

September 23-24, 2025
Edsel and Eleanor Ford House,
Grosse Pointe Shores, MI

new eagle



RAPTOR®
INNOVATION
SUMMIT 2025

Channel Sponsorship Opportunities



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RAPTOR®
INNOVATION
SUMMIT 2025

What is the Raptor Innovation Summit?

The Raptor Innovation Summit is a premier event designed to bring together thought leaders, innovators, and industry professionals across automotive, defense, and industrial sectors. It's the perfect platform for sponsors to showcase their solutions, engage with key decision-makers, and be part of the next wave of embedded control development.

Audience:

Engineers, OEMs, Tier 1 Suppliers, and embedded system experts from around the world.

Why Sponsor:

- **Brand Visibility:** Be seen by a high-value, engaged audience.
- **Thought Leadership:** Share your expertise with leaders and innovators.
- **Networking:** Build meaningful connections with key decision-makers.
- **Interactive Workshops & Sessions:** Join hands-on demos and technical workshops.
- **Partner Showcase:** Exhibit alongside top-tier brands in a dedicated space

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2024 Innovation Summit in Numbers

220

REGISTRANTS

40+

TIER 1 SUPPLIERS
PARTICIPATED

30+

VEHICLE & MOBILITY
OEMS REPRESENTED

70%

ATTENDANCE RATE

100%

OF ATTENDEES
EXPRESSED INTEREST IN
ATTENDING FUTURE
EVENTS

ATTENDEE PERSONA BREAKDOWN:

35% Engineers

43% Decision Makers

22% Partners & Suppliers



Key Event Updates for 2025:

September 23-24, 2025

Edsel and Eleanor Ford House,
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Enhanced Networking Opportunities:

New dedicated spaces for B2B meetings and collaboration, designed to maximize sponsor engagement with attendees. These spaces encourage valuable, face-to-face interactions with key decision-makers.

Interactive Demos & Live Experiences:

Sponsors will have the opportunity to engage attendees through hands-on demonstrations, showcasing cutting-edge embedded control solutions.

Expanded Partner Showcase (2 Days):

The Partner Showcase will now span 2 full days, providing sponsors more time to interact with attendees, ensuring greater exposure and engagement.



Why You Should Sponsor

Maximize Your Brand's Visibility and Impact

The Raptor Innovation Summit offers an unparalleled opportunity to showcase your solutions, connect with industry leaders, and position your brand as a thought leader in embedded control development.



Targeted Exposure to Decision-Makers:

Engage with key leaders from OEMs, Tier 1 suppliers, and industry experts shaping the future of embedded control systems.



Position Your Brand as a Leader:

Gain recognition through prominent placement on event materials, signage, and social media, amplifying your brand's visibility before, during, and after the event.



Networking Opportunities:

Exclusive B2B networking spaces and hands-on demos to connect with potential customers, partners, and influencers.






Thought Leadership & Lead Generation:

Showcase your products in the Partner Showcase, host interactive workshops, and demonstrate your innovations to an engaged audience.





Overview of Sponsorship Packages

Benefit			
Tabletop Exhibitor Space (2 days)	X	X	X
Website Recognition	X	X	X
Social Media (LinkedIn) Recognition	X	X	X
Physical/Digital Event Signage Recognition	X	X	
Inclusion in "Meet the Exhibitors" Pre-show Email to Registrants	X	X	
Dedicated Social Media (LinkedIn) Post	X	X	
Inclusion in Pre-event Press Release	X	X	
Full Attendee List Post-Event	X	X	
Priority Booth Space	X		
Pre-event Co-written Blog Post on New Eagle Site	X		
Dedicated Branded Pre-show Email to Registrants	X		
Meeting Space on Day 2	X		
1-hour Workshop Session on Day 2	X		
Cost	\$7,000	\$4,500	\$3,000



Additional Sponsorship Opportunities

Each level provides varying degrees of visibility, branding, and engagement opportunities.

Add-on Packages	Cost
Gift Bag Sponsor	\$2,500
Notepad and Pen Sponsor	\$1,000
Sponsor Happy Hour	\$3,500
Snack Break Sponsor	\$1,500
Badge Sponsor	\$1,500



Platinum Sponsorship Detail

\$7,000



The Platinum Sponsorship provides premium visibility and exclusive opportunities to engage with attendees, showcase your brand, and position your company as a leader in the embedded control space.

- **Tabletop Exhibitor Space (2 Days):** Prime location in the Partner Showcase.
- **Website Recognition:** Your logo prominently featured on the event website.
- **Social Media (LinkedIn) Recognition:** Regular mentions and branding on New Eagle's LinkedIn.
- **Physical/Digital Event Signage Recognition:** Your logo displayed across the event venue and digital assets.
- **Inclusion in "Meet the Exhibitors" Pre-show Email:** Sent to registrants, highlighting your participation.
- **Dedicated Social Media (LinkedIn) Post:** Featuring your company's solutions and event presence.
- **Inclusion in Pre-event Press Release:** Company recognition in New Eagle's press outreach.
- **Full Attendee List Post-Event:** Access to the full attendee list for follow-up opportunities.
- **Priority Booth Space:** Priority placement for your booth to ensure maximum exposure.
- **Pre-event Co-written Blog Post on New Eagle Site:** Highlight your company's participation and solutions in a pre-event blog post.
- **Dedicated Branded Pre-show Email to Registrants:** A personalized email introducing your company to all event registrants.
- **Meeting Space on Day 2*:** Exclusive space to host one-on-one meetings with potential clients and partners.
- **1-Hour Workshop Session on Day 2*:** Lead an interactive session showcasing your products and thought leadership.

***Meeting space and workshop session opportunities are limited** and available on a first-come, first-served basis. We will confirm availability upon registration and notify you if these options are no longer available.

Gold Sponsorship Detail

\$4,500



The Gold Sponsorship package provides key visibility and recognition, offering strategic branding opportunities and valuable connections with industry leaders.

- **Tabletop Exhibitor Space (2 Days):** A prime location in the Partner Showcase to engage with attendees.
- **Website Recognition:** Your logo prominently displayed on the event website.
- **Social Media (LinkedIn) Recognition:** Regular mentions and branding on New Eagle's LinkedIn channels.
- **Physical/Digital Event Signage Recognition:** Your logo displayed throughout the event venue and digital materials.
- **Inclusion in "Meet the Exhibitors" Pre-show Email:** Reaching out to registrants to introduce your company.
- **Dedicated Social Media (LinkedIn) Post:** A feature post highlighting your participation and solutions.
- **Inclusion in Pre-event Press Release:** Your company recognized in New Eagle's event press outreach.
- **Full Attendee List Post-Event:** Access to the full attendee list for lead generation and follow-up.

Silver Sponsorship Detail

\$3,000

The Silver Sponsorship provides valuable visibility and recognition with a streamlined set of benefits, perfect for sponsors looking to maximize their exposure at an affordable level.

- **Tabletop Exhibitor Space (2 Days):** A designated space in the Partner Showcase to interact with attendees.
- **Website Recognition:** Your logo displayed on the event website, ensuring visibility.
- **Social Media (LinkedIn) Recognition:** Mentions and branding across New Eagle's LinkedIn, promoting your participation.





Additional Sponsorship Opportunities

Customize Your Sponsorship Experience

Enhance your visibility and engagement at the Raptor Innovation Summit with these additional sponsorship opportunities. These can be purchased as standalone options or alongside your existing sponsorship package.

- **Gift Bag Sponsor – \$2,500**
Your logo featured on gift bags provided to all attendees, offering extended brand visibility throughout the event.
- **Notepad & Pen Sponsor – \$1,000**
Your logo on notepads and pens distributed to every attendee, ensuring your brand is seen during the event.
- **Sponsor Happy Hour – \$3,500**
Host the official happy hour for all attendees, with exclusive branding and recognition during the event. This is a great opportunity for direct engagement with a relaxed, social audience.
- **Snack Break Sponsor – \$1,500**
Sponsor snack breaks throughout the event, with your logo prominently displayed at the snack stations.
- **Badge Sponsor – \$1,500**
Your logo on all event badges worn by attendees, giving your brand visibility every time someone interacts with an attendee.



Communication Plan

Effective Visibility Before, During, and After the Event



Pre-event Exposure:

- Press releases announcing sponsorship.
- Social media promotion and email blasts.
- Feature your company in a dedicated blog post.



During Event:

- Ongoing social media mentions.
- Recognition during sessions and at your booth.



Post-event:

- Post-event emails and blog recaps featuring all sponsors.
- Access to the attendee list for follow-up opportunities.



Payment Plan & Securing Your Spot

To confirm your sponsorship and secure your spot at the Raptor Innovation Summit, we offer flexible payment options.



Payment Schedule:

- Full payment is due within 15 days of the invoice date (issued after sponsorship agreement contract completion).



Payment Methods:

- Credit card, bank transfer, or other available methods.



How to Secure Your Spot:

- Complete and return the **sponsorship agreement** contract.
- Submit full payment.

Once confirmed, we'll provide further instructions for booth selection, logo submissions, and other event details.



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