



WENDY PORTER EVENTS

SPONSORLINK™

SMARTER PARTNERSHIPS.
STRONGER RESULTS.



The Fix for Stalled Sponsorships

Most events leave money on the table because teams don't have bandwidth to build creative sponsorships — and sponsors don't see enough value in the ones that exist.

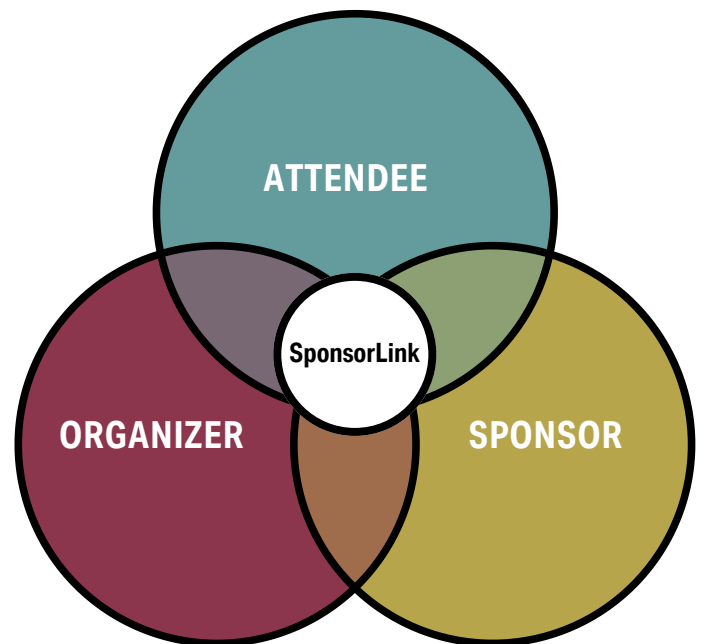
SponsorLink™ changes that.

We design, sell, and activate sponsorships that generate new revenue for organizers, deliver measurable ROI for sponsors, and create real value for attendees.

Strong sponsorships live where attendee value, sponsor impact, and organizer bandwidth meet — that's where SponsorLink™ thrives.

If you're an **Event Organizer**, we help you capture more sponsor revenue.

If you're a **Sponsor**, we help you unlock activations that actually deliver ROI.



What SponsorLink™ Delivers

- **Sponsorship Audit:** Surface gaps and untapped revenue
- **Package Design:** Build scalable, tailored packages sponsors want to buy
- **MPO Strategy:** Expand inventory with à-la-carte offerings that perform
- **Execution Support:** Manage onboarding, comms, and fulfillment
- **Measurement:** Track engagement, ROI, and renewal lift

Why SponsorLink™ Matters

- 72% of exhibitors say **quality engagement** matters more than lead volume
- **Personalized packages** drive 20–30% higher sponsor revenue
- **Experiential activations** deliver 25–30% more brand recall than static signage

(Sources: Freeman, CEIR, Skift Meetings)

Why Organizers Choose SponsorLink™

We've helped organizers:

- Grow sponsorship revenue by double digits
- Boost sponsor lead capture by 200% through smarter activations
- Achieve 95%+ sponsor retention with white-glove delivery

SponsorLink™ brings strategic bandwidth to teams who can't afford to miss on sponsorship performance.


Why Wendy Porter Events?


Founded in 2015, WPE has produced 1,300+ events and managed \$200M+ in budgets. We bring the strategic lens of a marketing leader and the precision of a seasoned production team, helping brands and associations turn events into measurable growth.

**We operate as your embedded sponsorship arm —
extending your team without adding headcount.**

Let's Build Sponsorships That Work — for Everyone.

Contact us

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SPONSORLINK™

Strategic Sponsorship Management for Event Organizers

SMARTER PARTNERSHIPS. STRONGER RESULTS.

The Challenge

Event organizers are under pressure to grow revenue with fewer staff. Sponsors demand meaningful engagement. SponsorLink™ provides the strategy and execution to make sponsorship a reliable growth engine.

How We Do It

- **SCORE Framework™** — Pinpoint the highest-ROI Sponsor opportunities for your show
- **Ruby Ribbon Experience Strategy™** — Embed sponsor presence seamlessly in your attendee journey
- **THREAD Framework™** — Manage every detail from onboarding through post-show ROI

What You Get

- Sponsorship program audit
- Custom package design
- MPO strategy (à la carte marketing opportunities)
- Sponsor concierge support and communications
- Onsite execution and fulfillment
- Measurement + ROI reporting

Why It Matters

- Up to 85% of association revenue comes from meetings — sponsorship isn't optional, it's mission-critical. (Freeman Trends)
- 70% of first-time attendees don't return — the #1 factor driving retention is making a meaningful connection. (Freeman Trends)

We're not just a vendor. We're your competitive edge.

BOOK NOW

Schedule a complimentary Sponsorship Strategy Sprint consultation with me today!



SPONSORLINK™ ACTIVATIONS

Bespoke Brand Experiences for Sponsors & Exhibitors

CURATED EXPERIENCES. ELEVATED ROI.

The Challenge

Too many sponsorships still feel like transactions — forgettable, hard to measure, easy to walk past. SponsorLink Activations™ transform static booths into immersive brand moments that drive measurable ROI.

How We Do It

- **SCORE Framework™** — Identify which shows and opportunities are worth the spend to Sponsor
- **Ruby Ribbon Experience Strategy™** — Design immersive moments tied to emotion and brand storytelling
- **THREAD Framework™** — Manage every detail from creative planning through post-show ROI analysis

What You Get

- Brand immersion audit & strategy
- Custom activation design & planning
- Vendor & logistics management
- Onsite production & staffing
- Post-event ROI metrics & reporting

Why It Matters

- **Captures attention** — immersive moments that stop traffic on the show floor
- **Drives qualified leads** — engages the right audience in meaningful ways
- **Builds lasting brand equity** — creates emotional recall long after the event ends

For sponsors who want more than logos on lanyards.

BOOK NOW

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