



2026–2027 Sponsorship Prospectus

Partner with the global authority in GTM growth for recurring revenue.

PROGRAMS

Silicon Valley Summer Series 2026 · EMEA Roadshow October 2026 · Impact Summit US May 2027

ABOUT

Connect with the Best in GTM

Winning by Design is the trusted partner to the world's fastest-growing recurring revenue companies. Our sponsorship programme offers select companies the opportunity to reach senior GTM leaders through high-impact events, publications, and research initiatives.

200+

EXECUTIVES PER SUMMIT

65%

VP-LEVEL AND ABOVE

20K+

GROWTH JOURNAL SUBSCRIBERS

"The attendees were at the level we wanted to engage with and the face-to-face time was invaluable."

— Impact Summit Sponsor

"We really enjoyed the event... we'd love the opportunity to participate again."

— Impact Summit Europe Sponsor

"Nothing accelerates more than aligned GTM leaders in the same room."

— Jacco van der Kooij, Founder & CEO

INSIGHT #2

Shared language systems



IMPACT SUMMIT | 2026



INSIGHT #2

Shared language & systems



IMPACT SUMMIT | 2026

Impact Summit US

"Now I every time I go to a new conference I'm going to be disappointed because it's not this"

— Impact Summit 2026 Sponsor

"I felt like everyone I talked to was a decision-maker."

— Impact Summit 2026 Sponsor

"I want to sponsor next year's event."

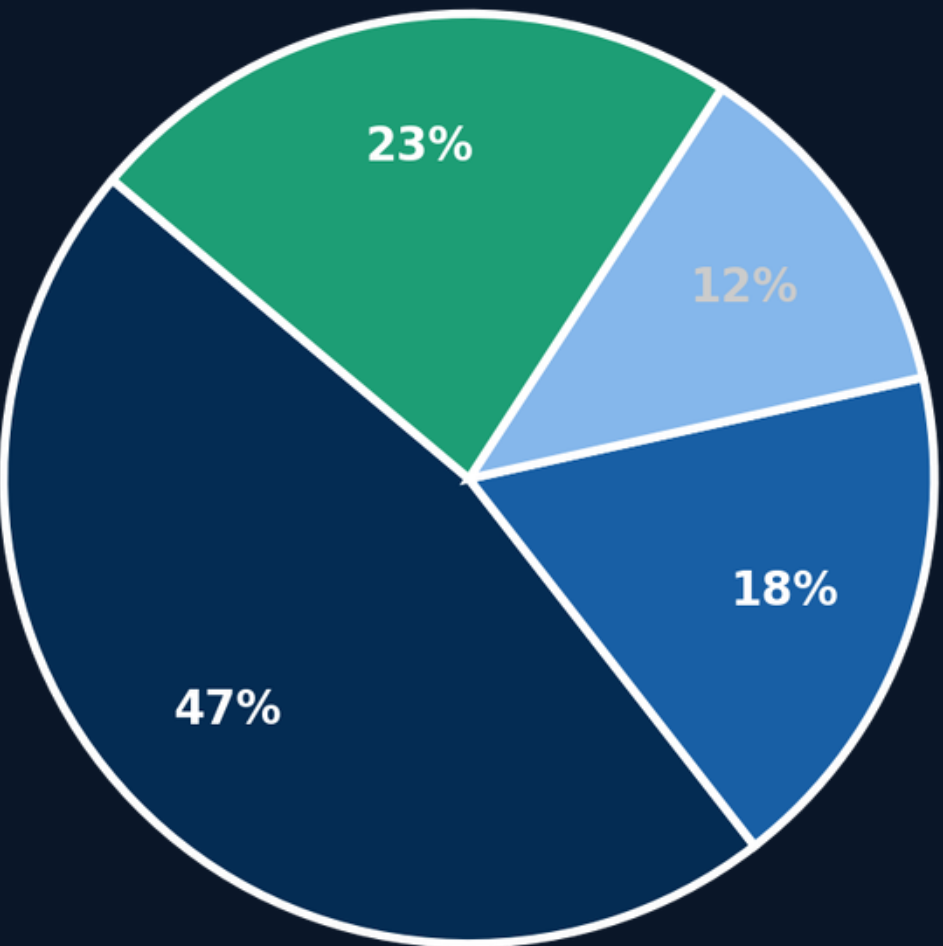
— Impact Summit 2026 Attendee

Attendee Profile

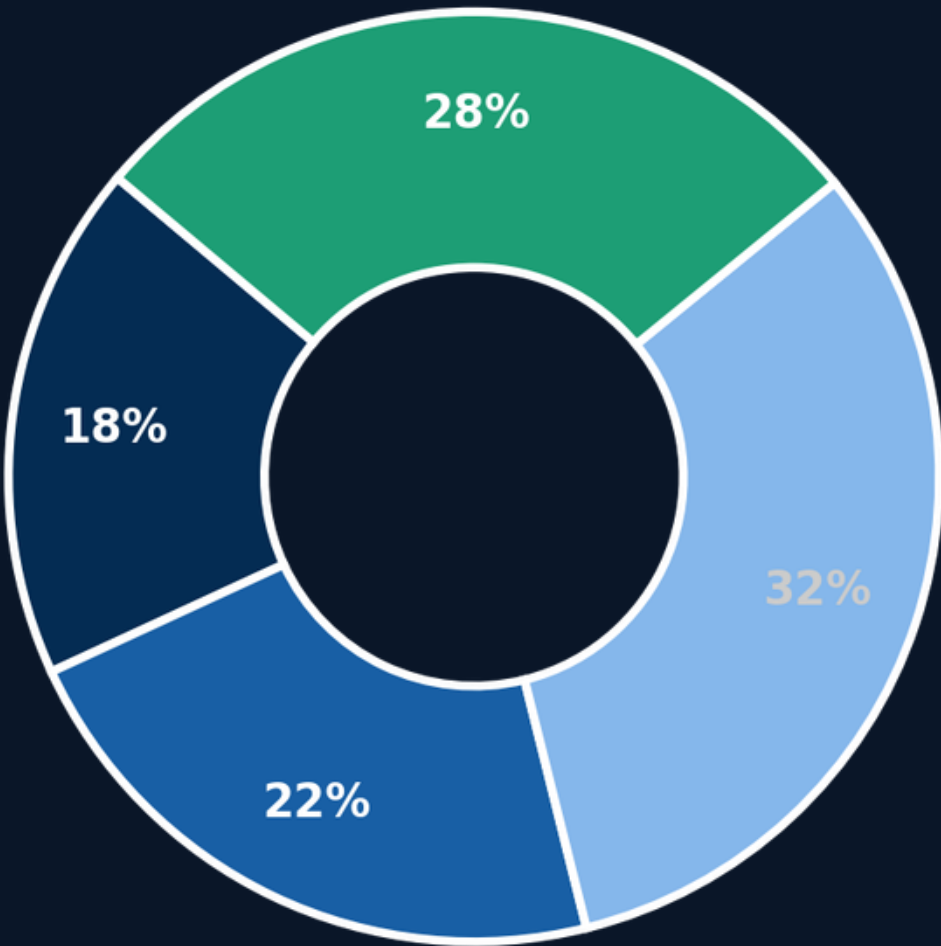
Impact Summit US - 2026

Attendee profile - company size and revenue size

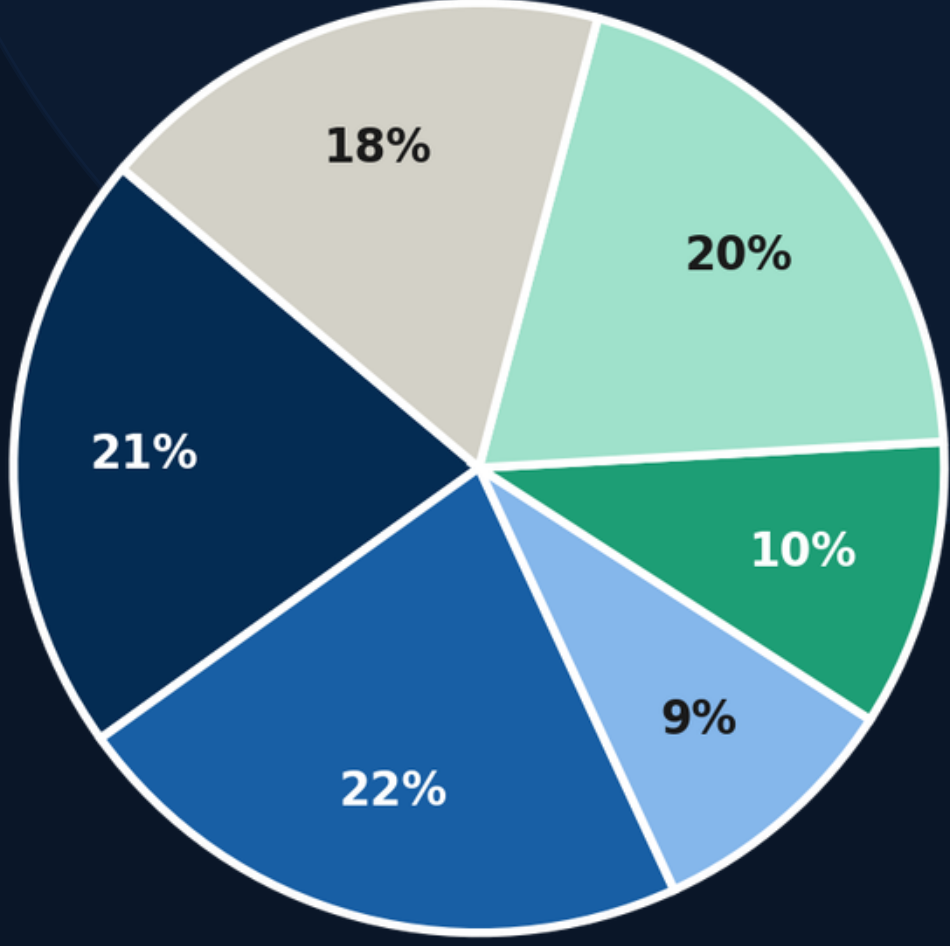
Job Title



Estimated Annual Revenue



Company Size (Employees)



C-Suite / Founder
Director
Manager / IC
VP

>\$500M
\$10-100M
\$100-500M
<\$10M

0-50
251-500
1K-10K
51-250
501-1K
10K+

Impact Summit US - Marquee Sponsor

San Francisco - May 2027

★ MARQUEE SPONSOR — 1 AVAILABLE

Marquee Sponsor

\$125,000

Maximum visibility. One partner only.

- 10 ft booth · full setup + 2 monitors included
- 30-min main stage session (thought leadership, no sales pitch)
- Full AV support provided
- Exclusive Happy Hour sponsor + signature cocktail named after your brand
- Editorial feature in GROWTH Journal — up to 4 pages
- 5 Summit passes
- Premier branding + main stage recognition



Impact Summit US - Gold Sponsor

San Francisco - May 2027

TIER 1 — 6 AVAILABLE

Gold Sponsor
\$40,000

Stage presence + booth

- 15-min main stage session
- Booth on main floor · 1 monitor included
- 3 Summit passes
- Branding + main stage recognition





FLAGSHIP EVENT

May 2027 · San Francisco · 200+ Executives

Impact Summit US - Silver Sponsor

San Francisco - May 2027

20 AVAILABLE

Silver Sponsor

\$30,000

Networking presence

- Dedicated networking booth
- Same setup as Gold Sponsorship
- Optional monitor rental
- 2 passes · Branding + recognition



Additional Sponsorship Offerings

All à la carte sponsorships include event branding and 1 summit pass.

VIP LOUNGE SPONSOR

\$25,000

2 available · Branding + elevated meal/break · booth · 2 passes

REGISTRATION SPONSOR

\$15,000

1 available · Branding at registration desk

CUSTOM SWAG SPONSOR

\$15,000

1 available · Exclusive branding on attendee gift

WIFI SPONSOR

\$10,000

1 available · Custom network name + password

VIP RECEPTION

\$10,000

5 available · Post-event VIP reception · 1 pass per sponsor



NEW FOR 2026

October 2026 |  Amsterdam - 5 October  Ghent - 6 October  London - 7 October  Stockholm - 12 October

Impact Roadshow Europe

Intimate executive events across Europe. Senior GTM leaders · practitioner-grade sessions
1 speaker and 1 sponsor per location.

Flagship Sponsor

€15,000

Per city · maximum 1 sponsor

- 15-min fireside chat — practitioner format, no sales pitch
- Follows WbD brand and voice guidelines
- Follow-up: WbD collaborates on a Growth Journal article
- Premier event branding + recognition
- Dedicated networking table presence · 1 attendee pass

Networking Sponsor

€5,000

Per city · maximum 1 sponsor

- High-top table in the networking space
- Banner stand placement behind the table
- Brand visibility throughout the event
- 1 attendee pass · Logo in event promotion + signage



US Roadshow Series

Practitioner-grade roundtable events in key GTM hubs. 1 speaker and 1 sponsor per location.

IMPACT SUMMER SERIES - SF BAY AREA

July
17

July 21 — Mountain View

July
17

August 18 — Burlingame

July
17

September 17 — San Francisco

EAST COAST TOUR

Dates TBA — key GTM hubs on the East Coast.
Contact us for confirmed cities and dates.

SPEAKING SPONSOR — PER LOCATION

Fireside Chat

\$20,000

1 sponsor per city

- 15-minute Speaking session / fireside chat with WbD facilitator
- Follows WbD brand and voice guidelines
- Premier branding at the event
- 1 speaker pass + 1 sponsor pass per city
- Access to attendee list · verbal recognition during welcome

NETWORKING SPONSOR — PER LOCATION

Networking Table

\$10,000

1 sponsor per city

- Dedicated high-top table in networking space
- Branded presence throughout the event
- 1 attendee pass per city
- Logo in event promotion and on-site signage
- Verbal recognition during welcome remarks

Thank you!

Contact

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