YELLOWSHIP 21
The Better Work Conference
May 11–13, 2021 | INDY

POWERED BY Lessonly
WHAT IS YELLOWSHIP?

A place for learners, leaders, & llamas.

Yellowship 21 will bring together more than 500 of the world’s greatest trainers, enablers, and thought leaders for three days of learning and fellowship, powered by Lessonly. High-performing people will find inspiration, camaraderie, and advice for moving their teams onward and upward.

Why attend Yellowship?

Yellowship is all about learning from one another and from the world’s most intriguing innovators. If your team is growing quickly, pursuing innovation, or looking to Do Better Work, Yellowship 21 is for you.

Clarity

When teams have clarity, ambiguity disappears. Everyone knows what matters, why it matters, and what they should do about it.

Camaraderie

Teammates that learn together, win together. Learn strategies and tips to move your team towards a place of mutual trust and respect.

Progress

Progress is the byproduct of healthy team camaraderie and clarity. Want to reach new heights? Yellowship 21 will help you get there.
Historic Union Station
123 W. Louisiana St. Indianapolis, IN 46225

Historic place. New ideas.
Union Station, Indianapolis’ landmark train station, is the home of Yellowship 21 and your hub for exploring the Circle City—a rising tech hub with Midwestern vibes. As the fifth-best city in the U.S. for tech industry growth (Forbes & CBRE), and one of the 15 hottest tech cities in the U.S. (Time), Indy is home to a new generation of startups—including Lessonly.
IN REVIEW

2019 Sponsors

- zendesk
- CH|RUSS
- Hippo Video
- tymeshift
- Gregory & Appel
- MaestroQA
- SUPPORT NINJA
- ADVISA
- #GirlsClub

Companies that joined us in 2019

- INDUSTRIOUS
- Jostens
- THRIVE MARKET
- emarsys
- zendesk
- Dia & Co

500 Attendees
Attendee Titles
Director, Customer Success
Director, Sales Enablement
Director, Call Center Operations
Director, Training & Development
Learning & Development Manager
Sales Enablement Manager
Customer Service Trainer

Job Level
31% Manager
3% C Level
19% Director
7% VP
38% Other

Job Function
47% Talent Development
33% Customer Service Enablement
20% Sales Enablement
# Sponsorship Packages

## Platinum Sponsor
$30,000 | 1 available
- 6-foot table in the expo hall
- Opportunity to speak for 2 minutes on the keynote stage
- Opportunity to speak for OR a dedicated breakout session
- 6 full conference passes for staff
- Facilitated one-on-one introductions to 5 target prospects
- Branding on Yellowship website and printed agendas
- Premium branding on signage throughout the event
- List of attendees including name, title, company, address, & phone number

## Gold Sponsor
$20,000 | 4 available
- 6 ft table in the expo hall
- Inclusion on a panel in a breakout session
- 3 full conference passes for staff
- Facilitated one-on-one introductions to 2 target prospects
- Branding on Yellowship website and printed agendas
- Premium branding on signage throughout the event

## Silver Sponsor
$15,000 | 5 available
- Cocktail table in the expo hall
- 2 full conference passes for staff
- Branding on the Yellowship website and printed agendas
- Brining on signage throughout the event
- List of attendees including name, title, company, address, & phone number
SPONSORSHIP ADD-ONS

**Opening Reception Sponsor**  
$10,000 | 1 available  
- Branding on signage, napkins, and tables at the reception  
- Signature cocktail named by you  
- Branding on signage throughout the event  
- Branding on Yellowship website and printed agendas

**Breakfast Sponsor**  
$3,000 | 2 available  
- Branding on signage, napkins, and tables at breakfast  
- Branding on signage throughout the event  
- Branding on Yellowship website and printed agendas

**Swag Sponsor**  
$3,000 | 1 available  
- Branding on a piece of swag given to attendees by Lessonly  
- Branding on signage throughout the event  
- Branding on Yellowship website and printed agendas

**Technology Sponsor**  
$4,000 | 1 available  
- Provide wifi for guests  
  (login will be your company name)  
- Branding on all wifi signage  
- Branding on Yellowship website and printed agendas

**Lunch Sponsor**  
$3,000 | 2 available  
- Branding on signage, napkins, and tables at lunch  
- Branding on signage throughout the event  
- Branding on Yellowship website and printed agendas

**Snack Sponsor**  
$2,000 | 1 available  
- Branding on signage, napkins, and tables at Wednesday’s snack  
- Branding on signage throughout the event  
- Branding on Yellowship website and printed agendas
CLIMB ABOARD?

Ready to

EMAIL US yellowship@lessonly.com

LEARN MORE lessonly.com/yellowship