

KANSAS CITY, MISSOURI | AUGUST 3-6 | LOEWS

SALES KICKOFF VSKO 2026

SPONSOR PACKAGES





PHIL URSO
CHIEF SALES OFFICER

VSKO 2026

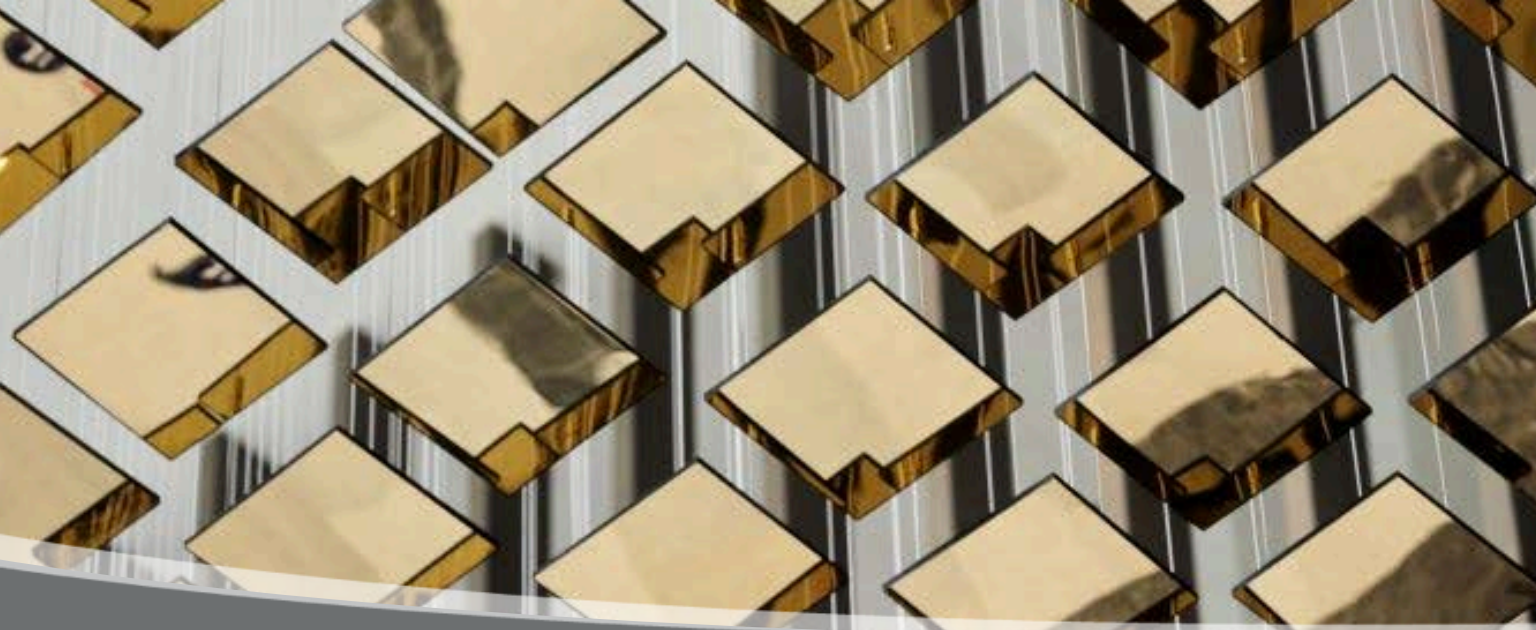
KANSAS CITY, MISSOURI | AUGUST 3-6 | LOEWS

As we are preparing for our upcoming Sales Kickoff, I want to personally invite you to consider joining us as a sponsor. This annual gathering is a cornerstone moment for our organization. It's a time when our sales leaders, partners, and teams align on strategy, celebrate achievements, and set the course for the season ahead.

Your organization has been an essential part of our success story, and your presence at this event would provide a valuable opportunity to deepen that partnership. Sponsorship not only offers visibility among our top performers and decision-makers, but it also signals your shared commitment to driving innovation and growth alongside us.

This year's program is shaping up to be one of our most dynamic yet, and we're curating a select group of sponsors whose partnership will help us deliver an experience that motivates and inspires. I'd be delighted to see your organization among them.

Thank you for your continued partnership and for considering this opportunity to help us launch another exceptional season together.



The Vensure Sales Kickoff is our annual launch point for Selling Season. It brings together sales professionals, leaders, and partners to align on strategy, reinforce key priorities, celebrate achievements, and build momentum for the months ahead. The event energizes the team, strengthens culture, and equips sellers with the vision, tools, and motivation needed to drive growth and deliver exceptional results.

This year's Kickoff theme is **SHOW ME**, inspired by our host—the *Show Me State* of Missouri. We're challenging attendees not just to talk about their skills and progress, but to demonstrate them through role plays, diagnostics, best practices, and real results.

We're creating an atmosphere that is high energy, high engagement, and unforgettable inspiring moments. And our Selling Season hype video brings the iconic *Jerry Maguire* spirit: "Show me the money!"

FRESHMEN

Represent our newest team members who are eager, curious, and ready to learn. They're building foundational knowledge, soaking up best practices, and discovering what it takes to succeed in the Vensure culture.

SOPHOMORES

Are gaining traction. They've seen early wins and challenges and are now refining their skills, learning how to turn consistency into confidence.

JUNIORS

Are proven performers. They're developing deeper customer relationships, contributing ideas, and becoming emerging leaders within their teams.

SENIORS

Set the pace. They bring experience, strategic thinking, and mentorship to the group and help elevate performance across the board.

MASTERS

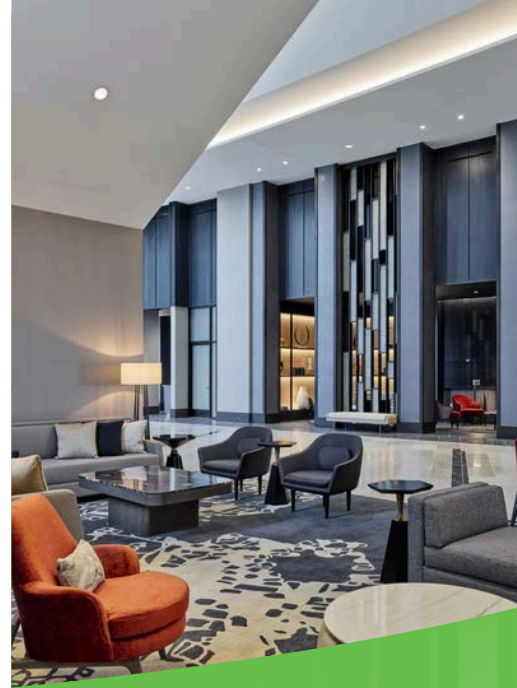
Are our elite top producers, thought leaders, and culture carriers who embody excellence. They inspire others through their results, resilience, and relentless pursuit of growth.

FRIENDS OF SALES

Colleagues, partners, advocates, and professionals from across the business community who support, collaborate with, or influence the sales ecosystem.

EXECUTIVES

Decision-makers who shape strategy, lead teams, and steer the organization toward its goals.



ATTENDEE PROFILE

Our attendees range from new hires just beginning their Vensure journey to seasoned professionals who have mastered their craft.

Together, this diverse community of about 600 individuals makes the Kickoff an unmatched opportunity for connection, learning, and alignment while uniting every level of talent behind one shared mission: **to win, together.**



WHY SPONSOR

Sponsoring Vensure's Sales Kickoff offers a powerful opportunity to strengthen relationships and influence the teams driving revenue. By aligning with Vensure's success, sponsors gain direct access to sales and leadership audiences, at the optimal time and place. This visibility allows sponsors to showcase solutions that help sellers win faster and more often, position themselves as trusted partners rather than just vendors, and reinforce their role in Vensure's strategic goals.

Sponsorship creates opportunities for meaningful engagement, including supporting sessions, sharing success stories, and introducing innovative tools or integrations to help drive business goals.

Watch what sponsors have said by clicking [HERE!](#)

KANSAS CITY, MISSOURI | AUGUST 3-6 | LOEWS

ROI AND BRAND EXPOSURE

The Kickoff delivers targeted exposure and long-term value for sponsors. Sponsors benefit from strategic logo placement, stage mentions, and branded experiences that keep their solutions top of mind with our most influential teams. Sponsor presence fosters goodwill, strengthens vendor preference, and can accelerate renewal and growth opportunities.

Unlike broad industry events, our Kickoff connects sponsors with a highly engaged internal audience creating meaningful interactions that translate into strong partnerships that drive real business momentum.

SPONSOR QUOTES

“It’s a great investment... matter of fact, I’ve already requested to set money aside for 2026.”

National Sales Director | Legal Shield

“Best part of being here is getting connected with people that maybe you don’t work with all the time.”

Channel Engagement Manager | ClearCompany

“Everybody here is gearing up for and is excited about selling, finding, closing, and retaining clients. If you really believe that is you, then you definitely should be here.”

VP Plan Adoption | Prism Retirement Services



SPONSOR TESTIMONIALS

We invited some of our amazing sponsors to share why they chose to be part of this event in 2025, what it means to them, and the impact they’ve experienced.

Listen to what they had to say by clicking [HERE!](#)



SPONSORSHIP TIERS

DIAMOND: \$28,500 ONE AVAILABLE

- › Four (4) Attendee Passes
- › Premier Logo Placement on Event Website
- › Premier Logo Placement on Event App
- › Logo Displayed at VSKO
- › Group Social Media "Thank You" Post
- › Premium Exhibit Space
- › Individual Pre-event Social Media Post
- › Co-branded Attendee Welcome Bags
- › Include One (1) Promotional Item in Attendee Welcome Bag
- › VIP Welcome Event Attendance
- › Individual Pre-event Email Blast
- › 15 to 30-second Sizzle Reel During General Session
- › Attendance at Off-property Event on Tuesday
- › 60 to 90-second Video in General Session
- › Choice of Bar Sponsorship OR Attendee Activation
- › 5-minute Stage Time During General Session
- › Co-branded Name Badge Lanyards
- › Sponsored Boxed Lunch on Departure Day
- › Coffee Sleeve and Napkin Sponsor
- › Center Bar Sponsorship with Branded Cups and Napkins at Tuesday Off-property Event

PLATINUM: \$22,000 THREE AVAILABLE

- › Three (3) Attendee Passes
- › Logo Placement on Event Website
- › Logo Placement on Event App
- › Logo Displayed at VSKO
- › Group Social Media "Thank You" Post
- › Premium Exhibit Space
- › Individual Pre-event Social Media Post
- › Include One (1) Promotional Item in Attendee Welcome Bag
- › VIP Welcome Event Attendance
- › Individual Pre-event Email Blast
- › 15 to 30-second Sizzle Reel During General Session
- › Attendance at Off-property Event on Tuesday
- › 60 to 90-second Video During General Session
- › Choice of Bar Sponsorship OR Attendee Activation Station at Welcome Event
- › Sponsor One (1) Group Lunch



SPONSORSHIP TIERS

GOLD: \$16,000 **UNLIMITED**

- › Two (2) Attendee Passes
- › Select Logo Placement on Event Website
- › Select Logo Placement on Event App
- › Logo Displayed at VSKO
- › Group Social Media "Thank You" Post
- › Premium Exhibit Space
- › Individual Pre-event Social Media Post
- › Include One (1) Promotional Item in Attendee Welcome Bag
- › VIP Welcome Event Attendance
- › Sponsor One (1) Group Breakfast
- › Individual Pre-event Email Blast
- › 15 to 30-second Sizzle Reel During General Session
- › Attendance at Off-property Event on Tuesday

SILVER: \$10,000 **UNLIMITED**

- › Two (2) Attendee Passes
- › Logo Placement on Event Website
- › Logo Placement on Event App
- › Logo Displayed at VSKO
- › Group Social Media "Thank You" Post
- › Exhibit Space
- › Individual Pre-event Social Media Post
- › Include One (1) Promotional Item in Attendee Welcome Bag
- › VIP Welcome Event Attendance
- › Sponsor One (1) Refreshment Break

BRONZE: \$7,000 **UNLIMITED**

- › One (1) Attendee Pass
- › Logo Placement on Event Website
- › Logo Placement on Event App
- › Logo Displayed at VSKO
- › Group Social Media "Thank You" Post
- › Exhibit Space



SPONSOR ENHANCEMENTS

TRANSPORTATION	ONE AVAILABLE
› Transportation for Arrivals and Departures	\$15,000
GENERAL SESSION	TWO AVAILABLE
› Custom Branded Fidget Toys	\$2,500
WELCOME	ONE AVAILABLE
› Attendee Welcome Gift in Each Guest Room with Custom Welcome Note (Sponsor Provided Gift and Note)	\$15,000
› Dessert Station and Dessert Napkins at Welcome Reception	\$7,500
HOTEL	ONE AVAILABLE
› Branded Decals throughout Meeting Space (Sponsor and Vensure Logos)	Custom
› Custom Hotel Key Sleeves	\$3,500
› Custom Hotel Room Keys	\$5,000
› Do Not Disturb Signs in Hotel Rooms	\$3,000
› Water Stations with Branded Cups	\$7,500
PASSES	UNLIMITED
› Additional VSKO Attendee Pass	\$1,500
REJUVENATE	THREE AVAILABLE
› One (1) Morning Fitness Activity	\$3,000
› One (1) Puppy Break	\$5,000
› Custom Specialty Coffee Station with Branded Art	\$10,000
RECHARGE AND ENGAGE	ONE AVAILABLE
› Lounge Wellness Quiet Room with Branding	\$7,500
› Gamification in Mobile App	\$3,500
› Massage Therapist Station at Registration	\$8,000
› Branded Charging Stations	\$10,000
› Head Shot Sponsor	\$7,500



IMPORTANT DEADLINES

FRIDAY, MAY 22, 2026

- › Registration Deadline

FRIDAY, MAY 29, 2026

- › Company Logo in JPEG and EPS Formats
- › Corporate Branding Requirements with PMS/CMYK Colors
- › Company Bio, Website Link, and Attendee Photos

FRIDAY, JUNE 5, 2026

- › Details of the Promotional Item for Welcome Bag (if Applicable)
- › Detailed List of Items for Exhibit Table
- › Sizzle Reel (if Applicable)

FRIDAY, JUNE 19, 2026

- › Payment Deadline



LOGISTICS

REGISTRATION AND PAYMENT METHODS

Ready to sign for 2026? Please visit our Kickoff site to register [HERE](#). Sponsor payment methods available are: credit card, check, purchase order, or wire transfer.

HOTEL AND TRAVEL DETAILS

If you require hotel reservations, the VSKO Event Team will book based on the information you provide during registration. You will be responsible for your own air travel booking to and from Kansas City (Airport Code: MCI).

SHIPPING AND SETUP

You will work directly with our Event Team to coordinate shipping to the Loews Kansas City Hotel:
1515 Wyandotte Street, Kansas City, Missouri 64108.



A NOTE OF APPRECIATION

On behalf of the VSKO Event Committee, thank you for taking the time to review our sponsorship opportunities! Your interest and consideration mean a great deal to us. It's partners like you who help elevate this event and create an energizing experience for our organization.

Your support directly contributes to a Kickoff that inspires, equips, and motivates our teams for the year ahead. Should you decide to join us as a sponsor, we look forward to showcasing your brand and celebrating shared success throughout the event.

For questions or to discuss any details on the sponsor opportunities, please don't hesitate to reach out.

SPONSOR CONTACTS

PARTNER LIASION

Bill Kane | 406.702.5429 | Bill.Kane@vensure.com

EVENT MANAGEMENT

Evolutionary Events | VSKO2026@evolutionaryevents.com

GENERAL EMAIL

VSKO@vensure.com

**EVENT
CONTACTS**

See you there!

KANSAS CITY, MISSOURI | AUGUST 3-6 | LOEWS

SALES KICKOFF
VSKO 2026

