



**FEBRUARY 20-21, 2025**

Presented at Arizona State University – SkySong Center

1301 N Scottsdale Rd. | Scottsdale, AZ 85256

**HDDacademy.com**

# 2025 Sponsor Prospectus

## HDD Academy

Horizontal Directional Drilling experts present a two-day course designed to equip attendees with knowledge of the horizontal directional drilling pre-construction, design, material selection, construction operations, and energy transition applications



**HDDacademy.com**

ORGANIZED BY:



Questions? Contact: Dan Sisko | [dsisko@benjaminmedia.com](mailto:dsisko@benjaminmedia.com) | 234-380-3036

or Kelly VanNatten | [kvannatten@benjaminmedia.com](mailto:kvannatten@benjaminmedia.com) | 234-380-3030



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# 2025 Sponsorship Opportunities

## Sponsor the HDD Academy

and be a part of the professional educational experience learning about the planning, designing, and construction of utility and pipeline projects from industry leaders.

## EVENT SPONSORSHIPS

### FOUNDING SPONSOR

**Cost: \$5,500**

- 60-minute speaking opportunity built into course agenda (topics must be approved by Dr. Sam Ariaratnam)
- 2 Full Conference Registrations
- \$500 for each additional pass needed for sponsoring company
- Opportunity to provide 30 second video to be played once in between presentations
- Logo placed on all show collateral
- Opportunity to provide quality giveaway at registration area
- Attendee list before and after the show

### SUSTAINING SPONSOR

**Cost: \$6,000**

- 60-minute speaking opportunity built into course agenda (topics must be approved by Dr. Sam Ariaratnam)
- 2 Full Conference Registrations
- \$500 for each additional pass needed for sponsoring company
- Opportunity to provide 30 second video to be played once in between presentations
- Logo placed on all show collateral
- Opportunity to provide quality giveaway at registration area
- Attendee list before and after the show

## FOOD & BEVERAGE SPONSORSHIPS

### WELCOME HOSPITALITY SPONSOR

**Cost: \$2,000** (1 available)

The Element in Scottsdale -  
Wednesday, February 19

- Host the hotel bar for incoming attendees
- Recognized as sponsor on signage included in hotel lobby
- 1 Full Conference Registration

### TOAST TO HDD RECEPTION SPONSOR

**Cost: \$3,000** (2 available)

Riot House - Thursday, February 20th  
immediately following the course

- 30-minute speaking opportunity built into course agenda (topics must be approved by Dr. Sam Ariaratnam)
- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- 5-minute welcome speech before reception
- Logo placed on reception drink tickets
- Logo placed on all show collateral
- Attendee list before and after the show

### BREAKFAST SPONSOR

**Cost: \$2,500** (2 available)

- 5-minute welcome speech during breakfast
- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral
- Attendee list before and after the show

## LUNCH SPONSOR

**Cost: \$2,500** (2 available)

- 5-minute welcome speech during lunch
- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral and event signage
- Attendee list before and after the show

## BREAK SPONSOR

**Cost: \$2,000** (2 available)

- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral and event signage
- Attendee list before and after the show

# REGISTRATION SPONSORSHIPS

## LANYARD SPONSOR

**Cost: \$2,000** (1 available)

Lanyards must be purchased and provided by the sponsor

- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral
- Attendee list before and after the show

## NAME BADGE SPONSOR

**Cost: \$2,000** (1 available)

- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all attendee name badges
- Logo placed on all show collateral
- Attendee list before and after the show

## NOTEWORTHY SPONSOR

**Cost: \$1,500** (1 available)

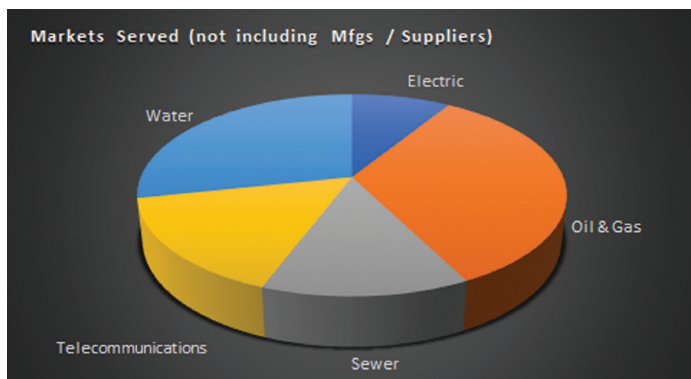
Notebooks must be purchased and provided by the sponsor

- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral
- Attendee list before and after the show

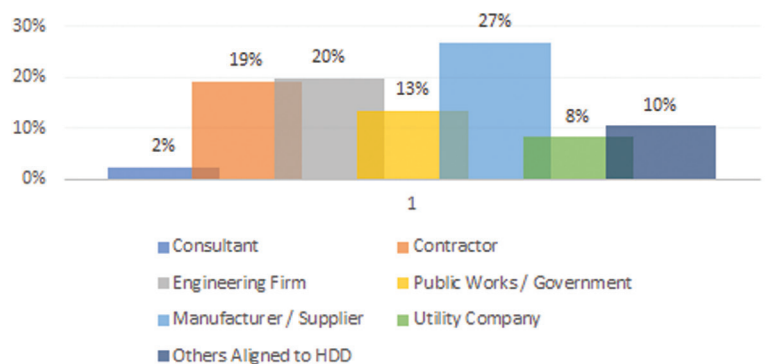
# ATTENDEE DEMOGRAPHICS

(based on 2022, 2023, 2024 attendee data):

## MARKETS SERVED:



## PRIMARY BUSINESS:





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# 2025 Sponsorship Contract

Please complete and return to Dan Sisko at [dsisko@benjaminmedia.com](mailto:dsisko@benjaminmedia.com)  
to reserve your sponsorship at the 2025 HDD Academy.

**SPONSORSHIP OPTION:** \_\_\_\_\_

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

PAYMENT METHOD:     MasterCard     Visa     AMEX     Check  
Checks payable to: Benjamin Media, Inc. 3554 Brecksville Rd., Suite 200, Richfield, OH 44286 USA

**SPONSORSHIP AMOUNT:** \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CANCELLATION:** In the event Sponsor wishes to cancel participation in the course, Sponsor must send notice of cancellation in writing to [kvannatten@benjaminmedia.com](mailto:kvannatten@benjaminmedia.com). Sponsor shall be liable for one-hundred percent (100%) of the total Sponsorship Fee.

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