



# Millennial & Gen Z

April 10, 2025

**Wf** Westfair  
Business Journal

Visit now: [events.westfaironline.com/millennial-gen-z](https://events.westfaironline.com/millennial-gen-z)

**M** **GEN Z**

# About

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



Past

# Honorees



**ALICE NI**

Audit & Assurance  
Senior Manager  
*Deloitte & Touche LLP*



**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:



**Program Integrations**



**Branding**  
pre-, during and post-event



**Lead Generation**



**Showcase**  
products and services



# Branding, Promotion and PR\*



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

\*Depending on level of sponsorship.



# 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 Levels

| Title  | \$ 25k | Presenting   | \$ 15k | Partner   | \$ 7,500 | Supporter   | \$ 4,800 |
|--|--------|--|--------|---|----------|---|----------|
| <ul style="list-style-type: none"> <li>• C - Level executive to offer remarks at outset of event. 4 minutes in length</li> <li>• VIP Pre-Event Reception for winners and Title Sponsor(s)</li> <li>• Industry Exclusivity</li> <li>• C-level interview. 5 minutes in length. Video will be posted on Westfaironline.com and provided to client for use in digital / social promotion</li> <li>• 10 Complimentary Event passes</li> <li>• 100,000 ad banner impressions on Westfaironline.com</li> <li>• Logo on all pre-during-post event marketing</li> <li>• Marketing Table</li> <li>• 12-month complimentary subscription for 8 client executives</li> <li>• Full page ad in event program</li> <li>• Company bio in event Program</li> <li>• 1x email sent to attendees on behalf of client</li> <li>• 4 Social media posts over a 3-month period</li> <li>• 5 additional Event passes for clients.</li> <li>• 30 second Commercial to be displayed at event</li> <li>• 3 Full-age ads to run in the Business Journal (within 4 weeks of event)</li> <li>• Attendee Contact Information (information that is provided to Westfair)</li> </ul> |        | <ul style="list-style-type: none"> <li>• C - Level executive to offer remarks at outset of event 2 minutes in length</li> <li>• Reserved Table for 10 Complimentary Guests during the Networking Reception</li> <li>• 8 Additional complimentary event passes for clients</li> <li>• 50,000 ad banner impressions on Westfaironline.com</li> <li>• Logo on all pre-during-post event marketing</li> <li>• 6-month complimentary subscription for 6 client executives</li> <li>• Marketing Table</li> <li>• Full page ad in event program</li> <li>• Company bio in event program</li> <li>• 1x email sent to attendees on behalf of client</li> <li>• 2 Social media posts over a 3-month period</li> <li>• 30 second Commercial to be displayed at event</li> <li>• 2 Full-age ads to run in the Business Journal (within 4 weeks of event)</li> <li>• Attendee Contact Information (information that is provided to Westfair)</li> </ul> |        | <ul style="list-style-type: none"> <li>• Logo on all pre-during-post event marketing</li> <li>• 6 Complimentary Event passes</li> <li>• Full- page ad in event program</li> <li>• Company bio in event program</li> <li>• Marketing table</li> <li>• 20,000 ad banner impressions on Westfaironline.com</li> <li>• 1 Social media posts over a 3-month period</li> <li>• 30 second Commercial to be displayed at event</li> <li>• 1 Full-age ad to run in the Business Journal in Post-event issue</li> </ul> |          | <ul style="list-style-type: none"> <li>• 3 Complimentary Event passes</li> <li>• Logo on all pre-during-post event marketing</li> <li>• Half-page ad in the program</li> <li>• Company Bio in event program</li> <li>• Half-page ad in the Business Journal in the post-event issue</li> <li>• Marketing table</li> </ul> |          |





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**For event information**

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