

October 2-4, 2023



DETROIT, MICHIGAN

BIGGER. BOLDER

SPONSORSHIP OPPORTUNITIES



WHAT IS EO?

The **Entrepreneurs' Organization (EO)** is a global, peer-to-peer network of more than 14,000 influential business owners in 181 chapters in 57 countries.

Founded in 1987, EO is the catalyst that enables leading entrepreneurs to learn and grow, leading to greater success in business and beyond.

EO members collectively employ more than 3.4 million people.

To learn more, visit eonetnetwork.org

WHO ARE EO MEMBERS?

Membership in EO is exclusive and by invitation only.

To qualify, entrepreneurs must be the founder, co-founder, or controlling shareholder of a company with annual gross revenue of more than \$1 million USD.

The US Central Region of EO has more than 2,000 members across 23 chapters in most major markets.



WHAT IS EO XCENTRIC?

EO XCenteric is the flagship annual regional conference for EO's U.S. Central region.

Over 500 dynamic growing entrepreneurs come together to connect and learn from each other, hear amazing speakers, and experience epic evening social events.

Xcentric 2023 will be hosted at the Westin Book Cadillac in downtown Detroit.

More information available at eoxcentric.com



CLICK TO VIEW EVENT TRAILER

CONFERENCE ATTENDEE DEMOGRAPHICS

TOTAL MEMBERS
1,900+

FULL TIME EMPLOYEES
84,674

CHAPTER LIST

MEDIAN ANNUAL REVENUES
\$3,400,000

**AVERAGE
EMPLOYEES**
15

EO Austin	EO Kansas City
EO Bryan-College Station	EO Louisiana
EO Chicago	EO Minnesota
EO Cincinnati	EO Nebraska
EO Cleveland	EO Oklahoma City
EO Columbus	EO Pittsburgh
EO Dallas	EO San Antonio
EO Detroit	EO St. Louis
EO Fort Worth	EO Tulsa
EO Houston	EO US Central Bridge
EO Indianapolis	EO West Michigan
EO Iowa	EO Wisconsin

MEDIAN AGE
46

MALE
83%

FEMALE
17%

TOP 13 INDUSTRIES

Construction Services
General contracting
company
Health/Medical Services
Consulting Services

Marketing/PR
Manufacturing
Financial Services
Computer/Software
Real Estate

Legal Services
Computer/Services
Insurance Services
Food/Beverage

SPONSORSHIP PACKAGES SUMMARY

Four Packages Available:

- **Motor City Platinum Sponsor** \$50,000
- **Detroit Diamond Sponsor** \$30,000
- **Renaissance Gold Sponsor** \$25,000
- **Riverfront Silver Sponsor** \$15,000

All Tiered Sponsors Receive...

- Sponsor level branding throughout the conference
- Social media/app notifications/emails to attendees according to proper sponsor level
- Addition of logo on all digital & print marketing materials
- Opportunity to provide branded items
- Tradeshow booth pending level of sponsorship

MOTOR CITY PLATINUM SPONSOR

\$50,000

- Event title recognition **“Xcentric powered by...”** in all event communications and throughout conference space, including external PR opportunities
- Four (4) **all-access passes**
- **Largest exhibit space** placed in a premium location relative to other exhibitors
- **“Brought to you by”** branding for one of our exclusive experiential events
- Exclusive **3-5 minute story**/testimonial feature on general session stage (must be approved, fit conference theme) and daily recognition
- Introduce headline closing speaker **Magic Johnson** - includes personal meet-and-greet and four (4) signed basketballs
- Sponsorship of the epic opening night **social event** with creative branding and exposure



DETROIT DIAMOND SPONSOR

\$30,000

- **Name and logo** in all **event communications and signage** throughout conference space
- Three (3) **all-access passes**
- **Featured exhibit space**
- **“Brought to you by”** branding for one of our exclusive experiential events
- Exclusive **3-5 minute story**/testimonial feature on general session stage (must be approved, fit conference theme) and daily recognition
- Introduce opening headline speaker **Cassandra Worthy** - includes personal meet-and-greet
- Sponsorship of final event social with **creative branding** and exposure



Amplify **EO XCENTRIC** DETROIT 2023

RENAISSANCE GOLD SPONSOR

\$25,000

- **Name and logo** in all event communications and signage throughout conference space
- Two [2] **all-access passes**
- Exclusive **3-5 minute story**/testimonial feature on general session stage (must be approved, fit conference theme) and daily recognition
- **“Brought to you by”** branding for one of our exclusive experiential events
- Premium **exhibit space**
- Introduction of one **main stage sponsor** onstage during a general session day

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DETROIT 2023

RIVERFRONT SILVER SPONSOR

\$15,000

- **Name and logo** in all event communications and signage throughout conference space
- One (1) **all-access pass**
- Table **exhibit space**

ADDITIONAL SPONSOR OPPORTUNITIES

Break Sponsor - \$5,000

- Exclusive brand promotion on coffee and coffee station
- Logo/Name recognition on select marketing and promotional materials
- Sponsor branding throughout area
- Onstage mention prior to lunch
- One (1) all-access pass

Lunch Sponsor - \$5,000

- Exclusive brand promotion on lunch and lunch station
- Logo/Name recognition on select marketing and promotional materials
- Branded Centerpiece on Tables
- Onstage mention prior to lunch
- One (1) all-access pass

Breakfast Sponsor - \$5,000

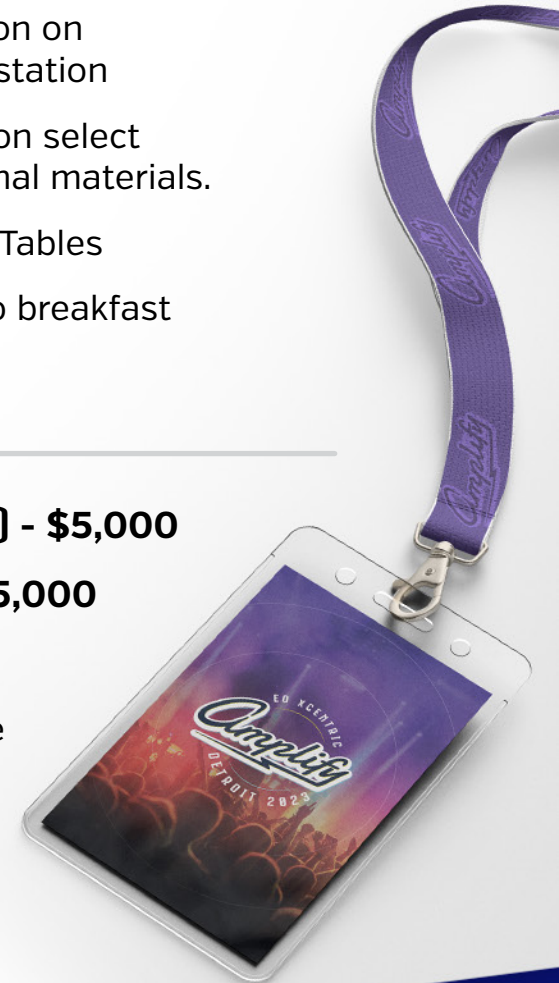
- Exclusive brand promotion on breakfast and breakfast station
- Logo/Name recognition on select marketing and promotional materials.
- Branded Centerpiece on Tables
- Onstage mention prior to breakfast
- One (1) all-access pass

Hotel Keycard Sponsor (1) - \$5,000

Landyard Sponsor (1) - \$5,000

Wifi Sponsor (1) - \$5,000

- Each sponsor will receive one (1) all-access pass



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OTHER EO REGIONAL EVENT DISCOUNT AVAILABLE

- Reach a national audience by partnering with more than one EO region
- Multi-event discounted sponsorship is available
- **EO Nerve** (East):
October 18-20 in Tampa, FL
- **EO Alchemy** (West):
September 20-23 in Seattle, WA

Amplify **EO XCENTRIC**
DETROIT 2023



We are eager to customize
and get creative with you...

Packages will sell out fast!

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[SCHEDULE A CALL](#)