

ICR agile conference

Thursday, February 25, 2021

Agile is a way of thinking about how we work. It enables people to solve complex and adaptive problems by collaborating to integrate feedback through rapid iteration. Agile addresses the types of problems many organizations struggle to solve today and is used by leading companies nationally and locally as a strategic differentiator to move their businesses forward.

In 2021, NewBoCo and Eastern Iowa Agile are collaborating to bring you the second year of ICR Agile. Whether you're looking for brand placement, audience engagement or product integration, our sponsorship packages offer a bit of something for everyone. We invite you to join us at ICR Agile 2021 as a sponsor to ignite your brand, engage your mind, and power the future of innovation in Eastern Iowa.

TARGET AUDIENCE

- Executives and employees leading innovation inside existing organizations
- Software developers, designers, and IT professionals
- Agile enthusiasts and professionals

EVENT STRUCTURE

- One-day Conference
- Virtual or Hybrid
 - The ICR Agile Planning Team will review a variety of factors to determine if a hybrid event will be offered, which will be decided by the end of the calendar year. The factors and metrics being reviewed can be found on the [NewBoCo website](#). These thresholds are subject to change as we continue to learn more about the virus and efforts to mitigate the spread.
- 10+ speakers and opportunity to connect with speakers and peers

All Sponsorships Include:

- Logo on ICR Agile and NewBoCo websites, event app and printed materials
- Social media acknowledgement on Twitter & Facebook (in relation to your sponsorship)
- Marketing collateral included in registration/welcome materials
- Your brand is front and center for ICR Agile influencers to promote

Agile Sponsors

\$5,000

As our Agile Sponsor, your brand will be highlighted across the virtual event platform and venue, if the event is held in the hybrid model. The event platform is the hub of all ICR Agile events where registration, keynote sessions, breakout sessions, and networking events will be held. You will be marketed at every turn as our top promotional partner. Whether you're interested in a more traditional sponsorship package or a customized plan to fit your brand and reach your target audience, the ICR Agile team is committed to delivering a top-notch experience for you and your team.

- Speaking opportunity before our keynote event
- Opportunity to play a promotional video
- Opportunity to have a sponsor/exhibitor room to interact with attendees, highlight products and answer attendee questions
- Opportunity to include a welcome note and company collateral and/or promotional items in the event kit sent to attendees.
- Includes (5) complimentary conference passes (valued at up to \$500)
- 15% discount on all additional passes
- Base level perks noted above

Epic Sponsors

\$2,500 (3 available)

The ICR Agile team will work directly with all Epic Sponsors to create unique opportunities to recognize your brand throughout our conference and specifically during and through attendee connections times and tools.

- Opportunity to have a sponsor/exhibitor room to interact with attendees, highlight products and answer attendee questions
- Opportunity to include company collateral and/or promotional items in the event kit sent to attendees.
- Includes (3) complimentary conference passes (valued at up to \$300)
- 10% discount on all additional passes
- Base level perks noted above

Innovation Sponsor

\$1,000

Have your brand featured alongside leading Agile and innovation companies and thinkers at ICR Agile 2020! The ICR Agile team will work directly with all Innovation Sponsors to create unique opportunities to highlight your brand throughout our conference.

- Opportunity to select an item for your logo to be featured on Agile-themed items that our attendees will engage with throughout the day! (i.e. event music playlist, Post-its, Sharpies, whiteboards, etc)
- Includes (2) complimentary conference passes (valued at up to \$200)
- 10% discount on all conference passes
- Base level perks noted above