaches Summit (*1x/year*)
- **20 minute slot** to present on Coaches Development Call (*1x/year*)
- Display ad on Coaches Site (*when complete*)

”

Just a final compliment to all of you at GGOB for a great conference. We will want to continue our sponsorship. See you in Dallas next September!

-Rick Rose, Menke & Associates

GOLD SPONSOR - \$25,000
4 SPONSORSHIPS AVAILABLE

CONNECTING *BEFORE* THE GREAT GAME CONFERENCE
(THROUGH SEPTEMBER 2021)

- Company logo listed **second** in all pre-event promotional emails
- Company logo and description listed **second** on conference webpage
- **2** social media mentions
- 1 pre-event **or** 1 post-event email to conference attendees (*dedicated*)

CONNECTING *AT* THE GREAT GAME CONFERENCE
(SEPTEMBER 8-10, 2021)

- Segment sponsor on Mobile App/Wifi or Networking Events (*segment features logo exposure, live and virtual presence during segment, and company mentions*)
- Virtual booth (*includes company video, store, 1:1 meetings, and analytics*)
- Physical booth at the event venue
- Display ad on the conference platform
- Insert item in participant package (*in-person and virtual, you provide*)
- **3** in-person conference seats
- **3** virtual conference seats
- **2** push notifications in conference app

CONNECTING *WITH* THE GREAT GAME COMMUNITY

- Provide content for Community Site (*includes sponsor-level access to the Community Site*)
- Display ad on Community Site
- **2** greatgame.com educational blog posts
- **1 ad a month** on the Change the Game Podcast

CONNECTING *WITH* GREAT GAME COACHES

- **15 minute slot** to present at the Coaches Summit (*1x/year*)
- **15 minute slot** to present on Coaches Development Call (*1x/year*)
- Display ad on Coaches Site (*when complete*)



SILVER SPONSOR - \$15,000

5 SPONSORSHIPS AVAILABLE

CONNECTING *BEFORE* THE GREAT GAME CONFERENCE

(THROUGH SEPTEMBER 2021)

- Company logo listed **third** in all pre-event promotional emails
- Company logo and description listed **third** on conference webpage
- **1** social media mention
- 1 pre-event **or** 1 post-event email to conference attendees (*co-branded*)

CONNECTING *AT* THE GREAT GAME CONFERENCE

(SEPTEMBER 8-10, 2021)

- Segment sponsor during Breakout Track or Pre-Conference Workshop (*segment features logo exposure, live and virtual presence during segment, and company mentions*)
- Virtual booth (*includes company video, store, 1:1 meetings, and analytics*)
- Physical booth at the event venue
- Display ad on the conference platform
- Insert item in participant package (*in-person and virtual, you provide*)
- **2** in-person conference seats
- **2** virtual conference seats
- **1** push notification in conference app

CONNECTING *WITH* THE GREAT GAME COMMUNITY

- Provide content for Community Site (*includes sponsor-level access to the Community Site*)
- **1** greatgame.com educational blog posts



”

The event was wonderful! We made a lot of contact with the attendees and in comparison to other events, this one seemed to have more attendees coming to us directly with their questions and interest... we felt like a natural part of the event.

-Carly Taft, BKD CPAs & Advisors

BRONZE SPONSOR - \$7,500

5 SPONSORSHIPS AVAILABLE

CONNECTING *BEFORE* THE GREAT GAME CONFERENCE

(THROUGH SEPTEMBER 2021)

- Company logo listed **fourth** in all pre-event promotional emails
- Company logo and description listed **fourth** on conference webpage

CONNECTING *AT* THE GREAT GAME CONFERENCE

(SEPTEMBER 8-10, 2021)

- Segment sponsor on Lanyards or during Meal/Break (*segment features logo exposure, live and virtual presence during segment, and company mentions*)
- Virtual booth (*includes company video, store, 1:1 meetings, and analytics*)
- Physical booth at the event venue
- Display ad on the conference platform
- Insert item in participant package (*in-person and virtual, you provide*)
- **1** in-person conference seat
- **1** virtual conference seats



IN-KIND SPONSOR

UNLIMITED AVAILABLE

CONNECTING *BEFORE* THE GREAT GAME CONFERENCE

(THROUGH SEPTEMBER 2021)

- Company logo listed in all pre-event promotional emails
- Company logo and description listed on conference webpage

CONNECTING *AT* THE GREAT GAME CONFERENCE

(SEPTEMBER 8-10, 2021)

- Company logo on speaker gifts, printed conference materials, bags, etc.
- Virtual booth (*includes company video, store, 1:1 meetings, and analytics*)
- Physical booth at the event venue
- Display ad on the conference platform
- Insert item in participant package (*in-person and virtual, you provide*)

”

If you believe in this kind of a community... open-book, caring about their culture, there’s nothing better as a sponsor than hanging around like-minded people... you will have a great, great experience.

-Victor Aspengren, Prairie Capital Advisors



OTHER OPPORTUNITIES

	AVAILABILITY	ADD-ON TO A SPONSORSHIP PACKAGE	WITHOUT BRONZE, SILVER, GOLD, OR PLATINUM PACKAGE
EXHIBIT BOOTH	UNLIMITED	N/A	\$3,500
BRANDED CHARGING STATION	1	\$1,500	N/A
PARTICIPANT BAGS	1	\$3,000	\$5,000
PARTICIPANT BAG INSERT	UNLIMITED	\$750	\$1,500
HALF-PG AD IN PROGRAM	UNLIMITED	N/A	\$1,000
FULL PG AD IN PROGRAM	UNLIMITED	\$250 (UPGRADE FROM 1/2 PG)	\$1,250
PRE-EVENT BLOG POST	UNLIMITED	\$2,000	\$3,000
POST EVENT EMAIL	UNLIMITED	\$3,500	\$5,000
INCL. IN POST EVENT EMAIL	UNLIMITED	\$1,500	\$2,500
LOGO IN EMAIL CONFIRMATIONS	UNLIMITED	\$1,000	N/A
LOGO/LINK IN APP	UNLIMITED	\$750	\$1,250
PUSH NOTIFICATION IN APP	3	\$750	\$2,000

”

It’s been amazing working with the Great Game team.... they really think about how the sponsors play into the attendee experience.

-Nicole MacLean, Emplify



the
Great Game
of Business®
Conference

SEPT. 8-10 | 2021
HILTON ANATOLE
DALLAS, TEXAS

CONFERENCE OVERVIEW

Dates: September 8-10, 2021

Location: Hilton Anatole | Dallas, Texas

The Great Game of Business Conference is the only conference where the open book-community comes together from around the world to learn, share, and celebrate the principles and practices of The Great Game of Business and open-book management. Hundreds of open-book practitioners attend this conference every year to help introduce new employees to OBM, re-energize current employees with new ideas, learn innovative best-practices and connect with other OBM practitioners.

Cost: \$1,450

Save up to \$200 with the Early Bird Discounts.

Visit our website at openbookconference.com to find more great pricing on our conference packages, including all-company access with our Team Pass.

***“Entrepreneur Conferences You Should
Have on Your Radar”***

[READ MORE >>>](#)

Inc.

“It’s the most personally and professional motivating experience I’ve ever had.”

- Lydia Rapp, Club WAKA

“It was the most valuable three days of my life.”

- Sam Moncrieff, Moncrieff Construction

[READ MORE >>>](#)

the
Great Game
of Business®

2401 E Sunshine St, Springfield, MO 65804
1-800-386-2752 | greatgame.com