



BLUEPRINTS 2021

SPONSORSHIP PACKAGES



Welcome to Blueprints, Contentful's annual roadshow!

We've entered the digital-first era. That's fact. Now the challenge for business leaders is how to go digital-first, fast. Blueprints will help brands update their playbooks -- across people, processes and technology -- to thrive in the Digital First Era. Now, it's even more of an imperative for organizations to move faster and get agile to keep up with their customers in today's modern multi-channel world.

We would be honored if you would join us in North America and Europe this spring!



Kevin Zellmer
VP of Partnerships

BLUEPRINTS



EVENT DETAILS

North America

Thursday, April 8
9:00 AM PDT

Europe

Thursday, April 15
9:00 CEST

5 hours of content

Pre-recorded talks

1,000 registrants

**Live speaker Q&A
on Hopin**

BLUEPRINTS

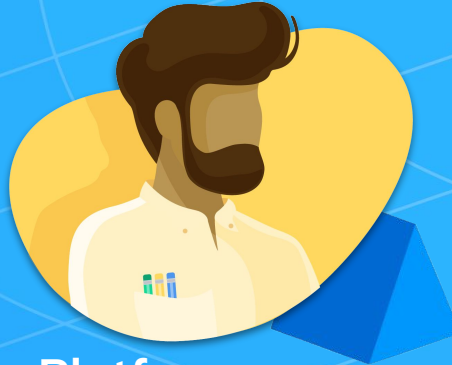


OUR AUDIENCE



Digital Leader

Director IT, Director Customer Engagement, Head of Digital



Platform Strategist

Platform Owners, Product Owners, Project Managers, Platform Architect, IT Analysts, Engineering Directors



Orchestrator

Campaign Managers, Product Managers, Program Managers (experimentation, personalization, SEO, analytics, etc.), Content Strategists

BLUEPRINTS



PACKAGES

Gold

Limit 3 solution partners
Limit 3 technology partners

Pre-event

- Company logo on global site
- Mention in pre-event marketing (6) emails, (4) social media posts

Live event

- Feature during the opening virtual keynote
- 1-minute video to run during breaks
- Large virtual booth
- Logo in event closing "Thank You"

Post event

- Company logo and URL in post-event "Thank You" email
- Leads collected via virtual booth

Silver

Limit 5 solution partners per events
Limit 5 technology partners per events

Pre-event

- Company logo on regional site
- Sponsor recognition on pre-event marketing (2) emails, (1) social media posts

Live event

- 1-minute video commercial to run during the event
- Medium virtual booth

Post event

- Company logo and URL in post-event "Thank You" email to all registrations and attendees
- Leads collected via virtual booth

Bronze

Limit 10 solution partners per events
Limit 10 technology partners per events

Pre-event

- Company logo on regional site
- Sponsor recognition on pre-event marketing (1) email

Live event

- Small virtual booth

Post event

- Company logo and URL in post-event "Thank You" email to all registrations and attendees
- Leads collected via virtual booth





APPLY TO BE A SPONSOR

2021 Blueprints Roadshow: <http://ctfl.io/3uJDhvL>



CONTACTS

Europe



Thorunn Devoy - Partner Marketing Manager - thorunn@contentful.com

North America



Hadley Brooks - Partner Marketing Manager - hadley.brookes@contentful.com

BLUEPRINTS

