

2027

Sponsorship opportunities



To become a sponsor, contact hannah@sawtooth.com

Event details

Date	May 5-7, 2027
Location	Washington, DC The Watergate Hotel
Audience	Market Research leaders—consultants and corporate researchers, industry professionals
Expected attendance	150-200
Format	Research Methods Track, breakouts, clinics, receptions

Join the leaders shaping the marketing sciences industry, including those from:

Ipsos



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The Harris Poll



and more!

Reception sponsor \$10,000 - \$15,000	Sponsor a conference evening reception and obtain preferred sponsorship placement. • Signage at reception • Dedicated transition slide • Prominent logo placement (website and sponsorship slides) • Ad placement in published proceedings • Social media shout-out • Three or four Sawtooth Research Conference tickets*
Breakout session sponsor \$10,000	Lead a breakout session to share your expertise, build connections, and elevate your brand among conference attendees. • 45-minute teaching slot in a breakout session • Logo placement (website and sponsorship slides) • Ad placement in published proceedings • Social media shout-out • Two Sawtooth Research Conference tickets
Lunch sponsor \$5,500	Sponsor a lunch for brand exposure. • Signage at meal • Logo placement (website and sponsorship slides) • Dedicated transition slide • One Sawtooth Research Conference ticket
Breakfast sponsor \$4,800	Sponsor a breakfast for brand exposure. • Logo placement (website and sponsorship slides) • Dedicated transition slide • One Sawtooth Research Conference ticket
Snack sponsor \$3,500	Sponsor a snack break for brand exposure. • Signage at snack break • Logo placement (website and sponsorship slides)
Promo item sponsor \$2,000	Sponsor to include a promo item in the SRC swag bag. • Logo placement (website and sponsorship slides)

*The number Sawtooth Research Conference tickets is based on which reception is sponsored.