



2021 IN-PERSON & ONLINE

TUESDAY – THURSDAY, NOV. 2–4

GOYA STUDIOS / DREAM HOTEL / CAPITOL RECORDS

**EXCLUSIVE INTERVIEWS / BRANDED ARTIST ENGAGEMENT / TECH DEMOS / INDUSTRY EDUCATION
SCREENINGS / ARTIST SHOWCASES / NETWORKING / PODCASTS / MONOLITH AWARDS**



SPONSORSHIP PROSPECTUS

The Infinity Festival takes the safety of all employees and visitors seriously. We will be practicing safe social distancing and instituting all precautions for virus prevention.



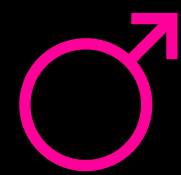
Now in its fourth year, the Infinity Festival continues to explore and celebrate “Storytelling Advanced by Technology.” Bringing Hollywood’s creative elite together with Silicon Valley’s brightest innovators, this can’t-miss annual event will digitally connect our community online via FNvirtual, a dynamic new virtual event

platform created by event pros at FNTECH. This extraordinary event series will fuse exclusive content with groundbreaking collaborations like never before! Secure your spot today, and benefit from the targeted exposure only the Infinity Festival can bring!

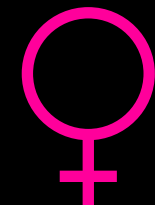
Visit us at infinityfestival.com.

INFINITY FESTIVAL STATISTICS

ATTENDEES



55%
Male



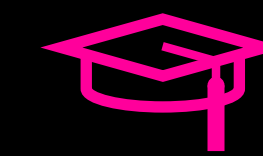
45%
Female



\$100K+
Average
Income

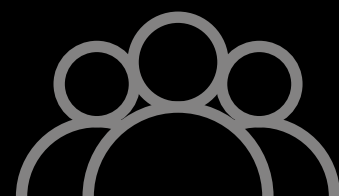


Late 30s
Average
Age



**College
Educated**

2019 AUDIENCE REACH (IN-PERSON EVENT)



3500
Live
Attendees



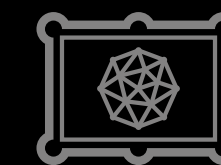
264M+
Media
Impressions



6
Conference
Tracks



20+
Studio
Screenings

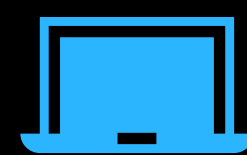


30+
Tech + Art
Exhibitions



200+
Industry-Leading
Speakers

2020 AUDIENCE REACH (ONLINE EVENT)



10K+
Online Unique
Visitors



700K+
Page
Views



460M+
Media
Impressions



8
Conference
Tracks



15+
Tech + Art
Exhibitions

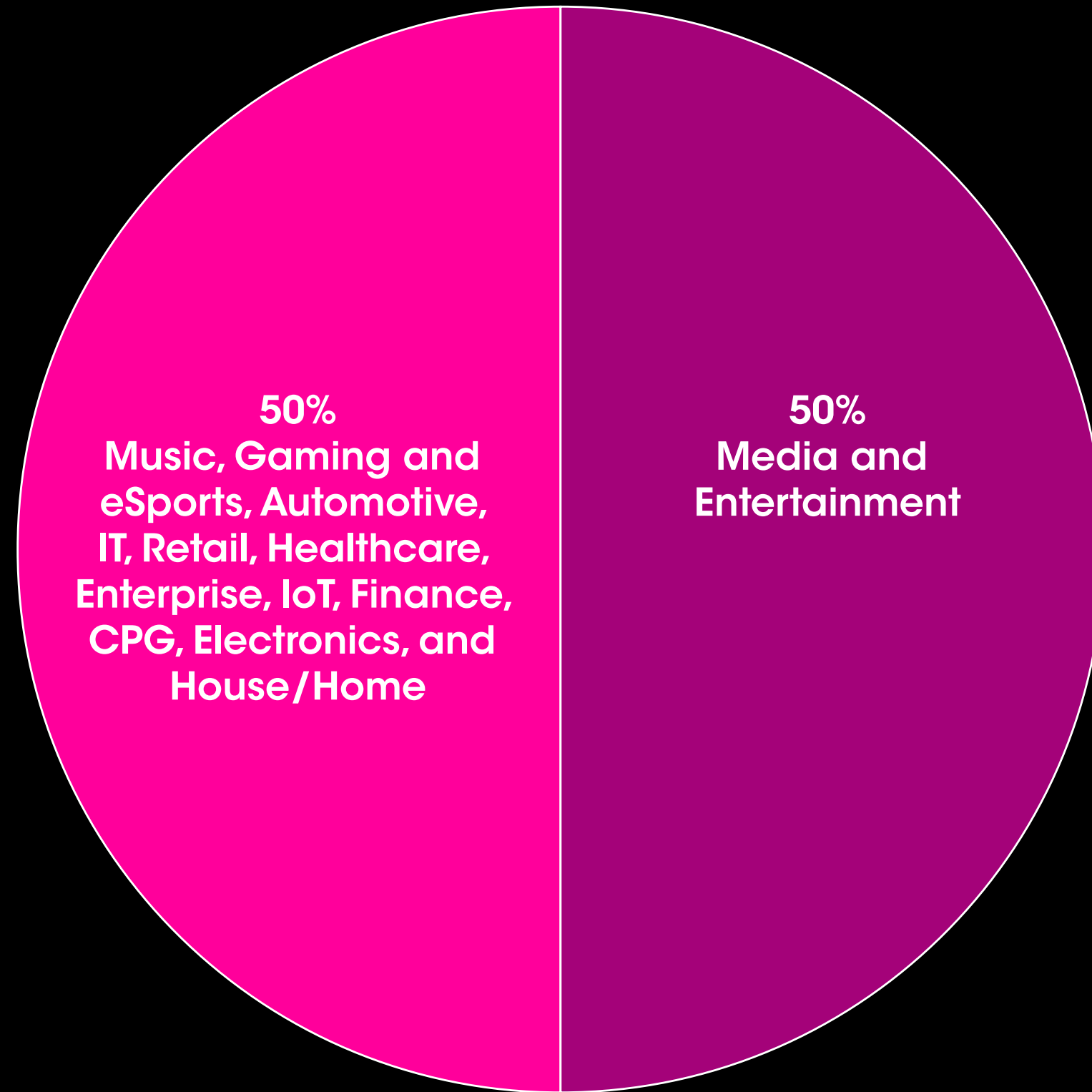


125+
Industry-Leading
Speakers

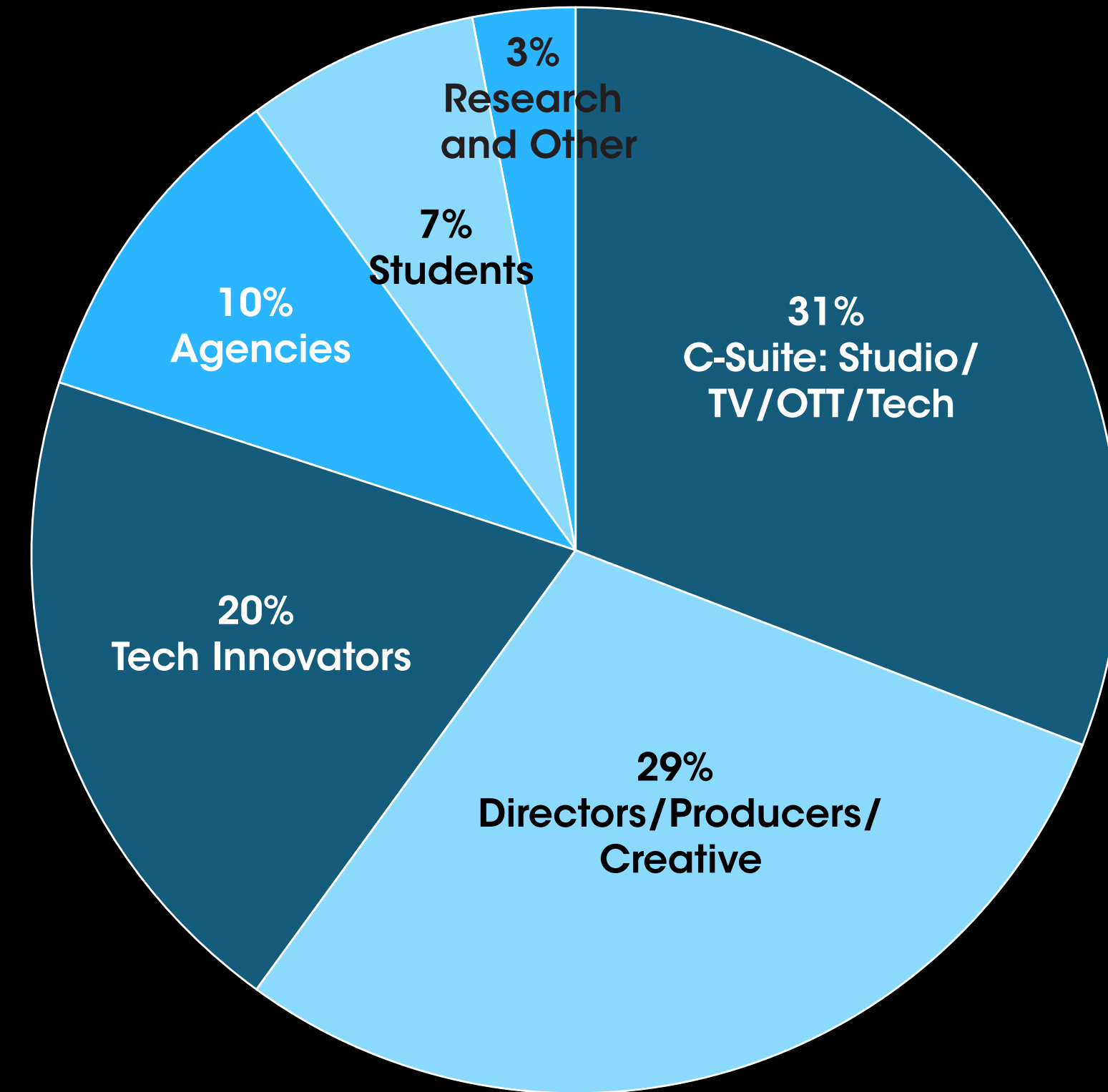
The 2021 Infinity Festival will be a hybrid event—both in-person and online

INFINITY FESTIVAL STATISTICS

INDUSTRIES REACHED



AUDIENCE



The 2021 Infinity Festival will be a hybrid event—both in-person and online

SPONSORSHIPS IN DETAIL

– Sponsorship deadline: Friday, Oct. 1, 2021

TITLE SPONSOR – \$200,000 (2 sponsorships available)

INCLUDES	EXHIBIT SPACE	VIRTUAL SPACE
<ul style="list-style-type: none">• 1 keynote session speaking opportunity• 1 breakout session speaking opportunity• 50 complimentary event passes• Space in Exhibit Hall• Logo on billboards, event signage and other promotional materials• Logo and website link on IF website and virtual event platform• Pre- and post-event promotions• NEW! 1 fully-branded sponsorship page on the virtual website• Meeting room• 460M+ media impressions	<ul style="list-style-type: none">• 12' x 12' booth space• 1 46" monitor• 20 amps electricity• Wireless internet access• 1 lead retrieval device• Carpeting• 2 stools• White 4' counter• Waste bin	<ul style="list-style-type: none">• Welcome/brand video• Moving marketing message (ticker style)• Company name and descriptive paragraph• Ability to link to specific Festival sessions• Chat feature• Contact feature• Lead retrieval• 2 video links (demos, promo, instructional, etc.)• 2 PDF links• 4 social media links• 1 square graphic ad linked to URL of choice



PRESENTING SPONSOR – \$100,000 (2 sponsorships available)

INCLUDES	EXHIBIT SPACE	VIRTUAL SPACE
<ul style="list-style-type: none">• 2 breakout session speaking opportunities• 40 complimentary event passes• Space in Exhibit Hall• Logo on billboards, event signage and other promotional materials• Logo and website link on IF website and virtual event platform• Pre- and post-event promotions• NEW! 1 fully-branded sponsorship page on the virtual website• 460M+ media impressions	<ul style="list-style-type: none">• 10' x 10' booth space• 1 46" monitor• 15 amps electricity• Wireless internet access• 1 lead retrieval device• Carpeting• 2 stools• White 4' counter• Waste bin	<ul style="list-style-type: none">• Welcome/brand video• Moving marketing message (ticker style)• Company name and descriptive paragraph• Ability to link to specific Festival sessions• Chat feature• Contact feature• Lead retrieval• 2 video links (demos, promo, instructional, etc.)• 2 PDF links• 4 social media links• 1 square graphic ad linked to URL of choice



Packages subject to change

EXECUTIVE PRODUCER SPONSOR – \$50,000 (5 sponsorships available)

INCLUDES	EXHIBIT SPACE	VIRTUAL SPACE
<ul style="list-style-type: none">• 1 breakout session speaking opportunity• 30 complimentary event passes• Space in Exhibit Hall• Logo/link on website + event signage• NEW! 1 fully-branded sponsorship page on the virtual website• 460M+ media impressions	<ul style="list-style-type: none">• 8’ x 8’ booth space• 1 46” monitor• 10 amps electricity• Wireless internet access• Carpeting• 2 stools• White 4’ counter• Waste bin	<div><ul style="list-style-type: none">• Welcome/brand video• Moving marketing message (ticker style)• Company name and descriptive paragraph• Ability to link to specific Festival sessions• Chat feature</div> <div><ul style="list-style-type: none">• Contact feature• Lead retrieval• 2 video links (demos, promo, instructional, etc.)• 2 PDF links• 4 social media links• 1 square graphic ad linked to URL of choice</div>

PRODUCER SPONSOR – \$25,000 (6 sponsorships available)

INCLUDES	EXHIBIT SPACE	VIRTUAL SPACE
<ul style="list-style-type: none">• 20 complimentary event passes• Space in Exhibit Hall• Logo/link on website + event signage• NEW! 1 fully-branded sponsorship page on the virtual website• 460M+ media impressions	<ul style="list-style-type: none">• 4’ counter• 5 amps electricity• Wireless internet access• 2 stools• Waste bin	<div><ul style="list-style-type: none">• Welcome/brand image• Moving marketing message (ticker style)• Company name and descriptive paragraph• Ability to link to specific Festival sessions• Chat feature</div> <div><ul style="list-style-type: none">• Contact feature• Lead retrieval• 2 video links (demos, promo, instructional, etc.)• 2 PDF links• 4 social media links• 1 square graphic ad linked to URL of choice</div>

VIRTUAL-ONLY SPONSOR – \$15,000

INCLUDES	VIRTUAL SPACE
<ul style="list-style-type: none">• 10 complimentary virtual only event passes• Interactive and fully-branded virtual 2D booth page on the virtual website• Presence in the Digital Lounge at the in-person event• Logo/link on websites + event signage	<div><ul style="list-style-type: none">• Welcome/brand image• Moving marketing message (ticker style)• Company name and descriptive paragraph• Ability to link to specific Festival sessions• Chat feature</div> <div><ul style="list-style-type: none">• Contact feature• Lead retrieval• 2 video links (demos, promo, instructional, etc.)• 2 PDF links• 4 social media links• 1 square graphic ad linked to URL of choice</div>



Packages subject to change

PRESENTING MEDIA PARTNER SPONSOR – 250K+ Media Commitment

INCLUDES

- 10 complimentary event passes
- Logo/link on website + event signage
- NEW! 1 fully-branded sponsorship page on the virtual website

VIRTUAL SPACE

- Welcome/brand video
- Moving marketing message (ticker style)
- Company name and descriptive paragraph
- Ability to link to specific Festival sessions
- Chat feature
- Contact feature
- Lead retrieval
- 2 video links (demos, promo, instructional, etc.)
- 2 PDF links
- 4 social media links
- 1 square graphic ad linked to URL of choice

MONOLITH AWARDS SPONSOR – \$150,000 (1 sponsorship available)

INCLUDES

- 40 complimentary event passes
- Logo on billboards, event signage and other promotional materials
- Logo and website link on IF website and virtual event platform
- Area branding (company page and Monolith Awards page)
- Pre- and post-event promotions
- NEW! 1 fully-branded sponsorship page on the virtual website

VIRTUAL SPACE

- Welcome/brand video
- Moving marketing message (ticker style)
- Company name and descriptive paragraph
- Ability to link to specific Festival sessions
- Chat feature
- Contact feature
- Lead retrieval
- 2 video links (demos, promo, instructional, etc.)
- 2 PDF links
- 4 social media links
- 1 square graphic ad linked to URL of choice

ART+TECH SPONSOR – \$100,000 (1 sponsorship available)

INCLUDES

- 40 complimentary event passes
- Logo on billboards, event signage and other promotional materials
- Logo and website link on IF website and virtual event platform
- Area branding (company page and ART+TECH page)
- Pre- and post-event promotions
- NEW! 1 fully-branded sponsorship page on the virtual website

VIRTUAL SPACE

- Welcome/brand video
- Moving marketing message (ticker style)
- Company name and descriptive paragraph
- Ability to link to specific Festival sessions
- Chat feature
- Contact feature
- Lead retrieval
- 2 video links (demos, promo, instructional, etc.)
- 2 PDF links
- 4 social media links
- 1 square graphic ad linked to URL of choice



Packages subject to change

STUDENT LAB SPONSOR – \$100,000 (1 sponsorship available)

INCLUDES

- 40 complimentary event passes
- Logo on billboards, event signage and other promotional materials
- Logo and website link on IF website and virtual event platform
- Area branding (company page and Student Lab page)
- Pre- and post-event promotions
- NEW! 1 fully-branded sponsorship page on the virtual website

VIRTUAL SPACE

- Welcome/brand video
- Moving marketing message (ticker style)
- Company name and descriptive paragraph
- Ability to link to specific Festival sessions
- Chat feature
- Contact feature
- Lead retrieval
- 2 video links (demos, promo, instructional, etc.)
- 2 PDF links
- 4 social media links
- 1 square graphic ad linked to URL of choice

ADD-ON: MAIN STAGE BRANDING OPPORTUNITY – \$25,000 (1 sponsorship available)

INCLUDES

- Ability to brand the Main Stage (used for keynotes, etc.) with your company name/logo. This opportunity is only available as an add-on feature for the following sponsorship levels: Presenting, Executive Producer, Producer or Presenting Media Partner.



Packages subject to change

EVENT SPONSORSHIPS

LEVEL	COST	OFFER	INCLUDES
Coffee	\$10,000 / day -OR- \$18,000 both days	Sponsor-branded coffee cups for hot beverages at Goya Studios and Dream Hotel. DAY 1 AND DAY 2 AVAILABLE	<ul style="list-style-type: none">• 4 complimentary event passes• Sponsor logo on coffee cups (1-color / biodegradable)• Branded signage at coffee stations• Logo included on virtual website and sponsorship banner• Opportunity to upgrade
Afternoon Break	\$8,000 / day -OR- \$15,000 both days	Sponsor-branded snacks at Goya Studios. DAY 1 AND DAY 2 AVAILABLE	<ul style="list-style-type: none">• 4 complimentary event passes• Sponsor logo on snack packaging• Branded signage at snack stations• Logo included on virtual website and sponsorship banner• Opportunity to upgrade



Face Masks	\$25,000 <i>to produce</i> -OR- \$23,000 <i>for sponsor provided</i>	Sponsor-branded face mask given to attendees at Registration.	<ul style="list-style-type: none">• 4 complimentary event passes• Sponsor logo on face mask (1-color / 1 location)• Logo included on virtual website and sponsorship banner• Opportunity to upgrade
Individual Hand Sanitizer Bottle	\$20,000 <i>to produce</i> -OR- \$18,500 <i>for sponsor provided</i>	Sponsor-branded hand sanitizer given to attendees at Registration.	<ul style="list-style-type: none">• 4 complimentary event passes• Sponsor logo on sanitizer bottle (4-color)• Logo included on virtual website and sponsorship banner• Opportunity to upgrade offering to include the Hand Sanitizer Stations Sponsorship
Hand Sanitizer Stations	\$12,500	Sponsor-branded touchless hand sanitizer stations at entrances throughout the venues.	<ul style="list-style-type: none">• 4 complimentary event passes• Sponsor logo on station signage• Logo included on virtual website and sponsorship banner• Opportunity to upgrade offering to include Hand Sanitizer Stations Sponsorship



Prices and packages subject to change

Lanyard	\$20,000 <i>to produce</i> -OR- \$18,000 <i>for sponsor provided</i>	Sponsor-branded lanyard will be used on every attendee badge - given to attendees at Registration.	<ul style="list-style-type: none"> • 4 complimentary event passes • Sponsor logo on lanyard (1-color) • Logo included on virtual website and sponsorship banner • Opportunity to upgrade
Bottled Water	\$12,500	Sponsor-branded bottled water given to attendees at Registration.	<ul style="list-style-type: none"> • 4 complimentary event passes • Sponsor logo on bottled water (4-color) • Branded signage at community water stations • Logo included on virtual website and sponsorship banner • Opportunity to upgrade offering to include Hydration Stations and/or branded water bottles
Hydration Stations	\$12,500	Sponsor-branded Hydration Stations for attendees to refill water bottles.	<ul style="list-style-type: none"> • 4 complimentary event passes • Signage at water stations • Logo included on virtual website and sponsorship banner • Opportunity to upgrade: include bottled water or branded water bottles
Branded Walkway	\$20,000	Walkway between Goya Studios and Dream Hotel will be prominently identified with sponsor branding. Sponsor will also receive dedicated lounge space near the Goya Studios side of the walkway.	<ul style="list-style-type: none"> • 4 complimentary event passes • Sponsor logo on event signage • Branded signage at walkway • Lounge near Goya Studios side of walkway • Logo included on virtual website and sponsorship banner • Opportunity to upgrade
Gift Bag	\$20,000 <i>to produce</i> -OR- \$18,000 <i>if bags provided by sponsor</i>	Sponsor-branded bag given to attendees at registration. Sponsor has option to add a giveaway item to bag.	<ul style="list-style-type: none"> • 4 complimentary event passes • Sponsor logo on bag (1-color/1-location) • Branded signage at registration • Logo included on virtual website and sponsorship banner • Opportunity to upgrade



Tech Lounge Featuring Virtual Festival	\$20,000	Sponsor-branded lounge that showcases virtual event components/attendees, while also providing a quick charge for devices	<ul style="list-style-type: none"> • 4 complimentary event passes • 4 complimentary virtual event passes • 2 monitors showcasing your custom content • Logo/link on virtual website & event signage • Opportunity to upgrade
Virtual Coffee Break	\$4,500 + cost gift card	Sponsor coffee offer for virtual attendees. Sponsor chooses how much and how many (sponsorship does not include cost of coffee)	<ul style="list-style-type: none"> • 4 complimentary virtual event passes • Sponsor ad on website • Sponsor can choose how many coffee breaks to give • Logo included on virtual website • Opportunity to upgrade

Packages subject to change

Not seeing the right match for your company? Let’s get creative and carve out the perfect sponsorship together! Hit us up at sponsorservices@fntech.com.

2021 SCHEDULE

TUESDAY, NOV. 2

6:00pm - 8:00pm

Opening Night Party

(invite only)

WEDNESDAY, NOV. 3

11:00am - 6:00pm

Exhibits

11:00am - 5:00pm

Sessions

12:00pm - 1:30pm

Lunch

5:00pm - 6:30pm

Artist Opening

8:00pm

VIP Screening

THURSDAY, NOV. 4

11:00am - 6:00pm

Exhibits

11:00am - 5:00pm

Sessions

12:00pm - 1:30pm

Lunch

6:00pm - 10:00pm

Monolith Awards

(invite only)

All events at

Goya Studios,

Dream Hotel,

Capitol Records,

and more...

Times are subject to change

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SPONSORSHIP PROSPECTUS / HOLLYWOOD + SILICON VALLEY 