

2026

SPONSORSHIP PROSPECTUS

Winning
by Design

IMPACT
SUMMIT
THE YEAR OF AI 2026

Winning
by Design

Connect with the Best in GTM

Winning
by Design



“The attendees were at the level we wanted to engage with and the **face to face time was valuable.”**

-Impact Summit Sponsor

“We really enjoyed the **event...we’d love the opportunity to participate again.”**

-Impact Summit Europe Sponsor

Partner with the leading force in GTM

Winning by Design is the trusted partner to the world's fastest-growing 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.

Sponsorship Opportunities

[Impact Summit US](#)

San Francisco May 12, 2026
One-day, 200-person event

[Impact Summit Europe](#)

Ghent, Belgium, October 6, 2026
One-day, 200-person event

[Impact Roadshow Series](#)

Executive roundtable events in
select global cities

[Quarterly Growth Journal](#)

Physical and digital distribution
GTM Growth Journal

Partner Program Advantage:

[Winning by Design partners](#) receive

- **20%** discount on sponsorship opportunities
- **Early access** to premium sponsorship slots (events and publications)
- **Tailored integration** opportunities across joint campaigns and content

Impact Summit US

MAY 12, 2026

CONVENE

SAN FRANCISCO

Join 200+ executives for the premier GTM event of the year. The Impact Summit US brings together leaders driving the future of revenue growth and AI innovation. Event highlights include the release of premier industry research, world-class strategist speakers, the GTM Awards, and elite executive networking.

Sponsorship Opportunities Include:

Marquee Sponsor (1) \$50,000: Exclusive branding of the Executive Briefing Center (EBC), 20-minute speaking session, table on main floor, 5 networking tickets, and premier recognition.

EBC Sponsor (4) \$25,000: Exclusive branding of the Executive Briefing Center (EBC), 20-minute speaking session, table on main floor, 5 networking tickets, and premier recognition.

Networking Sponsor (8) \$20,000: High top table in networking space and 2 networking tickets - \$20,000 (If combined with EBC Sponsorship, the investment is \$35,000 for both.)

Backpack Sponsor (1) \$15,000: Exclusive branding on attendee gift.

WiFi Sponsor (1) \$5,000: Includes custom network name and password.

2025
Event Gallery

All Sponsor Benefits:

01

All sponsors receive branding, delegate access, and main stage recognition.

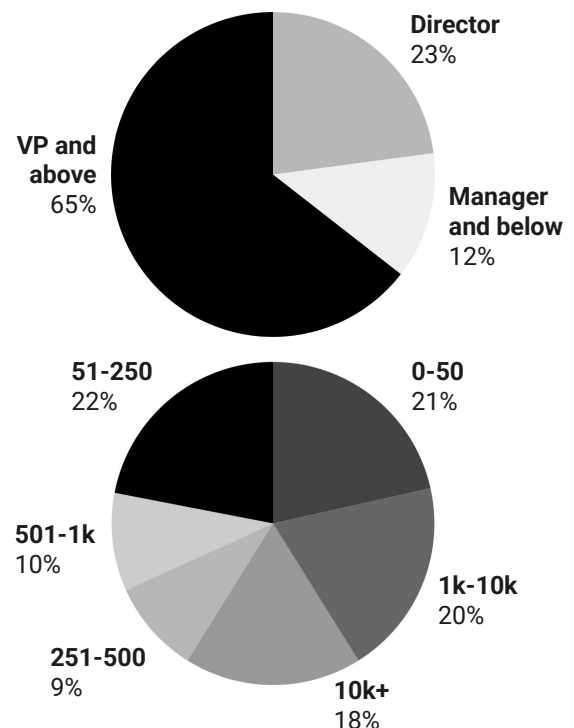
02

Opportunity to host an ancillary event before or after the Summit that Winning by Design will list in event materials to registrants. (for spend \$25K)

03

Early access to the attendee lookbook for pre-event networking.

Attendee Profile:



Impact Summit Europe

OCTOBER 6, 2026

WINTERCIRCUS

GHENT, BELGIUM

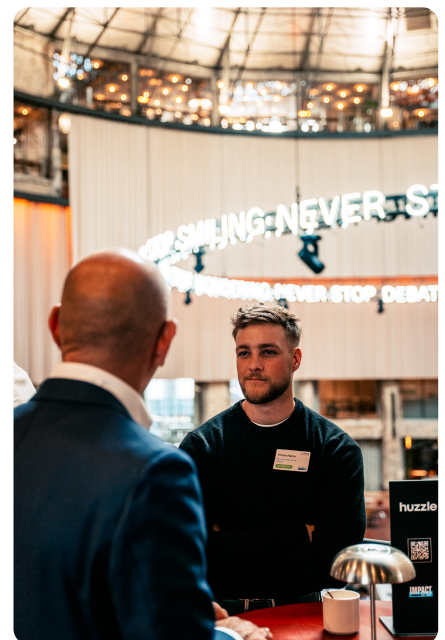
Join 200+ executives for the European GTM gathering of the year. Previous speakers and partners have included top AI providers, GTM platform leaders, global media organizations, and global strategists.

Sponsorship Opportunities Include:

Innovator (1) €20,000: Top tier branding at the event, 20-minute speaking session in the Executive Briefing Center, a dedicated meeting table in the networking space, 5 event tickets, and premier recognition.

Builder (5) €5,000: Includes a 10-minute showcase in the Executive Briefing Center, a dedicated meeting table in the networking space, and three event tickets.

Networking Sponsor (6) €2500: Co-host the Impact Summit After Dark reception, following the Impact Summit in the state-of-the-art club below the arena. Includes 2 event tickets.



All Sponsor Benefits:

01

All sponsors receive branding, delegate access, and main stage recognition.

02

Opportunity to host an ancillary event before or after the Summit that Winning by Design will promote.

03

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 December 17 (Partners can select one of these discounts if booked by the deadline)

Growth Journal Advertising

Print Advertising

The **Winning by Design Growth Journal** is a premier GTM leaders magazine, published quarterly to senior GTM leaders in recurring revenue. It features research and insights from Winning by design Revenue Architects and featured interviews from GTM leaders in the industry.

- **Full-Page Advertisement: (4 max)** Full color (\$5,000)
Premium ad placement requires a four-issue commitment.
- **Sponsored Article: (1 max)** 4 pages (\$20,000) Editorial approval required.

Q4 2025 Distribution

1,500
Physical copies

20,000+
Digital subscriptions





WIN MORE WITH REVENUE AI

Today's GTM teams are running on fractured foundations. Gong connects your people, processes, and data into one smart revenue operating system, so your entire team moves at the speed of your best rep.



Book a Gong demo today

Trusted by 4500+ customers

LinkedIn | Canva | Dropbox | Google | Snowflake

Stop working on your forecast.
Start working from it.

Where people sell, and AI predicts
Transform forecasting from damage control to controlling your destiny.



people.ai

FEATURES

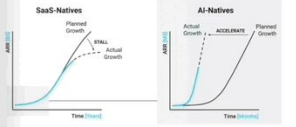
Growth in the Age of AI

Growth Is Back—But Not the Same Way as Before

"The question is no longer if this shift will reach your market, but how soon, and how you will respond."

WHAT YOU'LL LEARN IN THIS ARTICLE

- How to build a growth engine that scales
- Why legacy growth models are failing and how to build a new one
- How to build a growth engine that scales
- How to build a growth engine that scales



The Growth Chasm

This isn't the first time we've seen a shift in growth velocity. In the early 2000s, SaaS-Natives disrupted the status quo, replacing the perpetual software model with a subscription-based model. This shift was driven by a combination of factors: a more efficient way of selling, a more efficient way of serving, and a more efficient way of scaling. The result was a new growth model that was faster, more predictable, and more scalable.

Two Different Growth Engines

Growth in the Age of AI is not just a new growth model, it's a new growth engine. It's a new way of thinking about growth, a new way of building a growth engine, and a new way of scaling a growth engine. It's a new way of thinking about growth, a new way of building a growth engine, and a new way of scaling a growth engine.

Impact Executive Roadshow Series



Targeted roundtable events with 20-40 targeted attendees in key GTM hubs (Amsterdam, Boston, Chicago, London, SF, New York). **\$8,000 per city/\$5,000 Partner Program Members | 6-city series/Limited one sponsor per city)**

Sponsor Benefits Include:

- Exclusive delegate seat at the session
- Logo inclusion in event promotion and onsite signage
- Access to attendee list with names, titles, and companies
- Verbal recognition during welcome remarks
- 10 min fireside chat with WbD exec, focused on a customer testimonial
- Opportunity to host the event at your office (optional)

**Sponsors can book up to three cities.*

Ready to Secure your Sponsorship?

01 Complete the Following Sponsorship Form.
Sponsorships are confirmed based on date/time of receipt.

02 Return the completed agreement.
Send via email to sponsors@winningbydesign.com.

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

04 Please contact us with any questions!
Email Noel Brown at noel.brown@winningbydesign.com.

2026 Winning by Design Impact Sponsorship Form (1 of 2)

Sponsor Information

Company Name
Contact Name
Contact Email
Contact Telephone
Company Address
Notes

Billing Information

Company Name (if different)
Contact Name (if different)
Contact Email (if different)
Contact Telephone (if different)
Company Address (if different)
Payment preference: ☐ Invoice ☐ Credit card

This Sponsorship Agreement (the “Agreement”) is entered into as of _____ by and between Winning by Design (“Organizer”) and “Sponsor” with its company name and principal address listed above.

RECITALS

WHEREAS, the Organizer produces a series of premier events and publications focused on accelerating Go-to-Market (GTM) efficiency and growth,

WHEREAS, the Sponsor wishes to participate as a sponsor for one or more of these initiatives, and the Organizer agrees to provide sponsorship benefits as outlined herein.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties agree as follows:

Impact Summit US Sponsor Opportunities

- ☐ Marquee Sponsor: \$50,000
 - ☐ Executive Briefing Center Sponsor: \$25,000
 - ☐ Networking Sponsor: \$20,000
- A La Carte Sponsorship options:
- ☐ Wi-Fi Sponsor: \$5,000
 - ☐ Branded Giveaway Sponsor: \$15,000

Impact Roadshow Sponsor Opportunities

- ☐ Sponsor fee per city: \$8,000 (List cities) _____

Additional Notes

Impact Summit Europe Sponsor Opportunities

- ☐ Innovator Sponsor: €20,000
- ☐ Builder Sponsor: €5,000
- ☐ Networking Sponsor: €2500

Growth Journal Opportunities

- ☐ Full-page ad \$5,000 per issue _____
- ☐ Sponsored Article: \$20,000

Total: _____

2026 Winning by Design Impact Sponsorship Form (2 of 2)

Sponsorship Fee & Billing Information

The Sponsor agrees to pay a total sponsorship fee of _____, based on the selected package(s). Payment is due within thirty (30) days of the execution of this Agreement unless otherwise agreed in writing.

Benefits and Deliverables

The Organizer agrees to provide the benefits specified in the selected sponsorship package(s), including visibility, networking, and branding opportunities, as outlined above.

Sponsor Obligations

The Sponsor agrees to:

- Provide high-resolution logos and materials by [Deadline];
- Submit any required creative content or assets for digital/print placement;
- Designate a point of contact for sponsorship communications.

Term and Termination

This Agreement commences upon execution and concludes following the completion of the sponsored event or publication.

Either party may terminate with thirty (30) days' written notice.

Fees paid prior to termination are non-refundable.

The Organizer reserves the right to terminate for non-payment or failure to meet obligations.

Liability and Indemnification

The Organizer is not liable for any damages or losses related to the Sponsor's participation.

The Sponsor agrees to indemnify and hold harmless the Organizer from any claims or liabilities arising from its sponsorship activities.

Miscellaneous

This Agreement constitutes the full understanding between the parties and supersedes all prior agreements.

Amendments must be in writing and signed by both parties.

This Agreement shall be governed by the laws of Santa Clara, California.

Signatures

Sponsor Name:
Name:
Title:
Email:
Signature:
Date:

Organizer (Winning by Design)
Name:
Title:
Email:
Signature:
Date: