

Infraday Sponsorship Prospectus

About Infraday

Infraday is a premier platform for leaders in infrastructure, bringing together top minds across public and private sectors to address the most critical challenges and opportunities facing the industry. From cutting-edge transportation solutions to sustainable energy, our events foster innovation, drive meaningful conversations, and facilitate powerful networking opportunities. With events spanning the Northeast Corridor, Midwest, Pacific Northwest, and beyond, Infraday serves as a dynamic forum for collaboration in building the future of infrastructure.

Why Sponsor Infraday?

Engage with Decision-Makers: Gain exclusive access to a targeted audience of high-level infrastructure leaders, including policymakers, industry executives, and technology innovators. Showcase your brand, products, and solutions to those who influence and shape the infrastructure landscape.

Build Brand Visibility: Position your brand as a thought leader and trusted partner in the infrastructure industry. Sponsors are prominently featured in event marketing, onsite materials, and post-event content, delivering ongoing brand exposure.

Drive Business Growth: Connect with potential clients, partners, and collaborators. Infraday's focused environment creates unique opportunities to build new business relationships and foster existing ones.

Sponsorship Levels

We offer a range of sponsorship packages designed to maximize your impact and engagement at Infraday events. Each package provides unique benefits, including brand exposure, speaking opportunities, and networking access. Choose a sponsorship level that aligns with your goals and budget.

1. Platinum Sponsor (Exclusive)

- **Investment:** \$25,000
- **Benefits:**
 - Top-tier logo placement on all event materials, website, and emails
 - Opportunity for keynote speaking role or fireside chat

- Opportunity to moderate 3 panel discussions
- Premium booth placement in networking area
- Social media feature on Infraday channels
- Complimentary passes for up to 15 attendees
- Exclusive pre- and post-event attendee list

2. Gold Sponsor

- **Investment:** \$15,000
- **Benefits:**
 - Prominent logo placement on event materials and website
 - Opportunity to participate in 2 panel discussions or moderate 2 sessions
 - Booth in high-traffic networking area
 - Social media mention on Infraday channels
 - Complimentary passes for up to 10 attendees
 - Exclusive pre- and post-event attendee list

3. Silver Sponsor

- **Investment:** \$10,000
- **Benefits:**
 - Logo placement on event materials and website
 - Opportunity to participate in or moderate a panel discussion
 - Booth in networking area
 - Social media mention on Infraday channels
 - Complimentary passes for up to 6 attendees
 - Exclusive pre- and post-event attendee list

4. Bronze Sponsor

- **Investment:** \$5,000
- **Benefits:**

- Logo featured on event materials and website
- Networking booth (standard placement)
- Complimentary passes for up to 3 attendees
- Exclusive pre- and post-event attendee list

5. Supporting Sponsor

- Investment: \$2,500
- Benefits:
 - Logo placement on select event materials
 - Mention on Infraday website
 - Complimentary passes for 2 attendees
 - Exclusive pre- and post-event attendee list

Additional Sponsorship Opportunities

In addition to our main sponsorship levels, we offer exclusive sponsorship opportunities to further elevate your brand presence:

- **Luncheon Sponsor**
 - **Investment: \$5,000**
 - **Benefits:**
 - Speaking Opportunity: A 5-minute address to attendees during the luncheon.
 - Exclusive Table Branding: Custom-branded table tents and napkins (provided by the sponsor).
 - Dedicated Networking Table: A designated table to engage with attendees during the luncheon.
 - Pre-Event & Post-Event Promotion: Recognition in pre-event emails and social media mentions, plus inclusion in post-event thank-you emails.
 - Lead Generation: Access to the attendee list (subject to opt-in permissions).
 - On-Site Engagement: Opportunity to distribute branded collateral or a giveaway at each seat.
- **Mid-Morning Refreshment Break Sponsor:**
 - **Investment: \$2,500**
 - **Benefits:**
 - Prominent Branding: Your logo displayed on signage at the refreshment station, in the networking area, on the event website, and in the printed/digital agenda.
 - Speaking Opportunity: A 5-minute address before sessions resume, giving you a chance to highlight your company, a key initiative, or industry insights.
 - Exclusive pre- and post-event attendee list

Mid-Afternoon Refreshment Break Sponsor:

- **Investment:** \$2,500
- **Benefits:**
 - **Prominent Branding:** Your logo displayed on signage at the refreshment station, in the networking area, on the event website, and in the printed/digital agenda.
 - **Speaking Opportunity:** A 5-minute address before sessions resume, giving you a chance to highlight your company, a key initiative, or industry insights.
 - **Exclusive pre- and post-event attendee list**

Pre-Event Networking Sponsorship

- **Investment:** \$5,000
- **Benefits:**
 - **Prominent Branding & Recognition** – Your company logo will be featured on all event materials, signage, and digital promotions related to the networking reception, ensuring high visibility before, during, and after the event.
 - **Exclusive Speaking Opportunity** – Address all attendees with a brief (2-3 minute) welcome or closing remarks, allowing you to showcase your expertise, introduce your company, and leave a lasting impression.
 - **Dedicated On-Site Presence** – A branded display table or signage at the reception area, where your team can connect with attendees in a relaxed, high-energy networking environment.
 - **Customized Engagement Opportunities** – Option to provide branded giveaways, signature cocktails, or unique activations that align with your brand to create a memorable experience for attendees.

WiFi Sponsor

- **Investment:** \$3,000
- **Benefits:**
 - **Branded WiFi Access** – Customize the network name and password with your company name for maximum visibility.
 - **Onsite Signage Recognition** – Your logo and branding will be featured on WiFi information signage throughout the venue.
 - **Event Marketing Exposure** – Inclusion in pre-event communications, digital event materials, and the event website as the exclusive WiFi sponsor.

Lanyard Sponsor

- **Investment:** \$3,000
- **Benefits:**

- Exclusive Branding – Your logo prominently displayed on all attendee lanyards, ensuring continuous visibility throughout the event.
- High-Traffic Exposure – Lanyards worn by all attendees, speakers, and staff maximize brand recognition in networking areas and sessions.
- Event Marketing Inclusion – Recognition as the official lanyard sponsor on the event website, program, and select promotional materials.

Our Attendees

Infraday attracts a diverse and influential audience from leading public agencies and private firms, providing an unmatched platform for collaboration across the entire infrastructure ecosystem. Our events regularly host attendees from a wide spectrum of public-sector agencies, including:

- Federal and State Departments of Transportation (DOTs): Leaders from federal DOTs and state transportation departments share insights into regulatory developments, funding opportunities, and priority projects, while also seeking solutions for improving transportation networks nationwide.

- Metropolitan Planning Organizations (MPOs): Representatives from MPOs discuss strategies to meet urban and regional infrastructure needs, including transit enhancements, roadway expansions, and community planning initiatives that address the evolving demands of growing populations.

- Transit Authorities and Public Transportation Agencies: Executives and decision-makers from major transit authorities attend Infraday to explore innovations in public transportation, smart mobility solutions, and funding strategies to modernize transit systems and improve service delivery.

- Energy Regulatory Commissions and Utility Authorities: With a growing emphasis on sustainable energy, representatives from energy regulatory bodies and utility providers attend to discuss infrastructure modernization, renewable energy integration, and resilience measures in light of climate challenges.

- Environmental Protection Agencies: Leaders from environmental agencies share their perspectives on sustainable infrastructure and eco-friendly construction practices, advocating for projects that minimize environmental impact while enhancing infrastructure capabilities.

Additionally, Infraday draws key private-sector partners, including:

- Leading Engineering and Construction Firms: These firms contribute insights on construction techniques, innovative materials, and project management best practices, collaborating with public agencies on major infrastructure projects from highways and bridges to airports and rail systems.

- Financial Institutions Specializing in Infrastructure Investment: With infrastructure funding being a critical topic, investors and financial institutions explore project financing solutions, public-private partnerships (PPPs), and capital investment opportunities that enable long-term, large-scale projects.



- Technology and Data Solutions Providers: Attendees from tech companies showcase data-driven tools and cutting-edge technology solutions that enhance project efficiency, optimize resource allocation, and improve decision-making in planning and construction.

- Consulting and Advisory Firms: Consultants provide guidance on navigating regulatory landscapes, securing funding, and implementing strategic project frameworks that address complex infrastructure needs.

Our sponsorship packages not only deliver visibility and branding opportunities to engage this prestigious audience but also provide sponsors with a platform to foster collaborations that drive progress in critical infrastructure sectors.

Ready to Partner with Infraday?

Join us as a sponsor and take part in shaping the future of infrastructure. For more details on sponsorship opportunities or to discuss a customized package that aligns with your business objectives, please contact:

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With a commitment to collaboration and innovation, Infraday is the ideal platform for brands looking to make a meaningful impact in the infrastructure sector. We look forward to partnering with you to create a memorable and productive experience for all attendees.