



GOING DEEP SUMMIT 3.0

2020

*CREATIVITY & CREATIVE GENIUS
ARE INTERTWINED*



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The GOING DEEP SUMMIT is an annual one-day event that brings the brightest entrepreneurs, business owners, and industry leaders together to cover topics like leadership, accountability, creativity, perseverance, business management, marketing, and authenticity.

Piper Creative is redefining marketing, live events, and company culture from the ground up. By embracing modern tools for communication and broadcasting, Piper produces impactful, thoughtful events that expand minds, fill hearts, and connect people.



Aaron Watson
**CHIEF EXECUTIVE
OFFICER**



Hannah Phillips
CHIEF CREATIVE OFFICER



Tori Meglio
**DIRECTOR OF
OPERATIONS**

WHY SPONSOR?

Access: Sponsors benefit from supporting an event that brings together the most influential and ambitious people of Pittsburgh and the surrounding region. This is ground zero for new ideas and movements.

Content: Every speaker's session is recorded and shared on LinkedIn, Facebook, Twitter, and YouTube. Additionally, audio versions are syndicated to the Going Deep Podcast. Last year's keynotes drove 10,000s of views and downloads across these platforms.

Experience: This is an incredible, curated experience for every guest. The opportunity to be natively integrated into the Summit experience is limited to a select few partners.

PILLARS OF A GREAT DAY



Expand Your Mind

Hear new ideas from top strategists and experts.



Fill Your Heart

Restore your faith in kindness with stories of sacrifice and love.



Grow Your Tribe

Connect with the people building the future.



THE EXPERIENCE

The Going Deep Summit is geared towards exposing attendees to new ideas, new people, and new perspectives. Everyone that buys a ticket is implicitly buying into the notion that they can better themselves through an experience at our event.

You can be a part of that.

These are also the people that make all the difference. The people building the future and leading organizations. Real "Influencers", not models selling tea on Instagram.

The Going Deep Summit is the best day to introduce your business to a bigger stage.

OUR ATTENDEES

Industries

Architecture
Construction
Consulting
Creative
Design
Education
Environmental Science
Fashion
Finance
Food & Beverage
Health Care
Hospitality

Information Technology
Law
Marketing
Media
Non-profit
Real Estate
Recruiting
Retail
Sales
Professional Services
Sports & Recreation
Technology

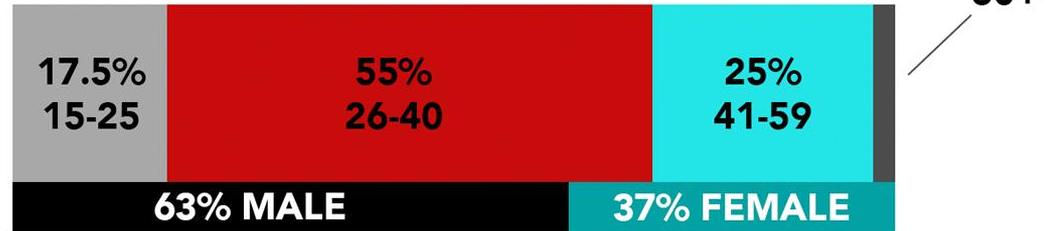
Details

65% have an entrepreneurial venture or side hustle

31% come to Pittsburgh for the event from out of town

34% coach or educate as a part of their job

Demographics



SPEAKERS

1.0

Ed Latimore

Michelle King

Nick

Kaczmarek

Larry Gioia

Dan Bull

Leah Lizarondo

Abbey Lovett

Adam Haritan

Zak Slayback

2.0

Allen Gannett

Kenny Chen

Joe Vennare

Gisele Fetterman

Tammy

Thompson

Mike Dariano



SOCIAL MEDIA BY THE NUMBERS



[YouTube](#) - 185,000+ views and 600,000+ minutes watched



[Facebook](#) - 1,300+ fans and 50,000+ video views



[Twitter](#) - 2,100+ followers



[Instagram](#) - 1,600+ followers



[Podcast](#) - 100,000s of downloads in 120+ countries



[LinkedIn](#) - 2,200+ followers

SPONSORSHIP PACKAGES

**HEADLINE
DIAMOND
SILVER
HAPPY HOUR
LUNCHEON
COFFEE/TEA BREAK**



THE GOING DEEP SUMMIT SPONSORSHIP MATRIX

SPONSOR BENEFITS	HEADLINE \$10,000	DIAMOND \$5,000	LUNCHEON \$2,500	HAPPY HOUR \$2,000	SILVER \$750	COFFEE & TEA BREAK \$750
Number of Sponsorships Available	1	4	1	3	6	1
VIDEO						
Opportunity to collaborate on a Promotional Video	✓	✓	✓	✓		✓
DIGITAL + PRINT						
Primary Placement of Logo on Summit Webpage, Facebook Page, Print Materials, Promotional Flyer	✓					
Exclusive Logo Placement on Video Content of Speeches	✓					
Logo on Summit Webpage, Facebook Page, Print Materials, Promotional Flyer		✓	✓	✓	✓	✓
Logo listed on Summit Email Correspondence	✓	✓	✓		✓	✓
Logo on Attendee Badges next to LinkedIn QR Codes	✓					
Logo on Happy Hour Correspondence				✓		
Access to Attendee Email List	✓					
PODCAST						
Mention in Speakers Podcast episodes succeeding the Summit	✓	✓				
Exclusive Mention in Podcast episodes preceding the Summit	✓					
PROGRAMMING						
Verbal on-stage thank you recognition	3	2	✓			✓
Option to collaborate on content of a morning session	✓					
Option to make introductory remarks at one session		✓				
Verbal thank you recognition during Happy Hour				✓		
PROMOTION						
Option for a 6' Display Table in Networking Area	✓	✓				
Option for a Display of company pull-up in selected Summit areas	✓	✓				
Option for table, easle or banner Display in Coffee + Tea Break			✓			✓
Option for table and ease display at Happy Hour				✓		
SWAG						
Option to Supply Company Branded Materials for Gift Bags to all Attendees	✓	✓		✓	✓	
TICKETS						
Unique Standard Ticket discount code for employees + clients	✓	✓	✓	✓	✓	✓
Complimentary VIP Tickets	6	4	4	2	1	2

2020 DETAILS VENUE & AGENDA

Where: *Union Trust Building*

Date: *March 28, 2020*

Time: *8:30AM - 5:30PM*

TENTATIVE SCHEDULE

9:00 am - *Morning sessions*

11:45 am - *Lunch Break*

1:15 pm - *Afternoon sessions*

4:00 pm - *Networking*

6:00 pm - *Happy Hour*





CONTACT INFORMATION

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about

AARON WATSON

Aaron is an entrepreneur and podcast host. He is the co-founder and CEO of Piper Creative.

His podcast is a forum for having meaningful, deep conversations about the passions, fears and problems of people from all walks of life. His guests discuss entrepreneurship, tech, finance, writing, and healthcare.

He also hosts the Going Deep Summit once a year where people from all backgrounds, ages, and industries get together to learn, connect, and grow.

