

Exposure

At Exposure, New Memphis invites the entire city to come out to the FedExForum for a night of free fun and community engagement – and we’re so excited to have you join us. This event is sure to be bigger than ever with thousands of expected attendees, live performances by local all-stars, over 175 organizations activating Memphian talent, and more!

To fully activate your sponsorship and align your brand with Memphis and Exposure, we will need the deliverables below. If you have any questions, please email ruthie@newmemphis.org.

COMPANY LOGO

DUE DATE: JUNE 1, 2020

SPECIFICS: PROVIDE AT LEAST ONE TRADITIONAL LOGO AND AN ALL BLACK LOGO, .PNG OR .EPS FORMAT.

EXTRA CREDIT: PROVIDE A COMPANY BRAND MESSAGE OR TAGLINE FOR US TO INCLUDE WHERE APPROPRIATE FOR ADDED BRAND EXPOSURE.

TABLE ACTIVATION

DUE DATE: JUNE 1, 2020

SPECIFICS: CLICK THE LINK PROVIDED TO FILL OUT THE TABLE ACTIVATION REQUEST FORM. AT THE EVENT, YOU WILL HAVE A 6' TABLE, LINEN, AND TWO CHAIRS.

PRO TIP: THINK CREATIVELY AND ACTIVATE YOUR TABLE WITH GAMES AND INTERACTIVE ENGAGEMENT OPPORTUNITIES.

BRAND RECOGNITION

DUE DATE: JUNE 15, 2020

SPECIFICS: PROVIDE THE NAME OF YOUR COMPANY AS HOW YOU WOULD LIKE IT TO APPEAR THROUGH PROMOTION AND RECOGNITION.

EXTRA CREDIT: THINK AHEAD! THE IMPACT REPORT AND FUNDER WALL ARE UPDATED ANNUALLY. UPDATE US WITH ANY CHANGES BETWEEN NOW AND 2021.

EVENT PROGRAM AD

DUE DATE: JULY 15, 2020

SPECIFICS: PROVIDE AN AD 5" WIDTH, 2" HEIGHT, .25" BLEED, CMYK, 300dpi RESOLUTION, .JPEG OR .PDF FORMAT WITH CROP MARKS.

PRO TIP: MAKE YOUR BRAND MAGNETIC BY SHOWCASING WHY YOU'RE PASSIONATE ABOUT MEMPHIS AND USING CITY-POSITIVE LANGUAGE.

GIFT BAG SWAG

DUE DATE: AUGUST 1, 2020

SPECIFICS: PROVIDE BETWEEN 500 AND 1500 PROMOTIONAL MATERIALS. EXAMPLES INCLUDE: FLYERS, BROCHURES, SWAG ITEMS, AND OTHER PROMO TOOLS.

PRO TIP: THINK CREATIVELY TO MAKE YOUR BRAND STAND OUT! THE MORE TACTILE, THE BETTER!

10 VIP EXPERIENCE TICKETS

DUE DATE: AUGUST 15, 2020

SPECIFICS: PROVIDE THE CONTACT INFORMATION AND ADDRESS FOR WHOM WE SHOULD SEND THE TICKETS.

PRO TIP: THE VIP EXPERIENCE OFFERS NETWORKING OPPORTUNITIES AND A HIGH-END EVENT EXPERIENCE. USE IT TO REWARD EMPLOYEES OR TO THANK CLIENTS!

EMPLOYEE RETENTION

DUE DATE: SEPTEMBER 1, 2020

SPECIFICS: INVITE YOUR STAFF TO ATTEND. YOU'LL INCREASE BRAND EXPOSURE WHILE REINVIGORATING THEIR LOVE FOR THE CITY AND YOUR COMPANY FOR SUPPORTING IT.

PRO TIP: MAKE IT A COMPETITION AMONG TEAMS OR DEPARTMENTS TO SEE WHO CELEBRATES THEIR CITY BEST!

MEMPHIS BRAND ALIGNMENT

DUE DATE: SEPTEMBER 1, 2020

SPECIFICS: CLICK THE LINK PROVIDED TO ACCESS ASSETS TO SHARE WITH YOUR AUDIENCE VIA SOCIAL MEDIA AND NEWSLETTERS.

PRO TIP: HASHTAG #CELEBRATEYOURCITY AND #MEMPHISEXPOSURE2020 AND TAG @THENEWMEMPHIS TO BETTER ALIGN YOUR BRAND WITH THE EVENT.

THANK YOU!

WE APPRECIATE YOUR SUPPORT OF EXPOSURE, NEW MEMPHIS, AND THE CITY OF MEMPHIS AS A WHOLE! EVENTS LIKE THIS WOULD NOT BE POSSIBLE WITHOUT YOU, THROUGHOUT THE WHOLE YEAR, WE HOPE YOU CONTINUE TO **#CELEBRATEYOURCITY.**

Help Us Spread the Word!

- Tell everyone you're going! Visit our [Facebook page](#) and click "going" on our Facebook Event
- Invite employees, friends, family, clients, and supporters in person and via social media, email, and newsletters
- Download photos from past years and graphics for this year from our [Dropbox folder!](#)
- Tag [@thenewmemphis](#) on Instagram and [@newmemphisinstitute](#) on Facebook and use the hashtag [#CelebrateYourCity](#) and [#ExposureMemphis2020](#) when posting on social

Frequently Asked Questions:

- **How do I drive attendees to my table?** In the past, organizations have brought interactive activities, such as photo booths, giveaways, and games like spin the wheel. Be sure to fill out the [Table Activation Request Form](#) so we can accommodate all the fun you'll bring, and visit our [2019 Photo Gallery](#) to shop for ideas.
- **How many attendees can I expect to stop by my table?** The simple answer? It varies. The more complicated answer? Organizations reported having 25-150+ attendees visit their individual tables. The more interactive and engaging, the better the results! We suggest bringing enough handouts or swag to accommodate 200 people.
- **How big are the gift bags?** Each gift bag is 8" width x 10" height. Please choose swag that can fit within those parameters.
- **If I table at Exposure, how does load-in work?** We will give you detailed information closer to the event with exact load-in times and details. However, we encourage you to pack clear boxes and have a definitive list of people working the table to expedite the security line. Please bring a 25'+ extension cord if you require power. You will check in on the first floor of the Gossett Motors Garage. Do not enter on the main plaza as those doors will be locked until the event begins.
- **What should I tell my employees about the event?** Exposure is a great retention tool in that it aligns your brand with pushing Memphis forward while connecting your employees to opportunities that are uniquely Memphis. Tell your employees that the event is family—and stroller—friendly. All are welcome, there is free parking in the garage, and there is no cost to attend. Whether new to Memphis or a native Memphian, the event showcases new opportunities to volunteer, get connected, expand horizons, and learn about the city we live in!
- **How will I get my VIP Experience tickets and who should I give them to?** Two weeks prior to the event, we will provide your specified contact with the VIP tickets and 8.5"x11" event posters to give out or hang up in break rooms. We recommend rewarding employees or stewarding clients, but you are welcome to distribute the tickets as you see fit. If you need the tickets prior to August 15, please [email Ruthie](#) as soon as possible.
- **Who should I contact with questions?** Please [contact Ruthie Graff](#) for all matters concerning your benefits. If it is an urgent matter, please [contact Nora Murray](#) by email or cell phone (603-313-3036).