

San Francisco, Spring 2025

SPONSORSHIP PROSPECTUS

IMPACT

SUMMIT

Re-Igniting Growth Without Excessive Spending is the Top Priority for Executive Teams in 2025.

In 2025, we face a pressing need to (re)ignite growth, as the old methods have stopped working, and we find ourselves on the precipice of an era earmarked by three trends:

1. Ignite Efficient Growth
2. Application of AI in GTM
3. Outcome-based Pricing Models

What we know is 2025 will have a profound impact across all Go-To-Market functions, and those companies that master it first will gain a disproportionate advantage.

It is for this reason that we are organizing an event that aims to break away from the traditional format of anecdotal success stories, focusing instead on the fundamental principles that drive these trends. The goal is to equip executives at hypergrowth companies with the decision-making tools they need to effectively and innovatively navigate the next 18 months.

Key features of this event

- Provide deep insights.
- Focus on what can be implemented today.
- Keep it simple: a one-day, single-track event.

Make no mistake—this isn't just about keeping pace; it's about setting the pace in the industry, defining new standards for your segment, by transforming the business companies are in.

The stark reality is this: This is uncharted territory; no one has dealt with this before. It calls for a very different approach to leadership gatherings.





Goals of the Impact Summit

1. **How to Reignite Hyper Growth**

Start a new phase of growth leveraging innovative concepts.

2. **Gain Insight in the Impact of AI in GTM**

Delve into AI's transformative impact in Go-To-Market strategies.

3. **A 2025 Action Plan With a 2026 Strategy**

Deliver results in 2025 while preparing for 2026.

Walk Away with the C-Level Strategy Growth Guide

A comprehensive, actionable plan to implement and drive change.

Event Snapshot

As a sponsor, you'll gain unparalleled access to decision-makers and influencers, allowing you to showcase your leadership in the AI space and form valuable partnerships that shape the future of business.

Join us as a sponsor to empower CxOs to harness AI within their GTM strategies. This focused one-day conference positions your brand at the forefront of AI-powered GTM innovation, bringing together leading executives eager to drive sustainable hypergrowth throughout their organizations.

TITLE

The Impact Summit.

THEME

2025, The Year of AI.

DESCRIPTION

Walk away with a masterclass on AI's role in modern go-to-market strategy.

LOCATION

A premium venue in San Francisco, prioritizing education over entertainment.

FORMAT

This one-day, one-track **executive masterclass** is built for C-level leaders looking to reignite scalable growth. It blends data-driven insights, executive discussions, and use case learning, providing a structured AI roadmap to drive efficiency and growth in 2025.

WHO SHOULD ATTEND

C-suite and senior executives and private equity firms of recurring revenue businesses looking for growth levers.

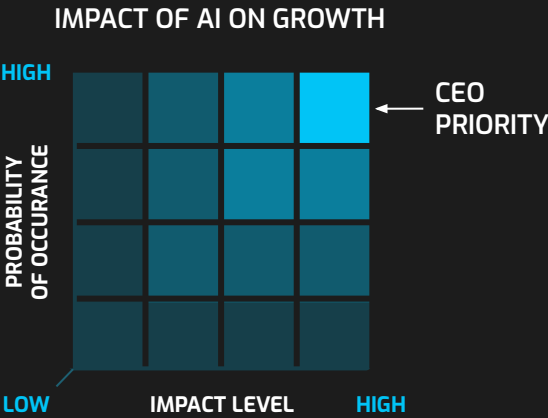
TARGET SIZE

240-300 attendees.

DATE

May 14, 2025

Attendees will engage in a structured curriculum that blends data-driven insights, peer discussions, and case-based learning, modeled after top business school programs. Rather than live demonstrations, this experience offers executive-level frameworks and structured problem-solving, ensuring leaders walk away with a clear AI roadmap for driving scalable growth, efficiency, and competitive advantage in 2025 and beyond.



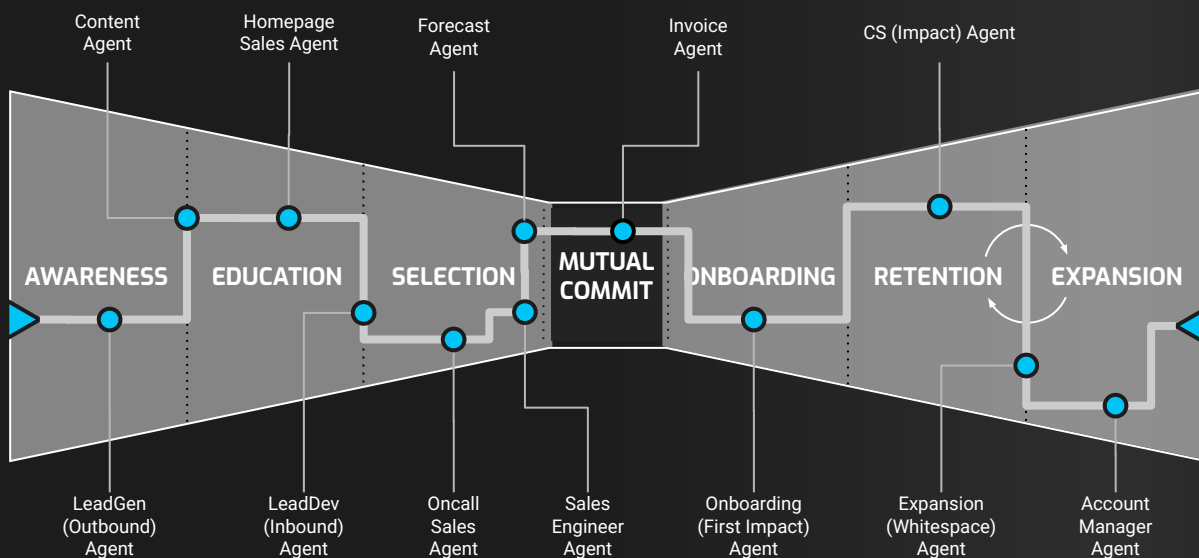
The impact of AI on growth over the next few years is extremely likely to be very substantial. This underscores the importance of leadersto actively lead their teams in integrating AI.

By driving the conversation rather than waiting for it, they can ensure their organizations keep pace and set the standard in their industries.

Event Agenda

The agenda is strategically designed to illustrate how AI can drive growth across every phase of the customer journey—from customer acquisition through onboarding, adoption, and expansion. Each segment of the event is meticulously crafted to not only provide insights but also to showcase practical applications of AI that catalyze business growth.

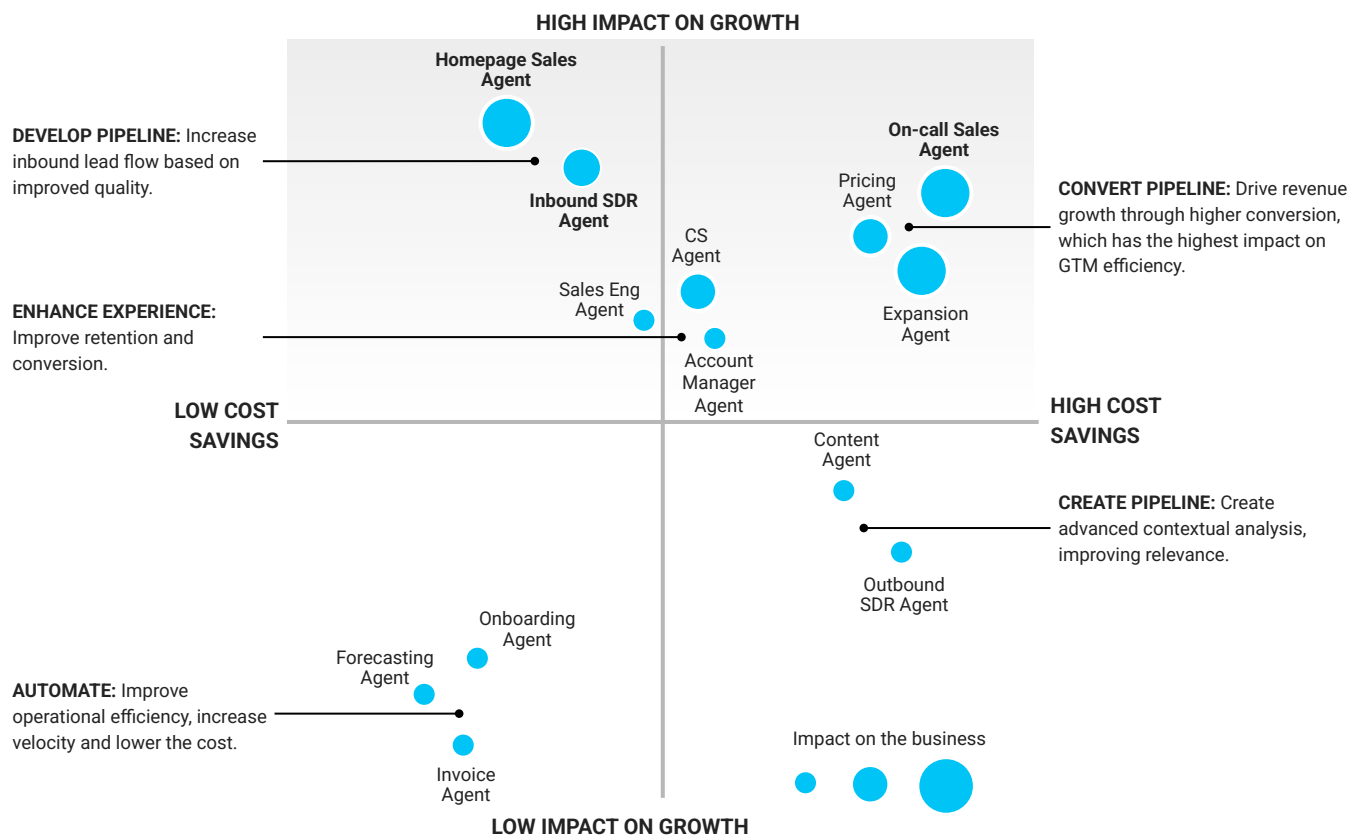
- **Registration and Welcome:** Upon arrival, guests will be personally greeted and guided through sign-in. A host will then escort them to their seats, provide an overview of the days event, facilitate introductions to peers, and address any questions.
- **Opening Keynote:** Set the stage for a transformation in growth strategies based, leveraging AI as a utility, and reshaping a new buyers experience, with various monetization strategies.
- **Market Insights:** Dave Spitz from Benchsights shares critical market insights derived from the past two years and outlines a growth strategies for the upcoming 18 months.
- **Lead Generation:** Dive into AI-driven growth strategies that enhance top-of-funnel efficiency and pipeline creation, featuring real-life applications and tool demonstrations.
- **Sales Acceleration:** Learn how AI tools power growth by streamlining deal progression, improving win rates, and boosting revenue efficiency with practical examples.



Event Agenda Continued

- **Onboarding and Implementation:** Discover AI-enabled approaches that will accelerate time-to-value and ensure seamless customer onboarding, complete with case studies.
- **Customer Success and Retention:** Explore AI techniques to drive proactive engagement and maximize customer lifetime value through innovative retention strategies.
- **Expansion and Advocacy:** Uncover AI-powered methods to identify upsell opportunities and transform customers into brand advocates.
- **2026 Strategy:** Help set the stage for a 2026 Growth Strategy that requires you take action right now.
- **2025 Action Plan:** Actionable plan to optimize growth in the next 8 months.
- **Networking Reception hosted by Pavilion:** Wind down the day with a hosted reception, providing a final chance for attendees to connect and discuss future collaborations.

Impact of AI on Growth vs Cost





An Event for C-suite Executives

An event ideal for C-suite executives eager to take a deep dive into strategic growth, operational excellence, and AI integration within their industries.

1. Purpose-built for Executive Education

A carefully curated format and venue designed to foster education, away from the distractions typically found at larger conferences.

2. Based on Today's Real-life Experiences

Only applicable knowledge is shared by real leaders and experts in their fields, not anecdotal hero stories or motivational speeches.

3. Grounded in Scientific Principles

Understand the foundational first principles that drive business growth viewed through a scientific lens. Our sessions focus on empirical data and proven methodologies to equip you with strategies that work.





Why Now?

Dick Fosbury transformed the high jump event at the 1968 Mexico City Olympics. As an engineering student, Fosbury introduced a groundbreaking technique: jumping over the bar backwards, head first. This method, which altered the jumper's center of mass, had never been seen before at the Olympics. It not only won him the gold and set a new Olympic record but also changed the sport forever. This exemplifies a "Zero Day exploit," exploiting a gap in previously accepted best practices.

Similarly, there is a significant opportunity to leverage AI in GTM to create a strategic advantage. Many companies currently underestimate the role of AI, believing that their customers will not adapt to new buying methods, or they misapply AI to ineffective processes, such as replacing SDRs.

During the Impact Summit, we will challenge attendees to re-examine the use of AI. Just as Uber transformed the transportation industry and Airbnb revolutionized hospitality, these companies did not start with the intent to compete with taxis and hotels. Instead, they reimagined the potential of customer experiences, utilizing emerging technologies like smartphones, GPS accuracy, and cloud computing.

The Zero Day exploit in GTM lies in recognizing gaps in the customer buying experience and using AI to exploit them to deliver superior value.

Companies that adopt AI in their GTM strategies effectively can forge ahead, setting new standards. By the time competitors begin to respond, these early adopters have refined their AI strategies and solidified their gains, making it increasingly difficult for others to catch up. This positions these innovators far ahead, setting a new benchmark for Sustainable Growth.



Sponsorship Benefits

AI Market Map Sponsor (by Selection)

The **AI Market Map Sponsorship** is complementary and offers inclusion in the **Winning by Design GTM AI Growth Guide**, a valuable resource showcasing leading AI solutions in the GTM space.

AI Lab Partners (\$5,000, 10 available)

Premium branding visibility in the event program, on stage, and on the event website. Enhanced logo placement in alignment with the **GTM AI Growth Guide** and inclusion in the **online demo guide**. Includes one Impact Summit pass for your team. This is included in the Winning by Design Tech Partnership subscription.

NEW AI Lab Digital Partner (\$8,000, 8 available)

Includes all the benefits of the AI Lab Partner sponsorship, plus exclusive sponsorship of one of eight AI Growth Guide Virtual Sessions. The virtual program focuses on **hands-on AI applications** and **practical implementations** across GTM functions. Branding and leads from your sponsored session (**estimate 200-500 attendees**).

AI Lab Builders (\$20,000, 5 available) **1 LEFT!**

Includes Partner benefits plus additional opportunities to engage directly with attendees.

Pipeline Gen

- A **10-minute private showcase** in the AI Lab
- Access to a **list of attendees** who visit your AI Lab.
- A **dedicated meeting table** in the networking area.

Branding and Thought Leadership

- **Premier listing** in the GTM AI Growth Guide.
- **Tickets:** Three event tickets for your team.

AI Lab Innovators (\$50,000, 2 available)

Provides the highest level of visibility and engagement, offering all Builders benefits plus:

Branding and Thought Leadership

- Exclusive host of the lunch or happy hour networking sessions.
- Most **prominent branding** at select networking events and onstage mention.
- A **larger dedicated meeting space** in the networking area.
- **10 event tickets** to invite qualified customers and prospects.

This tier ensures maximum exposure and exclusive access to decision-makers attending the summit.

À La Carte Sponsorship Options

Organizations can further enhance their presence by selecting from the following à la carte opportunities:

- **Wi-Fi Sponsor:** \$5,000
- **Keynote Streaming Sponsor:** \$5,000
- **30-Second Spot in Virtual Program:** \$2,000
- **Backpack Sponsor:** \$10,000
- **Pre-event Executive Dinner Sponsor:** \$20,000



Ready to Secure your Sponsorship?

1. Download and complete the [Sponsorship Agreement](#) .

Sponsorships are confirmed based on date/time of received agreement.

2. Return the completed agreement.

Send via email to sponsors@winningbydesign.com.

3. Submit Payment.

You will receive an email with the invoice or a link to pay via credit card.

4. Please contact us with any questions!

Email Noel Brown at noel.brown@winningbydesign.com.

