

SPONSORSHIP KIT



**FEBRUARY 7-8, 2025**

**THE WESTIN \* WASHINGTON, DC DOWNTOWN**

**SPONSOR AND  
EXHIBITOR OPPORTUNITIES**

**[LIBERTYCON.COM](https://libertycon.com)**





## WHAT IS LIBERTYCON?

LibertyCon is the largest international pro-liberty gathering in the world.

LibertyCon gathers 1,000 liberty lovers in Washington, DC. It features inspiring speakers, networking opportunities, amazing socials and access to the best and brightest the liberty movement has to offer.

LibertyCon is the home of the liberty movement worldwide, and sponsoring the conference not only gives you and your organization a front row seat to all of the festivities, but access to the movers and shakers who make it happen.



WASHINGTON, DC \* FEBRUARY 7-8, 2025

FEB 7  
Conference  
& Social  
The Westin  
Downtown



FEB 8  
Conference  
The Westin  
Downtown





# TOP 10 REASONS TO SPONSOR LIBERTYCON

## **TALENT DISCOVERY**

Uncover individuals who embody the skills and values of your organization.

## **TARGETED AUDIENCE**

LibertyCon International attracts attendees who are passionate about liberty, freedom, and individual rights. Find your audience of like-minded individuals who are interested in your products, services, or values.

## **THOUGHT LEADERSHIP**

Mainstage speaking opportunities and breakout sessions provide your organization with the opportunity to position your team members as thought leaders in the liberty movement.

## **CUSTOMIZABLE SPONSORSHIP PACKAGES**

We offer custom opportunities to meet the unique needs and goals of your organization. Whether you are looking for brand visibility, lead generation, or thought leadership opportunities, there are sponsorship options available to suit your objectives.

## **MEET THE NEXT GENERATION OF LIBERTY LEADERS**

SFL has activated 1.5 million event attendees internationally since its inception. We invest and nurture students by bringing them together at LibertyCon International for epic programming and networking. The next Student of the Year winner may just be attending LibertyCon International for the first time this year.

## **BRAND EXPOSURE**

Enhance awareness of your organization's mission within a global community dedicated to liberty. Keep your organization top of mind through 1,000+ LibertyCon attendees.

## **EXPAND YOUR NETWORK**

Connect with a diverse array of participants, from grassroots activists to influential thought leaders, united by a commitment to liberty.

## **MEDIA EXPOSURE**

LibertyCon International attracts podcasters, niche outlets, and social media influencers. Our PR Manager can assist with lining up interviews for your talent.

## **SFL AWARDS DINNER**

Attend the Students For Liberty Awards Dinner to enjoy a meal and beverages with 600 other liberty lovers. Enjoy entertainment and watch the highly anticipated awards proceedings. In 2024, John Stossel was the keynote speaker for our Awards Dinner.

## **INSPIRE THE LEADERS OF TOMORROW**

Your sponsorship makes LibertyCon International happen, year after year. LibertyCon International is a transformative experience that shapes the future of our student attendees. It provides a place for the liberty community to gather and foster bonds. Through your sponsorship, you will not only invest in an incredible conference but also the lives and aspirations of each attendee, creating a lasting impact and inspire the leaders of tomorrow.

## WHAT PEOPLE SAY ABOUT LIBERTYCON

"This was my second LibertyCon, I didn't think it could get better than Miami but somehow it truly surpassed it! I think being in Washington DC puts us in the heart of the liberty movement. It was so important to see all those fighting for freedom, people and organizations from all over the world, gathered together building a better network and a brighter future. I personally made many invaluable connections and was most impacted by seeing the positive reactions to the distribution of our new North American student magazine LockeSmith."

**CONNOR SUTTON**

Regional Coordinator for East Canada

"LibertyCon 2024 felt like a much needed family reunion, a celebration of the past year's victories, and an intense learning opportunity all at the same time. Speaking with coordinators, donors, speakers, organizations, and board members infused me with immense passion for this movement. Since returning to my home, I have been more devoted to SFL than ever before with the projects I had already begun and even some new ones."

**ANNIKA SIMOVART**

Regional Coordinator for the U.S.

## SPONSORS BENEFITS

FEATURES	EXHIBITOR \$750	PREMIER EXHIBITOR \$1,500	SILVER \$12,500	GOLD \$20,000	PLATINUM \$50,000
Social Media Acknowledgement	✓	✓	✓	✓	✓
6' Exhibitor Table	✓	—	—	—	—
Premium 10' Exhibitor Space	—	✓	✓	✓	✓
LibertyCon Tickets	5	10	15	20	30
Awards Dinner Tickets	1	2	5	5	10
Awards Dinner Acknowledgement	—	—	✓	✓	✓
LibertyCon VIP Tickets	—	—	2	2	3
50 Minute Breakout Session	—	—	1	1	1
On-Stage Acknowledgement	—	—	✓	✓	✓
Custom Promotional Opportunity	—	—	✓	✓	✓
Main Stage Talk	—	—	—	1	1
Awards Dinner Sponsor & Award Presenter	—	—	—	—	✓

# SPONSORS OPPORTUNITIES

## PLATINUM PACKAGE 1 OPPORTUNITY AVAILABLE PRICED AT \$50,000

As a Platinum Sponsor, you'll have the honor of being the official sponsor of the Awards Dinner. In addition, you'll have the opportunity to present one of the student achievement awards to the winner, highlighting your commitment to supporting the next generation of liberty leaders. Host a breakout session and secure a main stage speaking slot to showcase your commitment to advancing liberty to a captivated audience of liberty enthusiasts from around the world.

### PLATINUM PACKAGE OPPORTUNITY

A custom tailored promotional opportunity will be made available to our Platinum Sponsor. To discuss further, please contact our Sponsorships Manager at [libertycon@studentsforliberty.org](mailto:libertycon@studentsforliberty.org).

## GOLD PACKAGE 5 OPPORTUNITIES AVAILABLE PRICED AT \$20,000

Go for Gold and seize the opportunity to shine as a Gold Sponsor! With a 50-minute breakout session and a 20-minute main stage speaking slot, your voice will be heard loud and clear as you share your expertise and insights with a captivated audience of liberty enthusiasts. Showcase your brand with a premier 10-foot exhibitor booth, strategically located in a high-traffic area of the expo hall to maximize your visibility and engagement with attendees. Gold Sponsors will be able to select a unique and highly impactful custom promotional opportunity on a first-come, first-served basis.

### GOLD PACKAGE OPPORTUNITIES

The following custom promotional opportunities are available Gold Sponsors to select one opportunity on a first-come, first-serve basis.

**WIFI NAMING** \* Rights Keep LibertyConnected! Choose the WiFi opportunity and ensure seamless access to information and networking opportunities for attendees.

**FREER FUTURE STAGE** \* Give voice to liberty! Choose the open mic stage and provide a platform for all attendees to share their ideas, stories, and passion for freedom with a captive audience.

**VIP LOUNGE** \* Be the exclusive provider of luxury and networking opportunities by choosing the VIP Lounge at LibertyCon International.

**FRIDAY NIGHT SOCIAL SPONSOR** \* Light up the night and ignite connections at our Friday Night Social, where your sponsorship can shine as the life of the liberty party!

**EXPO HALL** \* Claim naming rights to the LibertyCon trade show, featuring 60+ organizations and companies.



**SILVER PACKAGE** 3 OPPORTUNITIES AVAILABLE PRICED AT \$12,500

Host a 50-minute breakout session at LibertyCon. Share your expertise and insights with a captive audience of liberty enthusiasts. Showcase your brand with a premier 10-foot exhibitor booth, strategically located in a high-traffic area of the expo hall to maximize your visibility and engagement with attendees. Silver Sponsors will be able to select a unique and highly impactful custom promotional opportunity on a first-come, first-served basis.

**SILVER PACKAGE OPPORTUNITIES**

The following custom promotional opportunities are available Silver Sponsors to select one opportunity on a first-come, first-serve basis.

**SATURDAY MORNING YOGA** \* Kickstart the day by sponsoring zen vibes at our Saturday morning yoga session.

**BREAKFAST SPONSOR** \* Fuel up attendees' minds and bodies as the exclusive breakfast sponsor.

**COFFEE SPONSOR** \* Keep the LibertyConversations brewing with your brand as the coffee sponsor.

**VOLUNTEER PIZZA PARTY** \* Show your support for the hard working LibertyCon volunteers and celebrate dedication with slices of appreciation.

**PREMIER EXHIBITOR** 5 OPPORTUNITIES AVAILABLE PRICED AT \$1,500

Elevate your presence and command attention as a Premier Exhibitor! With a spacious 10-foot space strategically located in the most visible area of the expo hall, your brand will shine bright and capture the attention of all who pass by. As a Premier Exhibitor, you'll also receive 2 tickets to our exclusive Awards Dinner, providing you with the opportunity to network with industry leaders and celebrate your achievements in style. Don't miss this chance to stand out and leave a lasting impression on attendees as a leader in the liberty movement.

**EXHIBITOR SPONSORSHIP** \$750

Elevate your brand's presence at the Students For Liberty Conference with our **exclusive 6' exhibitor table sponsorship for only \$750!**

Showcase your products or services to a diverse audience of liberty enthusiasts while networking with influential leaders in the movement. Plus, enjoy the added perk of receiving one ticket to our prestigious Awards Dinner, where you can mingle with esteemed guests and celebrate excellence in liberty advocacy. Don't miss this opportunity to make meaningful connections and leave a lasting impression—reserve your exhibitor table sponsorship today!

## + SPONSORS BENEFITS

FEATURES	LIBERTY INNOVATION HUB PARTNER \$15,000	CELEBRITY SPEAKER SPONSOR* \$75,000
Social Media Acknowledgement	✓	✓
6' Exhibitor Table	✓	—
Premium 10' Exhibitor Space	—	✓
LibertyCon Tickets	10	30
Awards Dinner Tickets	5	10
LibertyCon VIP Tickets	1	2
LibertyCon Website Recognition	✓	✓
2 Hour Premier Workshop	✓	—
On-Stage Introduction of the Celebrity Speaker	—	✓

\*OPPORTUNITY EXPIRES AFTER 9/1/2025





## ADDITIONAL SPONSOR OPPORTUNITIES

### LIBERTY INNOVATION HUB SPONSOR

4 OPPORTUNITIES AVAILABLE PRICED AT \$15,000

Ignite innovation and lead the charge in shaping the future of liberty as a Liberty Innovation Hub Partner. Your expertise will take center stage with an exclusive 2-hour breakout session on Friday afternoon, providing you with the opportunity to engage deeply with attendees and explore groundbreaking ideas. But that's not all – as a Liberty Innovation Hub Partner, you'll also receive 1 VIP registration gaining access to events and the VIP lounge, complete with refreshments and snacks to keep you energized throughout the conference. Plus, showcase your brand with a 6-foot exhibitor table, ensuring that attendees have the opportunity to engage with your organization on a personal level. With only 4 opportunities available at this level, secure your place now and make a lasting impact on the future of liberty.

### CELEBRITY SPEAKER SPONSOR

3 OPPORTUNITIES AVAILABLE PRICED AT \$75,000

Elevate your organization's profile at LibertyCon with our Celebrity Speaker Sponsorship! As the sponsor, you'll have the exclusive honor of introducing our renowned celebrity speaker, commanding the attention of our liberty-minded audience. This premier sponsorship offers unparalleled visibility, with prominent branding on event materials and acknowledgment as the official sponsor of the celebrity speaker session. Enjoy VIP access to all LibertyCon events, exclusive networking opportunities, and complimentary registrations for your team. Secure your place as a leader in the liberty movement and make a lasting impact by sponsoring our celebrity speaker at LibertyCon!

## À LA CARTE OPPORTUNITIES

FEATURES	DESCRIPTION	FEE
Interactive Events	Be the official sponsor of LibertyCon Jeopardy, Who's Driving, or Table Topics with your logo displayed during the event.	\$2,000 per event
VIP Lounge or Donor Lunch/Dinner	Mingle with VIPs, speakers, and distinguished guests as the sponsor of the VIP Lounge. Additionally, lunches and dinners for the donors that make LibertyCon possible are available for sponsorship opportunities.	\$20,000
Debate	LibertyCon's tradition of internet breaking debates will continue in 2025.	TBD
Photo Booth	Capture the memories. Participants will receive their photo booth print outs with your branding.	\$5,000
Media Row	Be in the spotlight with Media Row-where liberty meets headlines!	\$2,000
SFL Shark Tank	Dive into innovation with SFL Shark Tank, where ideas swim free! The winning contestant will receive funding for their initiative.	\$20,000
Charging Station	The most popular spot at LibertyCon! Power up your brand's visibility with our sponsored device charging station.	\$4,000
Dedicated Email Blast	Make waves in inboxes everywhere with our Dedicated Email Blast opportunity.	\$2,000
Digital Main Stage Ad	Stand out on the digital stage with our eye-catching Main Stage Ad.	\$700
Travel Scholarships	Provide student scholarships to future liberty leaders to defray costs to attend LibertyCon.	Gifts of any size help

# DISCOUNTS

## EARLY BIRD

A 10% discount will be applied to packages and a la carte opportunities purchased by August 19, 2024.

## LIBERTYCON EUROPE SPONSOR

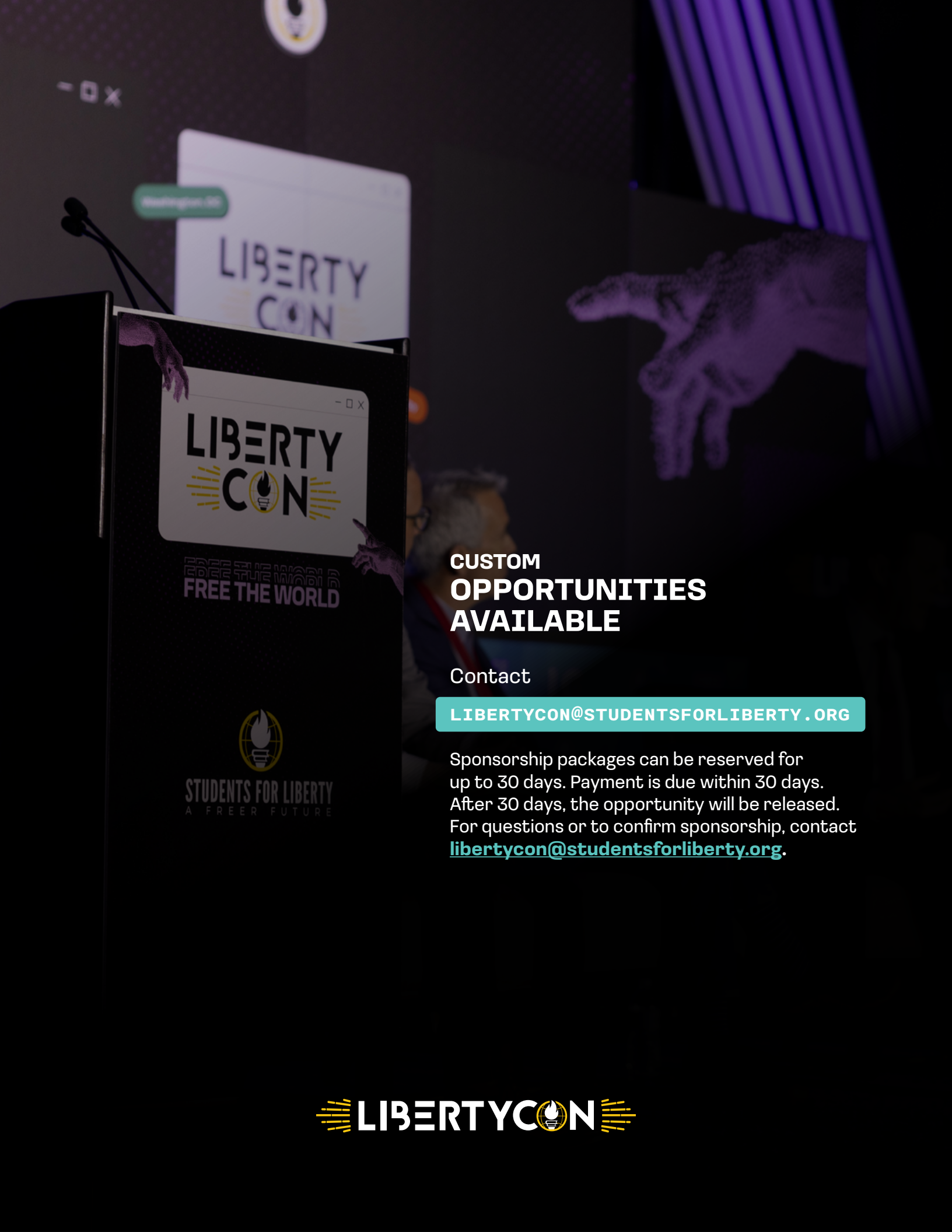
A 20% discount on LibertyCon International sponsorships will be offered to past sponsors and exhibitors of LibertyCon Europe (April 2024) and to sponsors and exhibitors of the upcoming LibertyCon Europe 2025.

## SFL ALUMNI

A 20% discount will be extended to organizations or businesses founded by SFL Alumni. This offer expires November 29, 2024.







## CUSTOM OPPORTUNITIES AVAILABLE

Contact

[LIBERTYCON@STUDENTSFORLIBERTY.ORG](mailto:LIBERTYCON@STUDENTSFORLIBERTY.ORG)

Sponsorship packages can be reserved for up to 30 days. Payment is due within 30 days. After 30 days, the opportunity will be released. For questions or to confirm sponsorship, contact [libertycon@studentsforliberty.org](mailto:libertycon@studentsforliberty.org).

