




Where auto trends and innovative  
minds unite to advance the future

OCT 21-22 / ARIA / LAS VEGAS

**SPONSOR OPPORTUNITIES**

**J.D. POWER**

# ABOUT AUTO REVOLUTION



**Auto Revolution is J.D. Power's newest annual event designed to fuel innovation and drive an auto revolution.**

Auto Revolution is a multifaceted event designed to explore the latest advancements, projected trends and disruptive forces impacting the global automotive industry today -- with expertise and insight rooted in J.D. Power's unique and powerful data and analytics.

Become fully immersed in the evolving industry challenges by hearing from the biggest influencers, networking with industry professionals and attending engaging sessions that provide the tools necessary to advance and win in these dynamic times.

# DATA-RICH TOPICS

Hear from the biggest influencers and become fully immersed in auto's newest innovations. Expert-lead sessions and hands-on workshops will explore the following topics:

Auto industry forecasting

Electrification

Connectivity

Autonomy

Digital retailing

Diverse mobility



J.D. POWER



# OUR AUDIENCE



Join your peers from the world's leading brands.  
Here's who you can expect

Marketers

Tech providers

Manufacturers

Agency partners

Media providers

Auto retailers

F&I



90%

of J.D. Power event attendees  
are manager level or higher

87%

of attendees directly make or  
influence business decisions

# SCHEDULE

10/21

## Wednesday

7:30am

Registration + Breakfast  
RevUP Lounge

9:00am

General Session:  
Electrification + Digital retailing

12:00pm

Networking Lunch

1:15pm

Breakout Sessions

5:30pm

Auto Rev Bash

10/22

## Thursday

7:30am

Breakfast  
RevUP Lounge

9:00am

General Session:  
Autonomy + Connectivity

12:00pm

Networking Lunch

1:15pm

Breakout Sessions

5:30pm

Happy hour



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# SPONSOR THE REVOLUTION

Auto Revolution offers a full array of engaging sponsorship possibilities to position your brand at the forefront of our dynamic audience.

Speakership

Lead Generation

Brand Awareness

Thought Leadership

Networking

Product Demonstration

New Business

# TABLE OF CONTENTS

## ADVISORY BOARD

Presenting	\$100,000
Platinum	\$55,000
Gold	\$35,000

## REVUP LOUNGE OPPS

RevUP Lounge Kiosk	\$25,000
RevUP Lounge Pop-Up Shop	\$20,000

## JOIN THE CONVO

Wireless Internet	\$20,000
Event Mobile App	\$20,000

## ATTENDEE CONNECT

Social Sponsor	\$25,000
Networking Break	\$10,000

## BRAND BIG

Lanyards	\$20,000
Hydration Station	\$15,000
Attendee Bag	\$15,000
Notepads + Pens	\$15,000
Room Drop	\$15,000

## NEWBIE

Micro	\$5,000
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	PRESENTING PARTNER	PLATINUM PARTNER	GOLD PARTNER
	Availability: 1	Availability: 3	Availability: 12
	Cost: \$100,000	Cost: \$55,000	Cost: \$35,000
<b>ADVISORY BOARD PARTICIPATION</b>			
Participation for senior executive(s) on Auto Revolution Advisory Board	2	1	1
Advise on themes & topics for Auto Revolution in advisory board meetings with J.D. Power content leaders	●	●	●
Access for senior executive(s) Advisory Board Members at VIP Eventsat Auto Revolution	3	2	1
<b>SPEAKING OPPORTUNITIES</b>			
Guaranteed breakout presentation of a case study or industry breakthrough	One (1) Breakout Room Session Premier Agenda Placement	One (1) Breakout Room Session Priority Agenda Placement	One (1) Breakout Room Session
Session audience contact list provided post-event	●	●	●
<b>PRE-EVENT MARKETING</b>			
Company Logo/Link on Auto Revolution Website	Listed as Presenting Sponsor	Listed as Platinum Sponsor	Listed as Gold Sponsor
Approved intro and one-minute promotional video in Auto Revolution email broadcasts	2	1	
Logo included in pre-event marketing email broadcasts	Listed as Presenting Sponsor	Listed as Platinum Sponsor	Listed as Gold Sponsor
Company produced feature in Auto Revolution Event programs	3 pages	2 pages	1 page
<b>ON-SITE PRESENCE</b>			
Turn-key kiosk at Auto Revolution Expo	Premier Location Largest Kiosk Two Monitors Seating Area Lead Scanner	Premier Location Medium Kiosk One Monitor Lead Scanner	Small Kiosk One Monitor Lead Scanner
Access to meeting space at Auto Revolution	●	●	
Prominent branding around event space	Listed as Presenting Sponsor	Listed as Platinum Sponsor	Listed as Gold Sponsor
<b>ACCESS</b>			
Complimentary Event Passes	20	11	7
Discounted Event Passes at \$995 each	20	11	7
Access to Pre- and Post-event attendee list. Includes: Company, Title, Name	●	●	●

EXCLUSIVE

# PRESENTING PARTNER

\$100,000

## ADVISORY BOARD PARTICIPATION

- Participation for two (2) senior executives on Auto Revolution Advisory Board
- Advise on themes and topics for Auto Revolution in advisory board meetings with J.D. Power content leaders
- Access for two (2) senior executive Advisory Board Members at Auto Revolution VIP events

## SPEAKING OPPORTUNITIES

- One (1) Breakout Room Session Premier Agenda Placement
- Session audience contact list provided post-event

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, listed as Presenting Partner
- J.D. Power approved intro and one-minute promotional video in two (2) event email broadcasts
- Logo included in pre-event marketing email broadcasts, listed as Presenting Partner
- Company-produced feature in Auto Revolution event program, three (3) pages in length

## ON-SITE PRESENCE

- Largest turnkey kiosk in Auto Revolution RevUp Lounge, Premier location, two (2) monitors, seating area, lead scanner
- Access to meeting space at Auto Revolution
- Prominent branding around event space, listed as Presenting Partner

## ACCESS

- Twenty (20) complimentary event passes
- Twenty (20) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name

3 AVAILABLE

# PLATINUM PARTNER

\$55,000

## ADVISORY BOARD PARTICIPATION

- Participation for one (1) senior executives on Auto Revolution Advisory Board
- Advise on themes and topics for Auto Revolution in advisory board meetings with J.D. Power content leaders
- Access for one (1) senior executive Advisory Board Members at Auto Revolution VIP events

## SPEAKING OPPORTUNITIES

- One (1) Breakout Room Session Priority Agenda Placement
- Session audience contact list provided post-event

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, listed as Platinum Partner
- Approved intro and one-minute promotional video in one (1) event email broadcast
- Logo included in pre-event marketing email broadcasts, listed as Platinum Partner
- Company-produced feature in Auto Revolution event program, two (2) pages in length

## ON-SITE PRESENCE

- Medium-size turnkey kiosk in Auto Revolution RevUp Lounge, Premier location, one (1) monitor, lead scanner
- Access to meeting space at Auto Revolution
- Prominent branding around event space, listed as Platinum Partner

## ACCESS

- Eleven (11) complimentary event passes
- Eleven (11) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name



10 AVAILABLE

# GOLD PARTNER

\$35,000

## ADVISORY BOARD PARTICIPATION

- Participation for one (1) senior executive on Auto Revolution Advisory Board
- Advise on themes and topics for Auto Revolution in advisory board meetings with J.D. Power content leaders
- Access for one (1) senior executive Advisory Board Member at Auto Revolution VIP events

## SPEAKING OPPORTUNITIES

- One (1) Breakout Room Session
- Session audience contact list provided post-event

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, listed as Gold Partner
- Logo included in pre-event marketing email broadcasts, listed as Gold Partner
- Company-produced feature in Auto Revolution event program, one (1) page in length

## ON-SITE PRESENCE

- Small turnkey kiosk in Auto Revolution RevUp Lounge, one (1) monitor, lead scanner
- Prominent branding around event space, listed as Gold Partner

## ACCESS

- Seven (7) complimentary event passes
- Seven (7) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name



Learn about auto industry  
disruptions while you still  
have time to leverage its impact.

**Judie Gaines**

Sr. Marketing Manager  
Spectrum Reach

5 AVAILABLE

# REVUP LOUNGE KIOSK

\$25,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Small turnkey kiosk, one (1) monitor, lead scanner
- Company logo included in event sponsor's graphic used in event signage, Silver-Tier

## ACCESS

- Five (5) complimentary event passes
- Five (5) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name





5 AVAILABLE

# REVUP LOUNGE POPUP

\$20,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- RevUp Lounge Treats will be available to attendees at select times on both days of Auto Revolution
- Prominent branding on selected Rev Up Lounge Treat Station
- Company-branded napkins, bags, or cups provided by Auto Revolution
- Company logo included in event sponsors' graphic used in event signage, Silver-Tier

## ACCESS

- Four (4) complimentary event passes
- Four (4) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name

## REV UP LOUNGE TREAT OPTIONS

- Coffee Cart, Cold Brew/Kombucha Cart, Booze-infused Push-pops or Individual Chips and Guacamole



EXCLUSIVE

# WIRELESS INTERNET

\$20,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Company logo included in event sponsor's graphic used in event signage, Silver-Tier
- Opportunity to create wireless internet password
- Custom splash page with company branding
- Company branding included in all wireless internet mentions

## ACCESS

- Four (4) complimentary event passes
- Four (4) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name



EXCLUSIVE

# MOBILE APP

\$20,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Company logo included in event sponsor's graphic used in event signage, Silver-Tier
- Company branding included in all mobile app mentions
- Company-provided banner ads to be placed in mobile app

## ACCESS

- Four (4) complimentary event passes
- Four (4) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name





EXCLUSIVE

# SOCIAL EVENT

\$25,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Branding at Auto Revolution social events hosted onsite at Aria that are open to all Auto Revolution attendees (Kickoff Party, Happy Hour, etc.)
- Opportunity to provide a custom activation during each social event
- Co-branded napkins provided by Auto Revolution
- Opportunity to name specialty cocktail at each social event
- Opportunity to provide giveaway during each social event
- Company logo included in event sponsors graphic used in event signage, Silver-Tier

## ACCESS

- Five (5) complimentary event passes
- Five (5) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name



EXCLUSIVE

# EVENT LANYARDS

\$20,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Co-branded lanyards provided to attendees at registration
- Company logo included in event sponsors graphic used in event signage, Silver-Tier

## ACCESS

- Four (4) complimentary event passes
- Four (4) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name





2 AVAILABLE

# NETWORKING BREAK

\$20,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Prominent branding at one (1) Networking Break
- Opportunity to provide a giveaway item during sponsored Networking Break
- Company logo included in event sponsors graphic used in event signage, Silver-Tier

## ACCESS

- Two (2) complimentary event passes
- Two (2) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name





EXCLUSIVE

# SURVIVAL KITS

\$15,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Co-branded Auto Revolution Survival Kits placed in Attendee Bags
- Company logo included in event sponsor’s graphic used in event signage, Silver-Tier

## ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name

EXCLUSIVE

# NOTEPADS & PENS

\$15,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Co-branded notepads/pens placed in Attendee Bags or around event space
- Company logo included in event sponsors graphic used in event signage, Silver-Tier

## ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name

EXCLUSIVE

# HYDRATION STATIONS

\$15,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Charging Lounge designated at Auto Hydration Stations will be placed at various locations on both Automotive Revolution event days
- Opportunity to provide company-branded water bottles placed at each Hydration Station
- Company logo included in event sponsor's graphic used in event signage, Silver-Tier
- Prominent branding at Hydration Stations

## ACCESS

- Four (4) complimentary event passes
- Four (4) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name



EXCLUSIVE

# ATTENDEE BAG

\$15,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Co-branded attendee bags placed in various locations of Auto Revolution event space for attendees
- Company logo included in event sponsors graphic used in event signage, Silver-Tier

## ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name



EXCLUSIVE

# ROOM DROP

\$15,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Silver-Tier

## ON-SITE PRESENCE

- Room Drop will be placed in rooms of Auto Revolution attendees staying at the Aria on one (1) night of the event
- Room Drop item must be approved by J.D. Power

## ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$995 each
- Access to pre- and post-event attendee list. Includes: company, title, name

5 AVAILABLE

# NEWBIE MICRO

\$5,000

## PRE-EVENT MARKETING

- Company logo/link on Auto Revolution website, Bronze-tier

## ON-SITE PRESENCE

- One (1) Company produced feature or ad in the Auto Rev emPOWER Collection magazine – materials due September 2020
- Company logo included in event sponsor’s graphic used in event signage, Bronze-Tier

## ACCESS

- One (1) complimentary event pass
- One (1) discounted event pass for \$995
- Access to pre- and post-event attendee list. Includes: company, title, name



# emPOWER COLLECTION

J.D. Power is excited to be releasing the 4th edition of the emPOWER Collection magazine. Designed as a source of information and insights for the automotive community, this full-color publication will be distributed onsite to all Auto Revolution attendees, showcased digitally on our website, and sent directly to our full distribution list of more than 51,000. automotive industry influencers. Showcase your latest study results, research findings, white papers, industry breakthroughs, or purchase an advertisement.

## ARTICLE / STUDY RESULTS

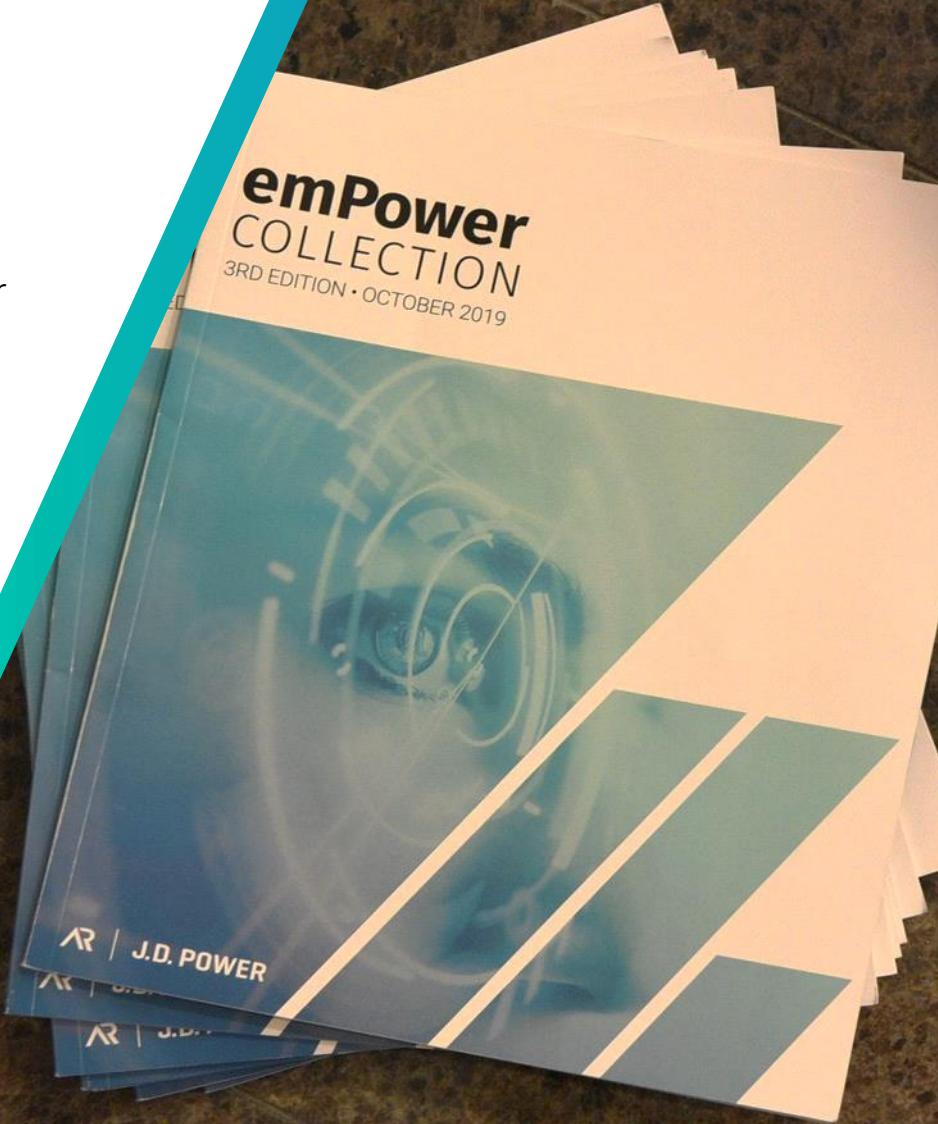
- 1 Page - \$2000
- 2 Pages - \$3000
- 3 Pages - \$4000

## ARTICLE ADD-ONS

- Cover Page Highlight - \$800  
(2 Available)

## AD

- 1 Page - \$3000
- 2 Page - \$4000



# MEET THE TEAM



**Shawn Slater**  
Director of  
Events



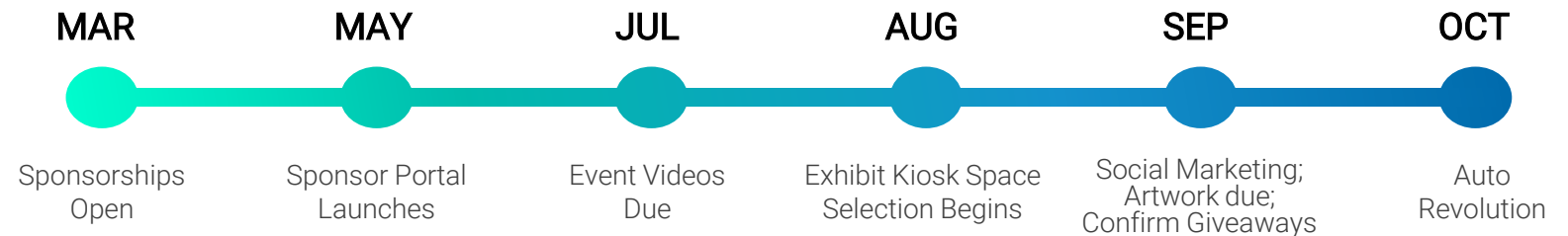
**Angelica Crosswhite**  
Event Program  
Manager



**Brooke Seifert**  
Event  
Specialist



**Jack Valente**  
Senior Account  
Director



If there is not a sponsorship package that meets your needs, please feel free to speak to your J.D. Power Sponsorship Representative about our ability to customize a package that achieves your business objectives.



Necessary, impactful, motivational.  
This is the auto event to go to.



[jdpowerautorevolution.com](https://jdpowerautorevolution.com)