

2023

Partner with Us

Sidecar Media Kit



About Sidecar

Connect with the association industry's most innovative audience!

Sidecar is a community for mission-driven professionals. We educate and empower leaders to develop themselves and their organizations through our forward-thinking content, community and events.

Originally founded in 2016 as AssociationSuccess.org, we have worked to fulfill our **core purpose** - to inspire and elevate mission-driven leaders at every level. Sound exciting? We think so too.

At Sidecar, we make it easy to extend learning to everyone on your association staff, which improves retention, strengthens diversity efforts and grows organizations as everyone learns together.

Learn by participating and engaging with our forward-focused content, community and events. All our content is designed to drive innovation, empower strategic thinking and connect associations with new ideas.

That's why we say, if you want to go, go.

But if you want to go far, go with Sidecar.



Sidecar Audience

11,000+ Worldwide



94%

United States

6%

International

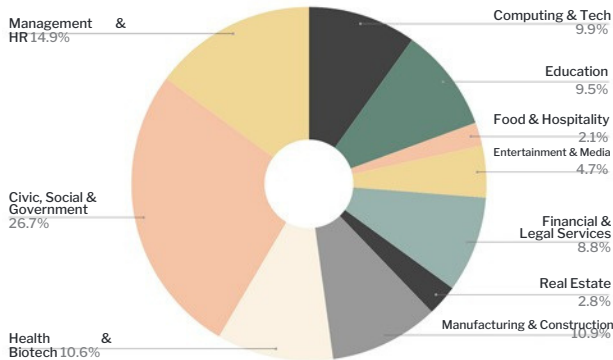
Top U.S. States

- Virginia **16.0%**
- Washington D.C **13.0%**
- Maryland **12.0%**
- Illinois **10.0%**
- California **5.0%**
- Texas **5.0%**

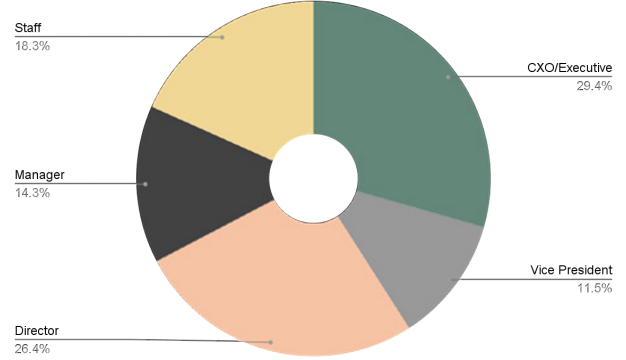
Top International Countries

- Canada **43.8%**
- Western Europe **19.4%**
- UK **11.4%**
- Australia + New Zealand **10.5%**
- Asia **5.9%**
- South America **5.2%**
- Africa **2.5%**
- Eastern Europe **1.2%**

Audience by Industry



Audience by Title



Webinars

Educational Events

50-500
attendees



digitalNow

Sidecar's in-person 2½ -day exec conference
Nov. 2-4, 2023 in Aurora, CO

~200
attendance

Attendee Titles/Job Functions:
CxO: **44%** Director or above: **87%**
Executive/Operations: **37%** IT: **33%**



SURGE

3-day virtual conference
June 6-8, 2023

~400
attendees



Sidecar Content

Connect with the association industry's most innovative audience!

Sidecar Scoop

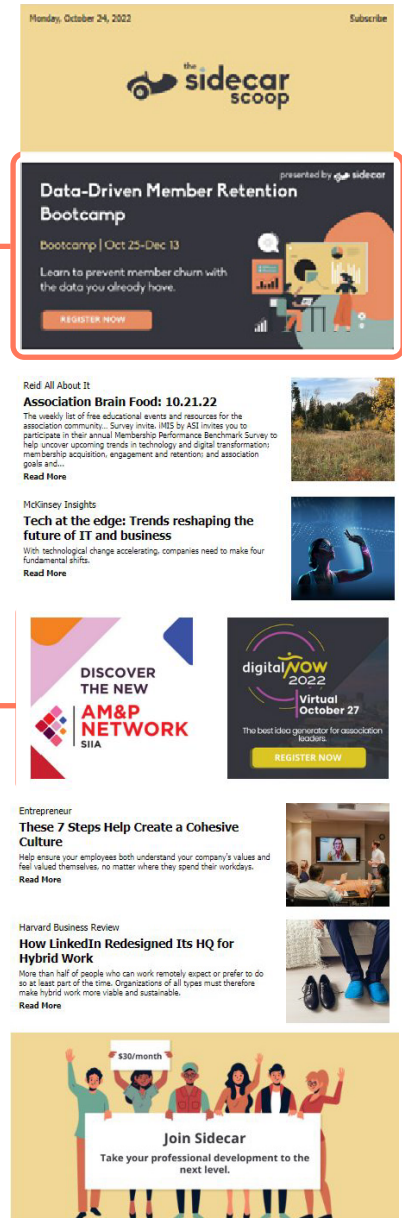
Highlight your brand's message in The Sidecar Scoop, our 3x weekly email newsletter with an audience of nearly 11,000 association professionals.

Graphics are due to Sidecar staff the Wednesday prior to any week's run.

Anchor Newsletter Ads 600x250px	
3 sends	\$1,000
12 sends	\$3,500

Featured Articles 600x250px	
3 sends	\$1,000
12 sends	\$3,500

In-Line Newsletter Ads 250x250px	
3 sends	\$500
12 sends	\$1,750



11,000+ Subscribers

35.67%
unique open rate

7.9%
click to open rate



Sidecar Thought Leadership Content

Connect with the association industry's most innovative audience!

Sidecar eBook

Use Sidecar's content team to establish your SMEs as thought leaders in the industry. Sponsor production of a 4,000–6,000 word eBook on a topic related to your organization's product by Sidecar's production team; identify SMEs for featured content interviews; and let Sidecar's team create a full marketing campaign to 11,000+ association professionals to promote your eBook, produced and implemented by the Sidecar team. Plus, receive all eBook download leads for up to 12 months after publication.

eBook

4,000 – 6,000 Words

- | | |
|--|-----------------|
| <ul style="list-style-type: none">• 1 ebook• promotional marketing campaign | \$12,500 |
|--|-----------------|

Webinar

Let Sidecar host a 60-minute or 30-minute webinar for you. You'll work with the Sidecar team to select a topic, identify your own SMEs and let Sidecar's team create a full marketing campaign to promote your event to 11,000+ association professionals. Plus, webinar sponsors receive names, titles, organizations and email addresses for all registrants and attendees.

Leadership Webinar

60 Minutes or 30 Minutes

- | | |
|--|----------------|
| <ul style="list-style-type: none">• 1 webinar• promotional marketing campaign | \$7,500 |
|--|----------------|

Blog

Leverage the Sidecar audience to showcase your thought leadership with a dedicated article.

Blog

- | | |
|---|----------------|
| <ul style="list-style-type: none">• Posted in e-newsletter and on website | \$1,000 |
|---|----------------|

Microlearning Video

Create a microlearning video to showcase your expertise. Leverage Gather Voices technology to create a video up to 3 minutes long.

Video

- | | |
|---|----------------|
| <ul style="list-style-type: none">• 1 video• Up to 3 minutes | \$1,500 |
|---|----------------|



digitalNow presented by Sidecar

Bringing Silicon Valley and executive level content to the association space

Join us Nov. 2-4, 2023 in Aurora, CO, for executive, tech-forward content and exclusive conversations with association leaders you can't get anywhere else. Please note that vendors are unable to attend digitalNow unless they sponsor the event or are invited to speak. A maximum of 20 sponsors are accepted to ensure optimum exposure. Registration is for executive-level peers, not sales staff.

digitalNow Partner	Max Sold	Cost
✓ Registration for 2 executives	10	\$5,500

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Leadership Lab	Max Sold	Cost
✓ Sponsor our interactive Day 3 workshop ✓ Logo recognition during the day's session ✓ Speak onstage on Day 3 for 5 minutes ✓ Registration for 3 executives	1	\$10,000

Most sought-after!

Innovation Session	Max Sold	Cost
✓ Present a tech or strategy-forward breakout featuring your organization's thought leadership ✓ This session must include an association staffer ✓ Registration for 4 executives, including your session's association staffer	6	\$12,500

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Keynote Sponsor	Max Sold	Cost
✓ Introduce keynotes on your day with up to 8 minutes of stage time ✓ Registration for 3 executives	2	\$12,500

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Sidecar Soiree	Max Sold	Cost
✓ Final evening event ✓ Exclusive recognition for your brand ✓ Share your brand message with 5 minutes of stage time ✓ Registration for 5 executives and/or association executives	1	\$20,000

All digitalNow sponsorships include:

- Recognition on marketing and show materials: website, emails, break logo loop
- Registrant contact info: name, title, organization, including email for those who opt-in
- Ability for curated conversations based on topic/expert area.



And, many more opportunities! Just ask...



Partnership Program

Partner with Sidecar for year-round exposure and thought leadership delivery. And, everything is customizable to your goals!

Annual Program	Starter/Startup Package	Level 1	Level 2
Direct to Audience Content			
Webinar - Panelist	1	2	2
Webinar - Dedicated			1
Boot Camp Speaker		1	2
Thought Leadership Blog	4	6	8
Thought Leadership Video	1	2	2
eBook			1
Advertising			
Website Run of Website Advertising (1 month)		1	1
e-Newsletter - Sidecar Scoop Anchor Ad (3 sends)		1	2
e-Newsletter - Sidecar Scoop Featured Article (3 sends)		1	2
e-Newsletter - Sidecar Scoop In-line Ad (3 sends)	1	2	4



Partnership Program

Continued...

Annual Program	Starter/Startup Package	Level 1	Level 2
Brand Exposure			
"Powered by" section on website			
Topic Level community exposure		1	2
Recognition at events (virtual & in-person)	1	1	1
Discounts			
Team Membership Discounts for Clients		10%	15%
SURGE Virtual Conference	5%	10%	20%
digitalNow Conference	5%	10%	20%
Pricing			
Total Value (with package pricing discount)	\$8,000	\$28,700	\$59,900
Annual Pricing	\$5,995	\$19,995	\$39,995
Monthly Pricing	\$500	\$1,666	\$3,333
Package Discount off of Partner Pricing	25%	30%	33%



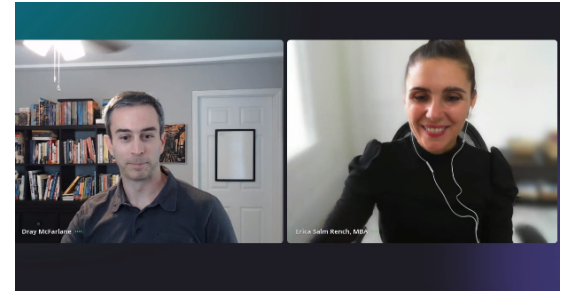
A la Carte

Pick what works best for your marketing objectives and budget.

Investment Opportunities	Price
Direct Content	
Webinar - Panelist	\$2,500
Webinar - Dedicated	\$7,500
Boot Camp Speaker	\$10,000
Thought Leadership Blog	\$1,000
Thought Leadership Video	\$1,500
eBook	\$12,500
Advertising*	
Website Run of Website Advertising (1 month)	\$2,000
e-Newsletter - Sidecar Scoop Anchor Ad (3 sends)	\$1,000
e-Newsletter - Sidecar Scoop Featured Article (3 sends)	\$1,000
e-Newsletter - Sidecar Scoop In-line Ad (3 sends)	\$500

*Annual pricing available

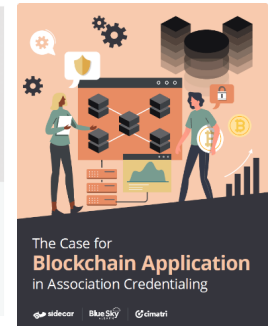
Webinar and/or Boot Camp



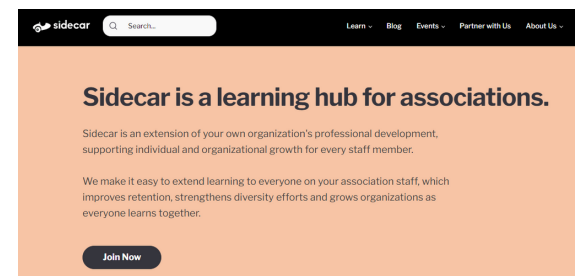
Blog



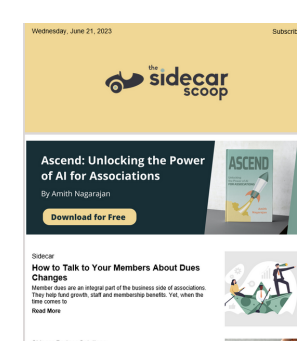
eBook



Website



e-Newsletter



A la carte

Continued...

Investment Opportunities	Price
Brand Exposure	
"Powered by" section on website - COMING SOON!	\$7,500
Topic Level community exposure - COMING SOON!	\$2,500
Recognition at events (virtual & in-person)	\$1,500

Join us!

