



THE GETAWAY

A UNIQUE EVENT EXPERIENCE FOR CREATIVES AND SMALL BUSINESSES

Create Your Way!

EMBROIDERY • APPLIQUE • VINYL • HEAT PRESS • SUBLIMATION & MORE!

2024 Sponsorship Upgrades



June 27-30 **2024** Westin DFW Airport **Irving TX**

Be a part of a unique, innovative, and exciting event!

The 11th Annual AG will offer classes, product demonstrations, vendors, prizes, social activities, friendship and more to all skill levels of machine embroidery and decorated apparel enthusiasts & entrepreneurs.

Sponsor/Vendor Package www.AppliqueGetaway.com June 27 - 30, 2024

Additional Sponsorship Opportunity:

Event Badge & Lanyard Sponsorship

A badge is something that's always with an attendee. They can't get onto the show floor or into classes without one. So the strap that holds their badge around their neck, the lanyard, is always with them. If your company name is on that lanyard, you'll always be with them too.

Event Name Badge & Lanyard Sponsorship Benefits:

- **Your single-color logo printed on all attendee event name badges**
- **Your single-color logo displayed on all attendee event lanyards**
 - **Option to provide additional input on creative aspects of Badge/Lanyard Design.**

Commitment of \$1,475⁰⁰
Installment plans are available.

Additional Sponsorship Opportunity:

Friday Shop & Social Title Sponsorship

The AG Shop & Social Event has proven to be a successful addition to the event schedule, and we are excited to bring this concept back in 2024 to celebrate AG's 11th event. Join us for "AG11"! (Ocean's 11/Bank Robber theme)

The Shop & Social is a Friday SHOPPING ONLY event designed for maximum uninterrupted shopping time and vendor exposure!



Friday Shop & Social Sponsorship Benefits:

- **Friday Shop & Social will be listed as "Friday Shop and Social Sponsored by (YOUR BUSINESS NAME)" on all printed and online materials to include event schedules**
 - **Your logo displayed on custom entrance banner at Friday Shop & Social**
- **Your logo on the event photo backdrop in a high-traffic area used for social media contests on Saturday and Sunday.**
 - **Access to the public announcement system during Friday Shop & Social for maximum attendee interaction and engagement.**
- **Sponsor has the option to plan and judge a themed contest "example: best use of vinyl in theme, best hair, dance off, best use of embroidery in theme".**

Commitment of \$1,195⁰⁰

Installment plans are available.

Sponsor/Vendor Package www.AppliqueGetaway.com June 27 - 30, 2024

Additional Sponsorship Opportunity:

VIP Notebook & Pen Sponsorship

The lament we get most often from attendees is "I wish I'd had a pen and paper to take notes. There was so much good content at the seminars I attended!" Yes, some come prepared, but even those who do run out of room for notes. The VIP Notebook and Pen will get used and will get referred to often. And every time that happens, the attendee will see your name and be reminded of what they learned and saw at the show.

VIP Notebook & Pen Sponsorship Benefits:

- **Your single-color logo printed on promotional VIP Notebook & Pen sets**
- **Notebook & Pen sets will be distributed to all VIP attendees at check-in**
- **Option to provide additional input on creative aspects of Notebook & Pen set design**

**Commitment of \$1,175^{.00}
Installment plans are available.**

Additional Sponsorship Opportunity:

VIP Shopping Bag Sponsorship

There's a concept, primarily in the garment decoration world, called 'walking billboards'. It refers to items that are decorated with a company logo or slogan that people use or wear and because they are used or worn are "walking" around. The VIP Shopping Bag is one of these sorts of items. If you want to see your logo walking all over the show, this is the sponsorship for you.

VIP Shopping Bag Sponsorship Benefits:

- **Your single-color logo printed on promotional VIP Reusable Shopping Tote Bag**
- **Reusable Shopping Tote Bags will be distributed to all VIP attendees at check-in**
- **Option to provide additional input on creative aspects of Reusable Shopping Tote Bag design**

**Commitment of \$975.⁰⁰
Installment plans are available.**

Additional Sponsorship Opportunity:

Grab-N-Go Lunch Title Sponsorship

If you've ever attended a trade show, you know that after a rough morning of attending classes and shopping, taking a moment for a bite to eat is the best. The attendees at our show, don't take lunch for granted. Once the call for lunch is made, everyone congregates, eager to fill their bellies and have a chat. If you're the business sponsoring the food, you're going to experience a lot of attendee goodwill and thank yous.

Grab-N-Go Lunch Sponsorship Benefits:

- **Grab-N-Go Lunch will be listed as "Grab-N-Go Lunch Sponsored by (YOUR BUSINESS NAME)" on all printed and online materials to include event schedules**
 - **Your logo displayed on signage near food distribution**
- **AG will provide all Grab-N-Go Lunch attendees with a fun souvenir item featuring your company's logo. Choose from a reusable beverage container, lip balm, or pad of sticky notes**

Commitment of \$975^{.00}

Two available: one for Saturday and one for Sunday

Installment plans are available.

Additional Sponsorship Opportunity:

Attendee Mini Sanitizer Sponsorship

Yes, Covid restrictions may be relaxed, but germs are neither gone nor forgotten. Sponsoring a giveaway to keep attendees safe shows your concern and helps protect us all. If you sell sanitizer case designs, this is the sponsorship for you.

Mini Sanitizer Sponsorship Benefits:

- **Your full-color logo printed on all attendee mini hand sanitizers to be distributed at check-in. Sanitizer bottles are 1 oz, the perfect size for our attendees to enjoy a germ-free weekend.**

Commitment of \$975.⁰⁰
Installment plans are available.

Additional Sponsorship Opportunity:
Friday Shopping Night Photo Backdrop

- **Your logo on the event photo backdrop in a high-traffic area used for event check in on Friday and for social media contests during Friday Shop & Social.**
 - **Social media posts will be encouraged with a hashtag photo contest: a great opportunity to attract more local walk-in shoppers as well as have your logo appear in social media posts!**

Commitment of \$125.00



Additional Sponsorship Opportunity:

Saturday and Sunday Photo Backdrop

- Your logo on the event photo backdrop in a high-traffic area used for social media contests on Saturday and Sunday.
- Social media posts will be encouraged with a hashtag photo contest: a great opportunity to attract more local walk-in shoppers as well as have your logo appear in social media posts!

Commitment of \$125.00



CONTACT INFORMATION

To upgrade your **2024 Getaway package**, please contact:

Kristine Shreve

Director of Marketing and Outreach

Kristine@AppliqueGetaway.com

www.AppliqueGetaway.com

www.facebook.com/AppliqueGetaway