

GOVERNMENT TECHNOLOGY & SERVICES COALITION

Live Event Sponsorships



GTSC sponsors “GTSC days” that focus on the U.S. Department of Homeland Security’s components and headquarters, including:

- Customs and Border Protection
- Citizenship & Immigration Services
- Transportation Security Administration
- U.S. Coast Guard
- Federal Emergency Management Agency
- Immigration & Customs Enforcement
- Additionally, GTSC also hosts a “day” with the Internal Revenue Service.

These exclusive opportunities feature leadership from across the components discussion mission critical initiatives, opportunities, and timelines. Generally held live in Washington, D.C., GTSC Days connect the public and private sector around the missions of protecting the homeland. To accommodate restrictions during COVID, GTSC has altered the format of these days to week-long programs that cover the same, if not more information sharing and will resume in-person programming as soon as feasible.

GTSC Days are now GTSC weeks! GTSC days will now be online and panels arranged daily for one week.

GUARDIAN \$10,000

ONLY ONE PER EVENT

The Guardian sponsorship is the highest support package and provides your company with the most visibility during, before and after the event.

- Welcome guests at the beginning of the program and be present throughout if desired.
- Panel moderator role (if panel is available) or introduce speaker and moderate Q&A
- Introduction of one keynote and moderate Q&A
- 3 minute video or powerpoint “ad” at a time of your choice
- Input to speaker selection if received at least 2 weeks prior to the event (no speaker is guaranteed)
- Full page ad in online program
- Description of company and logo in resources section of the online program
- Most prominent recognition on all marketing: email, powerpoint and eventbrite
- One month (4) of PREMIUM BANNER ads in HSToday newsletter of your choice and PREMIUM BANNER on related component page
- Recognition and description on twitter, Facebook and all advertisements for the meeting.
- One dedicated email from you to the GTSC community
- Thank you note to all attendees and speakers from your company (sent through GTSC)
- Recognition in GTSC’s annual report as a sponsor (companies are recognized in the annual report based on their cumulative contributions to GTSC)
- Logo on thank you slide

SUPPORTER \$2,500

ONLY FIVE PER EVENT

This package shows your company’s support of the event without a huge impact on the budget.

- Input to speaker selection if received at least 2 weeks prior to the event (no speaker is guaranteed)
- 1/4 page ad in online program
- Description of company and logo in resources section of the online program
- Recognition on all marketing: email, powerpoint and eventbrite
- Two weeks of block ads in the related HSToday newsletter and related component website page (banner or block)
- Recognition and description on twitter, Facebook and all advertisements for the meeting
- Recognition in GTSC’s annual report as a sponsor (companies are recognized in the annual report based on their cumulative contributions to GTSC)
- Logo on thank you slide

PATROL \$8,500

ONLY THREE PER EVENT

The Patrol sponsorship is a mid-level package with opportunities for visibility in front of our community.

- Panel moderator (if panel is available) and moderate Q&A or introduce speaker and moderate Q&A (guaranteed spot)
- 3 minute video “ad” in front of entire audience at a time of your choice
- Input to speaker selection if received at least 2 weeks prior to the event (no speaker is guaranteed)
- 3/4 page ad in online program
- Description of company and logo in resources section of the online program
- Recognition on all marketing: email, powerpoint and eventbrite
- Two weeks of PRIMARY BANNER in the HSToday newsletter of your choice and PRIMARY BANNER (or skyscraper) on related component page
- Recognition and description on twitter, Facebook and all advertisements for the meeting
- Recognition in GTSC’s annual report as a sponsor (companies are recognized in the annual report based on their cumulative contributions to GTSC)
- Logo on thank you slide

VIDEO/PPT COMMERCIAL \$1495

TWO PER DAY – 10 AVAILABLE

Ad spots during the Super Bowl? Gazillions?
Ad spots to your future clients? Priceless.

- This new feature allows you to show a video or description of your company’s capabilities for up to 3 minutes during our programming
- There will be 1-2 opportunities per day for a week-long program.
- Your video will also be posted on the corresponding component page and newsletter of HSToday for 4 weeks
- Your video will also be posted to social media throughout both GTSC and HSToday.

ENTERTAINMENT BREAK \$995

ONE PER DAY DURING GTSC WEEK – 5 TOTAL

This fun addition to our ZOOM event schedule adds a walk or stretch break (or fun note of your choice) for participants, adds a mental break, and is sponsored by YOU!

- Logo and support are included on the break
- Logo and support are included on all marketing materials
- Logo and support are included on the event powerpoint
- Support acknowledged by the moderator.

PATRON \$7,225

ONLY THREE PER EVENT

The Patron sponsorship is a great package with opportunities for visibility in front of our community.

- Speaker introduction and moderate Q&A
- 3 minute “ad” in front of entire audience
- Input to speaker selection if received at least 2 weeks prior to the event (no speaker is guaranteed)
- 1/2 page ad in online program
- Description of company and logo in resources section of the program
- Recognition on all marketing: email, powerpoint and eventbrite
- Two weeks of ads in the HSToday newsletter of your choice and website page of your choice (banner or block)
- Recognition and description on twitter, Facebook and all advertisements for the meeting
- Recognition in GTSC’s annual report as a sponsor (companies are recognized in the annual report based on their cumulative contributions to GTSC)
- Logo on thank you slide

SMALL BUSINESS \$250

ONLY FIVE PER EVENT

GTSC always assures that small businesses have an opportunity to gain critical visibility and branding at our events while not breaking the bank!

- 1/4 page ad in program
- Description of company and logo in online resources section of the program
- Recognition on all marketing: email, powerpoint and eventbrite
- Two weeks of ads in the related HSToday newsletter and related component website page (banner or block)
- Recognition and description on twitter, Facebook and all advertisements for the meeting
- Recognition in GTSC’s annual report as a sponsor (companies are recognized in the annual report based on their cumulative contributions to GTSC)
- Logo on thank you slide

CONTACT US at Sponsorship@gtscoalition.com to reserve your sponsorship.

GTSC makes every effort to produce the finest quality programs in the homeland security market. We cannot guarantee any speaker, panel, or event due to the nature of “security” and demands on our government participants. Sponsorship packages are available on a first-come, first-served basis, and speaking/moderator positions are granted based on which sponsorship is sold first, second etc. GTSC does not publish or offer as confirmed any speaker that has not expressly accepted our invitation to speak and provided us with supporting documents. In the case of a cancellation GTSC will make every effort to 1) reschedule the speaker, 2) reschedule the event and execute deliverables to our valued sponsor satisfaction. Thank you for your understanding.