# Millennial & Gen Z April 10, 2025



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The achievements of forward-thinking Millennials and Gen Z professionals are redefining success and fostering innovation.

Embrace the future of leadership at our Millennial & Gen Z Award Ceremony and Networking Event!

Connect with peers, mentors, and industry leaders as we shine a spotlight on the trailblazers shaping industries and making waves in the business world.

## Date

## April 10



Location Maritime Aquarium at Norwalk

Audience 150 C-Level Executives

Format Reception, Networking, Award ceremony



# Honorees



### **ALICE NI**

Audit & Assurance Senior Manager Deloitte & Touche LLP

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## Past

### SIPHO SIMELA

Founder & CEO Matrix Rental Solutions

### **AUSTIN MCCHORD**

Xounder and former CEO of Datto, an innovative provider of comprehensive backup, recovery and business continuity solutions



# Partner Motivation & Goals

## Millennial & Gen Z will deliver on the following:



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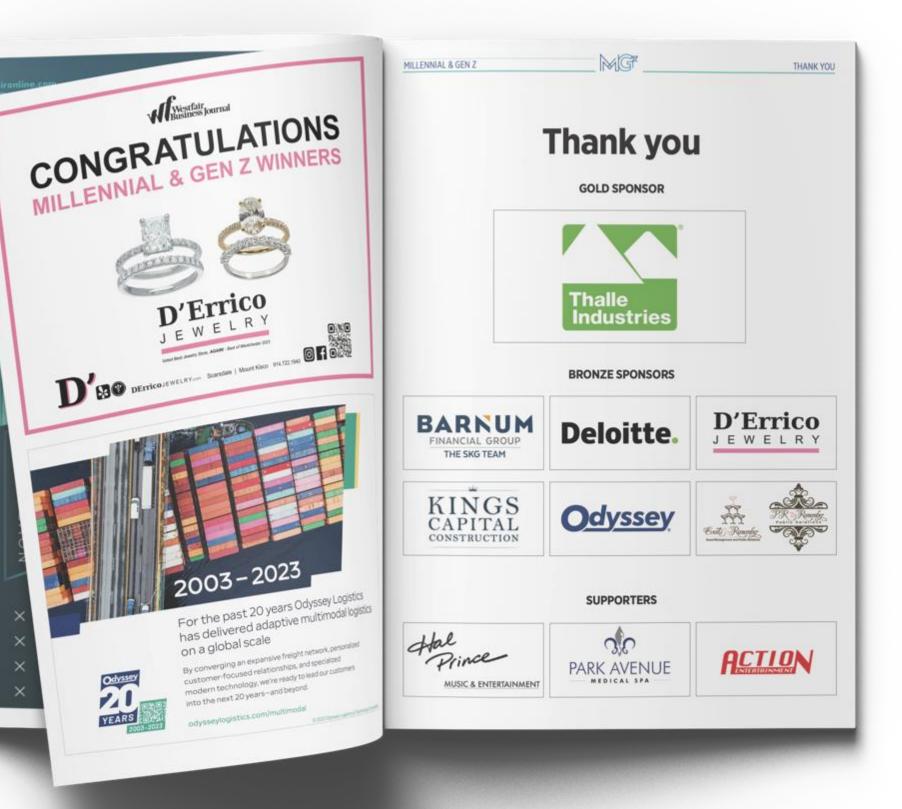
### Branding

pre-, during and post-event



### Showcase products and services





# Branding, **Promotion and PR\***

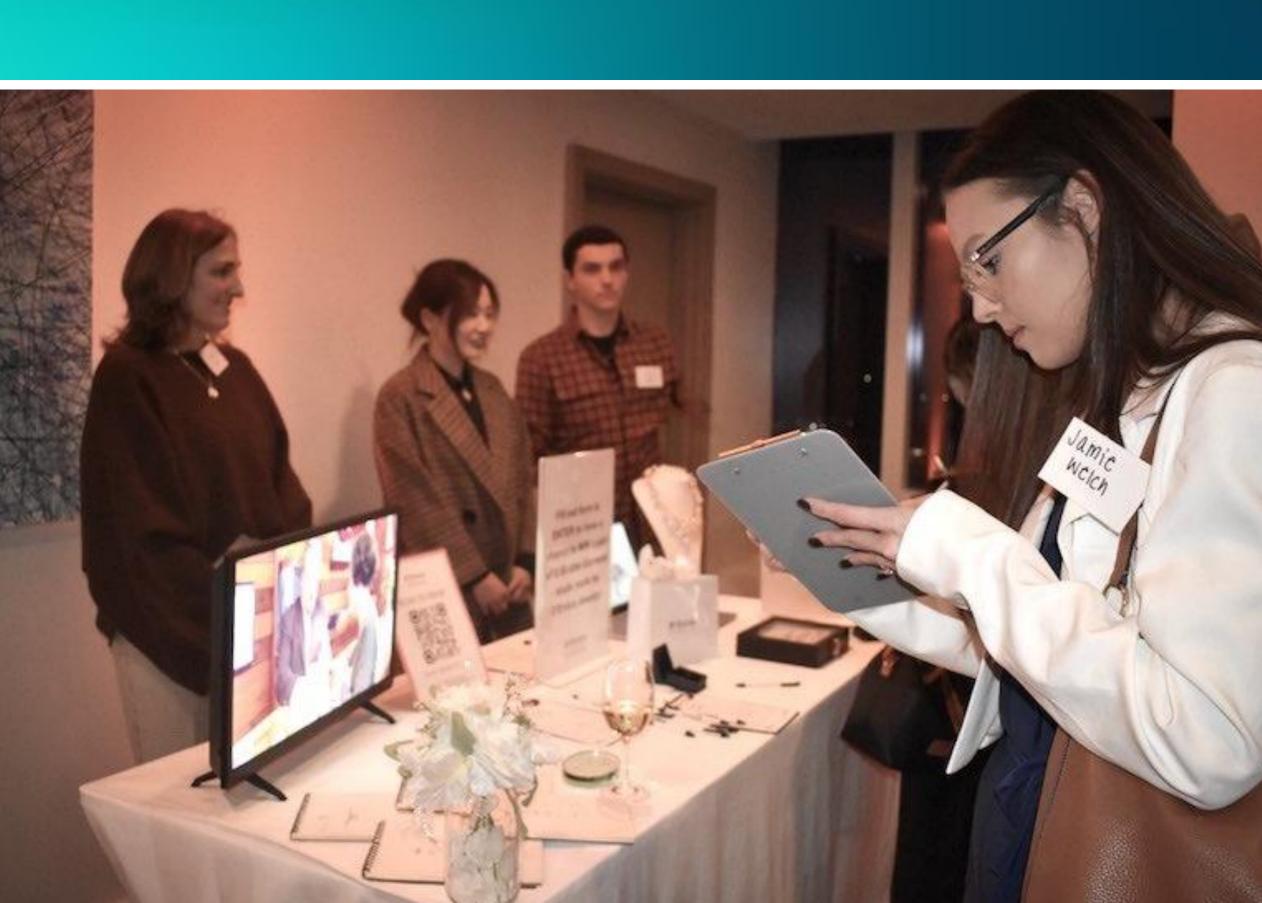
- C-level executive video interview conducted by Westfair. Video will be posted  $\odot$ online and provided to client for use in digital / social marketing
- **Complimentary Invitations** for partner executives to the highly exclusive event
- Solution Constrained States and Constrained S on westfaironline.com event page
- **Social Media Amplification** inclusion pre-, during and post-event  $\odot$
- **Onstage Mention** by Westfair Business Journal moderator during  $\bigcirc$ introductory/closing remarks
- $\oslash$ **On-Site Logo Exposure** on video screens, on-site signage
- **Or Right Of First Refusal** for 2026 event

\*Depending on level of sponsorship.

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# Marketing table



## **Display** on-site in dedicated space that can include one table and two chairs

**Conduct** product demonstrations, distribute thought leadership/marketing collateral, and sample product (subject to Westfair Business Journal approval)

**Logo Exposure** featured on event signage, official event booklet

## Sponsorship l evels

### Title

## \$25k

- C Level executive to offer remarks at outset of event. 4 minutes in length
- VIP Pre-Event Reception for winners and Title Sponsor(s)
- Industry Exclusivity
- C-level interview. 5 minutes in length. Video will be posted on Westfaironline.com and provided to client for use in digital / social promotion
- 10 Complimentary Event passes
- 100,000 ad banner impressions on Westfaironline.com
- Logo on all pre-during-post event marketing
- Marketing Table
- 12-month complimentary subscription for 8 client executives
- Full page ad in event program
- Company bio in event Program
- 1x email sent to attendees on behalf of client
- 4 Social media posts over a 3-month period
- 5 additional Event passes for clients.
- 30 second Commercial to be displayed at event
- 3 Full-age ads to run in the Business Journal (within 4 weeks of event)
- Attendee Contact Information (information that is provided to Westfair)

### Presenting

## \$15k

- C Level executive to offer remarks at outset of event 2 minutes in length
- Reserved Table for 10 Complimentary Guests during the Networking Reception
- 8 Additional complimentary event passes for clients
- 50,000 ad banner impressions on Westfaironline.com
- Logo on all pre-during-post event marketing
- 6-month complimentary subscription for 6 client executives
- Marketing Table
- Full page ad in event program
- Company bio in event program
- 1x email sent to attendees on behalf of client
- 2 Social media posts over a 3-month period
- 30 second Commercial to be displayed at event
- 2 Full-age ads to run in the Business Journal (within 4 weeks of event)
- Attendee Contact Information (information that is provided to Westfair)

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## \$7,500

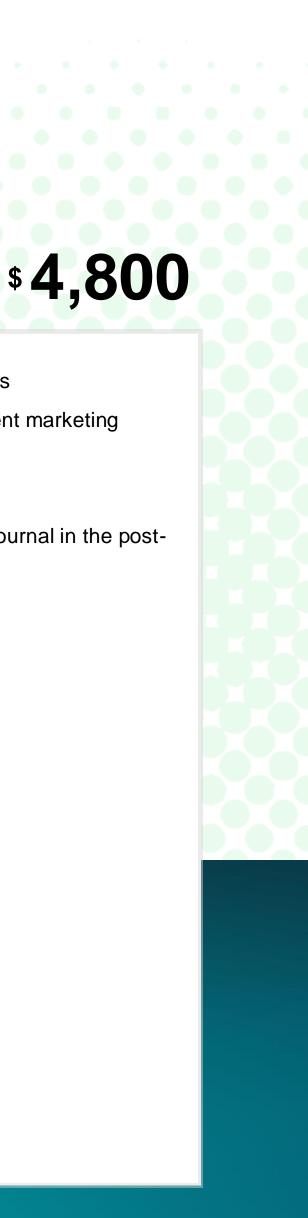
- Logo on all pre-during-post event marketing
- 6 Complimentary Event passes
- Full- page ad in event program
- Company bio in event program
- Marketing table

Partner

- 20,000 ad banner impressions on Westfaironline.com
- 1 Social media posts over a 3-month period
- 30 second Commercial to be displayed at event
- 1 Full-age ad to run in the Business Journal in Post-event issue

### Supporter

- 3 Complimentary Event passes
- Logo on all pre-during-post event marketing
- Half-page ad in the program
- Company Bio in event program
- Half-page ad in the Business Journal in the postevent issue
- Marketing table





**For event information** Natalie Holland at nholland@westfairinc.com

For Sponsorship inquiries contact Anne Jordan Duffy at anne@westfairinc.com

