

JULY 2025

IMPACT

CO-MARKETING OPPORTUNITIES



Partner with the leading force in GTM

Winning by Design is the trusted partner to the world's fastest-growing B2B SaaS and recurring revenue companies, with a global executive network focused on enabling sustainable growth through the power of data, science, and AI. Our sponsorship program offers select companies the opportunity to reach this audience through high-impact, high-visibility opportunities across our *Impact* event series and research initiatives.

Our Audience

Winning by Design events attract top-tier GTM executives and decision-makers from high-growth companies; titles include:

- Chief Revenue Officers
- Chief Marketing Officers
- VPs of Sales, Marketing, and Revenue Operations
- Private Equity and Venture Investors
- Revenue Enablement and Strategy Leaders

Typical Company Profile:

- B2B SaaS / Tech
- \$20M–\$500M ARR
- Growth-focused, actively adopting AI-powered GTM strategies
- Global footprint across North America and Europe

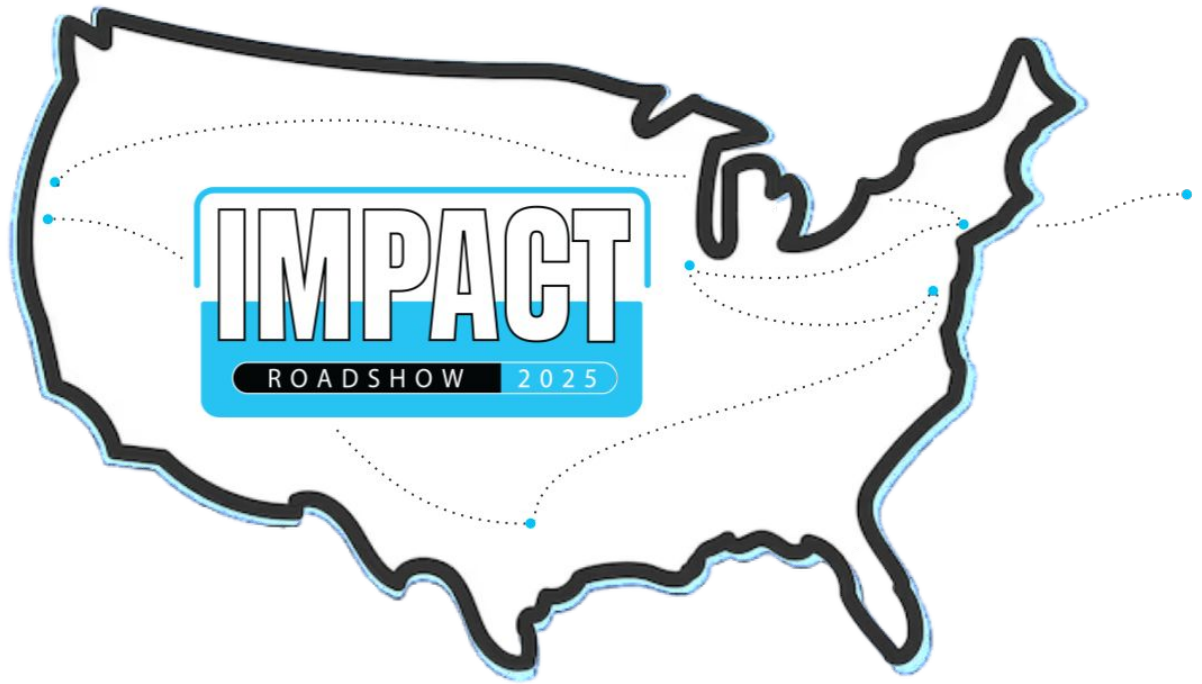
Partner Program Advantage

[Winning by Design partners](#) receive

- **Significant** discount on sponsorship opportunities
- **Early access** to premium sponsorship slots (events and publications)
- **Tailored integration** opportunities across joint campaigns and content



6 Global Cities



Sponsorships

Impact Roadshow Sponsorship - Summer/Fall 2025

\$8,000 per city/\$5,000 Partner Program Members | 6-city series/Limited one sponsor per city)

Targeted roundtable events in key GTM hubs (Silicon Valley, Chicago Austin, SF, Boston, New York).

Sponsor Benefits Include:

- Exclusive delegate seat at the roundtable
- Logo inclusion in event promotion and onsite signage
- Access to attendee list with names, titles, and companies
- Verbal recognition during welcome remarks
- 10 min demo of a successful customer (Editorial approval required)
- Opportunity to host the event at your office (optional)

**Up to 3 roadshow dates can be secured per partner prior to Aug 1st*

Sponsorships

Impact Summit EMEA - Fall, 2025

Inaugural Summit in Europe

October 9, 2025 - Wintercircus - Ghent, Belgium

Join 200+ executives for the GTM gathering of the year. Previous speakers and partners have included top AI providers, GTM platform leaders, global media organizations, and global strategists.

Sponsorship Opportunities:

- **AI Lab Innovator** (€21.250, 1 available)
Exclusive branding of the AI Lab, 15-minute speaking session in the AI Lab, a dedicated meeting table in the networking space, five event tickets, and premier recognition.
- **AI Lab Builder** (€8.500, 6 available)
Includes a 10-minute showcase in the AI Lab, a dedicated meeting table in the networking space, and three event tickets,

Additional Sponsor Benefits

- All sponsors receive branding, delegate access, and main stage recognition.
- Opportunity to host an ancillary event before or after sponsorship that Winning by Design will promote. (*for spend of €8.500*)
- Early access to the attendee lookbook for pre-event networking.

*Partner Program Subscribers receive a 25% discount on sponsorships

** Impact Summit 2025 Sponsors will receive a 20% discount if booked by August 15 (Partners can select one of these discounts if booked by the deadline)



Sponsorships

Impact Summit Live - Spring 2026

Annual Flagship Customer Conference in San Francisco

May 12th, 2026 - Convene Union Square

Join 250+ executives for the GTM gathering of the year. Previous speakers and partners have included top AI providers, GTM platform leaders, global media organizations, and global strategists.

Opportunities Include:

- **AI Lab Marquee Sponsor** (1) - Exclusive branding of the AI Lab, 20-minute speaking session, Table on main floor, 5 networking tickets, and premier recognition. \$50,000
- **AI Lab Sponsor** (5) - 10-minute speaking session + 3 networking tickets \$25,000
- **Networking Sponsor** (8) - High top table in networking space +2 networking tickets - \$20,000
If combined with AI Lab Sponsorship, the investment is \$35,000 for both.

All Sponsor Benefits

- All sponsors receive branding, delegate access, and main stage recognition.
- Opportunity to host an ancillary event before or after sponsorship that Winning by Design will promote. (*for spend \$25K*)
- Early access to the attendee lookbook for pre-event networking.

*Partner Program Subscribers receive a 25% discount on sponsorships

** Impact Summit 2025 Sponsors will receive a 20% discount if re-booked by December 15, 2025.

Sponsorships

Impact Summit Virtual Partner—Spring 2026

(\$8,000, 8 available)

June, 2026

Exclusive sponsorship of one of eight virtual sessions. The virtual program focuses on **hands-on AI applications** and **practical implementations** across GTM functions. Branding and leads from your sponsored session.

- Exclusive sponsorship of one of the categories sessions below covering select AI Growth guide
- Branding on the promotions, email, landing page and live session
- Leads from the session of all registrations of that category

Target: 2500 total registrations with 200-500 per session

Partners receive a 25% discount on sponsorships



Ready to Secure your Sponsorship?

1. Complete the Sponsorship Agreement.

Sponsorships are confirmed based on date/time of receipt.

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.

