



DIAMOND SPONSOR PROSPECTUS

02/02/2024 Welcome Celebration

This first of our convention receptions will provide an opportunity for participants to catch up with old friends, meet newcomers and set the stage for a week of fun and fellowship. The Welcome Celebration sponsorship includes event-specific signage and table décor.

02/03/2024 Centennial Golf Classic

As an exclusive sponsor to our full-fledged golf tournament, you can expect an ICI Noblesville Light Tournament experience on one of the JW Marriott's two resort-private championship courses. Heavily marketed to our regular attendees and retirees, this outing will feature transportation to/from the course, premium food & beverages and prizes. Your sponsorship includes signage and prize recognition/presentation.

02/03/2024 Beach Day

The INRoadCon100 Beach Day sponsor will provide a fabulous, fun afternoon complete with an exclusive section of beach for sunbathing, games, kayaks, catamarans, DJ, beverage carts and more. Beach Day sponsors can expect signage and custom swag.

02/05/2024 Centennial Keynote

The INRoadCon100 Centennial Keynote speaker is Former Head Coach, 2007 Super Bowl Champion Indianapolis Colts and Football Analyst, NBC Sports Tony Dungy. As the Centennial Keynote sponsor, you'll have the opportunity to host the private Centennial Keynote Meet & Greet prior to the keynote (including commemorative autographed swag) and to introduce Coach Dungy to convention participants.

BENEFITS

- Recognition on all digital, social and print media and on-site materials.
- Pre-event email to attendees.
- Swag bag insert (catalog, postcard, tchotchke, etc.).
- Logo prominently displayed during sponsored event.
- Live or digital event introduction-presentation or on-site display area.
- Invitation to the exclusive Centennial Keynote Meet & Greet.
- Post-event registration contact list.
- 15% discount on employee convention registrations.